



Administrative Report

H.15., File # 25-1288

Meeting Date: 9/16/2025

To: MAYOR AND CITY COUNCIL
From: MIKE COOK, INFORMATION TECHNOLOGY DIRECTOR

TITLE

APPROVE THE PURCHASE OF THREE EFLYN ELECTRONIC DISPLAYS FROM INSIGHT PUBLIC SECTOR FOR INSTALLATION AT THE REDONDO BEACH PIER AND INTERNATIONAL BOARDWALK IN AN AMOUNT NOT TO EXCEED \$60,680

EXECUTIVE SUMMARY

Staff recommends the purchase of three Eflyn digital signs to be installed at key locations along the Redondo Beach Waterfront: near the Skatepark by Kincaid's, at the International Boardwalk near Quality Seafood, and at the International Boardwalk near the North Parking Lot and R10 Social House.

This purchase follows the successful completion of a proof-of-concept deployment at the Pier Main Entrance, where the City's first digital sign has been operating effectively and has been met with positive feedback from businesses and patrons. The additional signs will extend this technology across the Waterfront with the goal of enhancing the visitor experience throughout the Pier and Boardwalk area.

BACKGROUND

In May of 2025, the City installed a digital sign at the Pier Main Entrance as a proof of concept to evaluate the Eflyn platform for modernizing wayfinding technology in the Waterfront. The pilot project demonstrated the effectiveness of electronic signage in providing residents and visitors with timely, dynamic, and visually engaging information.

Given the positive outcome, staff recommends expanding the program with the placement of three additional signs at prominent locations to replace the existing analog map boards that reference outdated Waterfront attractions for a not to exceed purchase amount of \$60,679.50. The new signs are expected to improve visitor experience, support local businesses, and better promote City events.

COORDINATION

The Information Technology Department coordinated the digital sign purchase and deployment strategy with the Waterfront and Economic Development Department and has worked directly with Eflyn and Insight on the details of the purchase. The quotation from the vendor has been reviewed and approved as to form by the City Attorney's Office.

FISCAL IMPACT

Staff obtained three quotes for the purchase and installation of the new signs. Insight Public Sector, leveraging their OMNIA Partners cooperative purchasing contract, offered the lowest pricing. This procurement method guarantees competitive rates and compliance with public purchasing requirements.

The total cost of the purchase will not exceed \$60,679.50. Funding for the purchase is available in the Information Technology Department's operating budget through the IT Equipment Fund.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- Vendor Quote - Insight Public Sector