

**EAST BAY REGIONAL PARK DISTRICT  
BOARD OF DIRECTORS MEETING  
AGENDA STAFF REPORT**

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<b>DATE</b>	October 1, 2024
<b>TITLE</b>	Authorization to Purchase HP Latex R1000 Plus Printer in the Total Amount of \$153,798 from Montroy Sign & Graphic Products for Public Affairs' Creative Design Group
<b>DIVISION</b>	Public Affairs
<b>FROM</b>	Todd Salerno, Creative Design Group Manager Jordan Traverso, Chief of Public Affairs Division
<b>APPROVED</b>	Sabrina Landreth, General Manager

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**RECOMMENDATION**

The General Manager recommends that the Board of Directors authorize the purchase of a new HP Latex R1000 Plus printer for \$153,798 from Montroy Sign & Graphic Products, to replace the Creative Design Group's (CDG) existing large format flatbed printer, which has reached the end of its life.

**BACKGROUND**

The Creative Design Group within the Public Affairs Division utilizes its current Roland large format flatbed printer to print signage that is displayed across the East Bay Regional Park District (Park District). It is the main device to print all wayside exhibit signage, info panels, and temporary/emergency signs as needed. This printer prints directly onto rigid substrates, eliminating the need for mounting a flexible print to a board or sheet of metal.

CDG prints thousands of signs per year with this device.

The current machine in use has reached the end of its life. It is breaking down more frequently, it is more expensive and difficult to repair, and it uses an outdated ultraviolet printing technology.

The HP Latex R1000 Plus machine utilizes current technology and is the industry standard of today.

**ANALYSIS**

The current machine is nine years old and approaching the end of its life. There is only one vendor who will service the machine, and they require advance purchase of parts that may or may not be needed for the repair. Maintenance costs for regular upkeep will vastly improve with the HP Latex R1000 Plus printer. For one, HP has won market share due to its technical superiority, therefore there are more vendors who can support it. In addition, many technician-level repairs for the Roland such as replacing print heads are user-serviceable parts on the HP Latex R1000 Plus printer.

CDG conducted an extensive due diligence process over several months to research equivalent

printers currently in the market and determine which was best for the Park District’s needs. CDG obtained both stock print samples as well as multiple rounds of prints made from internal files to ensure that the Park District’s needs would be met. This took longer than anticipated because the sellers of these devices typically sell to for-profit businesses and focus on speed and cost savings whereas CDG is going to run prints in high quality mode and wanted to discern print quality and longevity. HP’s latex inks offer additional capabilities (such as a practical way to print using white ink without excessive waste), a massive speed increase, and an environmental upgrade. The HP Latex R1000 Plus printer is designed to avoid pain points such as head strikes experienced with the current equipment. Because technology has advanced, there are no real cons to the HP vs the existing machine beyond the capital outlay and needing to retrain staff on the new equipment and software.

A new HP Latex R1000 Plus printer will use latex ink technology, which is much more environmentally friendly. CDG also anticipates it will be up to five times faster than the current machine when comparing similar print modes. For example, it currently takes 39 minutes to print a full 4’ x 8’ sheet in standard quality on the Roland, and that time should come down to about eight minutes on the HP. CDG expects the color quality to improve as the new printer has nine inks vs. the current machine’s six. In addition, print longevity in the field should meet or exceed current life expectancy. Latex is naturally more flexible, so should be more resilient in situations where the base material is subject to weather-induced expansion and contraction.

Due to its central function to sign production work, CDG believes it is important to replace the Roland prior to its full failure. These machines are extremely large and installation is a work stoppage event. It is preferable to schedule a shutdown of sign printing services when the workload can sustain the stoppage. The lead time from placing an order is currently about a month. If the Roland is run until it fails, several negative outcomes are expected: 1. Diversion of some unknown amount of additional resources for repair that could go to making signs. 2. Potentially a several-month downtime for these services when factoring in time to refresh the market assessment and complete the procurement process, 3. Additional resources would need to be spent outsourcing to cover this unplanned equipment gap.

**FISCAL IMPACT**

A budget request in the amount of \$132,000 was granted by the Board for the 2024 budget to pay for this new printer and its installation. Additional funding is available in the 2024 Public Affairs budget for the remaining cost. The installation of this machine will require a power upgrade to the room along with other construction work, which is expected to be performed in-house after the printer is procured.

Multiple bids for this printer were solicited. Four bids were received, with one being non-responsive. The purchase price for the HP Latex R1000 Plus printer from Montroy Sign was the lowest of the remaining three bids.

<b>SOURCE OF FUNDS</b>	
101 3120 000 7549	\$ 132,000
101 3110 000 7549	\$ 30,000
<b>Total Funds Available</b>	<b>\$ 162,000</b>

<b>USE OF FUNDS</b>	
HP Latex R-1000 Plus (Montroy quote)	\$ 153,798 (includes tax, freight, setup, training, 18mo warranty, starter consumables)



**EAST BAY REGIONAL PARK DISTRICT  
RESOLUTION NO. 2024 – 10 -  
OCTOBER 1, 2024**

**AUTHORIZATION TO PURCHASE HP LATEX R1000 PLUS PRINTER IN THE  
TOTAL AMOUNT OF \$153,798 FROM MONTROY SIGN & GRAPHIC PRODUCTS  
FOR PUBLIC AFFAIRS' CREATIVE DESIGN GROUP**

**WHEREAS**, the 2024 budget for the Public Affairs Division of the East Bay Regional Park District (Park District) includes as one of its objectives the printing and installation of Park District signage; and

**WHEREAS**, the Creative Design Group requires a new large format flatbed printer to ensure continuity of in-house printing operations; and

**WHEREAS**, the Creative Design Group determined, through considerable research, that the HP Latex R1000 Plus printer is the most suitable replacement for the needs of the Park District; and

**WHEREAS**, the 2024 budget for Public Affairs includes specific funding granted by the Board for this new machine; and

**WHEREAS**, staff solicited bids for the machine from multiple vendors and will proceed with the vendor that provides the greatest value for the cost,

**NOW, THEREFORE BE IT RESOLVED**, that the Board of Directors of the East Bay Regional Park District hereby authorizes the expenditure of \$153,798 for the purchase of a new HP Latex R1000 Plus printer from Montroy Sign & Graphic Products, as presented to the Board on October 1, 2024; and

**BE IT FURTHER RESOLVED**, that the General Manager is hereby authorized and directed, on behalf of the Park District and in its name, to execute and deliver such documents and to do such acts as may be deemed necessary or appropriate to accomplish the intentions of this resolution.

Moved by Director \_\_\_\_\_, and seconded by Director \_\_\_\_\_, and adopted October 1, 2024, by the following vote:

FOR:

AGAINST:

ABSTAIN:

ABSENT: