

Project Title: Replacement of Outdoor Digital Signage

Location: Tewksbury Memorial High School
320 Pleasant Street
Tewksbury, Massachusetts 01876

1. Overview

The Town of Tewksbury School District / Tewksbury Memorial High School is seeking a qualified electric sign vendor to **remove and replace a failed double sided outdoor LED marquee sign**. The project includes removal and disposal of the current LED marquee sign and installation of a new outdoor rated marquee sign. The vendor shall provide a complete turnkey solution including removal of the existing displays, installation of new outdoor-rated displays, testing, training, and warranty support. The replacement will take place at the entrance way of 320 Pleasant Street, Tewksbury Massachusetts.

2. Existing Equipment

The existing installation consists of two outdoor electronic LED message displays mounted on either side of the school's monument sign located at the main entrance.

Existing site conditions include:

- Two existing LED displays
- Approximate display dimensions: 40 inches (H) × 111 inches (W) each
- Existing 110/220 VAC electrical service
- Existing multimode fiber optic connection to the sign location
- Existing display enclosures and support structure (vendors shall evaluate reuse or replacement requirements)

The current LED displays have failed and require complete replacement.

3. Scope of Services

The awarded vendor shall provide all labor, materials, equipment, software, programming, permits (if required), and incidentals necessary to provide a complete operational system.

The scope shall include, but not be limited to:

A. Removal

- Disconnect existing displays
- Remove existing failed equipment
- Properly dispose of removed equipment
- Protect existing monument sign during removal

B. New Display System

Provide and install:

- Two outdoor color LED or digital electronic message displays
 - Displays sized to fit the existing monument sign openings
 - New controllers
 - Power supplies
 - Communication hardware
 - Mounting hardware
 - Weatherproof connections
 - Surge protection
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C. Electrical

Vendor shall:

- Utilize the existing 110/220 VAC electrical service
 - Verify electrical capacity
 - Replace any electrical components required for proper operation and safety
 - Ensure installation complies with all applicable electrical codes
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D. Communications

Existing multimode fiber optic service is available.

Vendor shall (if needed):

- Coordinate network configuration with the School District IT Department
 - Verify reliable communications to both displays
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E. Sign Management

The proposed system shall include some form a management preferred features are:

- Web-based, content management software
- Remote management capability
- Multiple user accounts
- User permissions
- Scheduling capability
- Date and time scheduling
- Emergency messaging capability
- Automatic brightness adjustment
- Cloud management preferred
- Local management

Software licensing if required shall be included for a minimum of five (5) years.

F. Installation

Vendor shall:

- Install all equipment
 - Align displays
 - Configure communications
 - Test all functions
 - Clean work area
 - Restore any disturbed surfaces
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G. Training

Vendor shall provide on-site training for district personnel including:

- Display operation
- Content management
- Scheduling
- Troubleshooting
- Routine maintenance

Training documentation shall be provided.

4. Minimum Technical Requirements

Displays shall meet or exceed the following:

- Outdoor-rated LED or display technology
- Full-color RGB display
- Daylight readable
- Automatic brightness control preferred
- Minimum brightness: 5,000 NITS
- Front serviceable preferred
- Weatherproof enclosure suitable for New England climate
- Operating temperature suitable for year-round outdoor operation
- Minimum IP65 front protection
- UV-resistant construction
- Corrosion-resistant cabinet

Display resolution shall be appropriate for daytime viewing for distance and application.

5. Warranty

Vendor shall provide:

- Minimum five (5) year manufacturer's warranty
- Minimum one (1) year parts and labor
- Telephone technical support
- Software updates during warranty period
- Estimated response time for service calls
- Estimated replacement part availability

Extended warranty options shall be identified separately.

6. Vendor Qualifications

Vendors shall provide:

- Company overview
- Years in business
- Experience with municipal or K-12 projects
- At least three references for similar outdoor digital signage installations completed within the last five years

- Manufacturer certifications
 - Proof of insurance
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7. Proposal Requirements

Proposals shall include:

1. Executive Summary
 2. Proposed equipment specifications
 3. Product literature
 4. Installation methodology
 5. Project schedule
 6. Warranty information
 7. Training plan
 8. References
 9. Total project cost
 10. Optional items
 11. Annual software licensing costs after the initial term
 12. Any required maintenance agreements
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Submission Method

Proposals shall be emailed to:

commbuys@tewksbury.k12.ma.us

Subject line should reference:

“Replacement of Outdoor Digital Signage”

Submission Address

Tewksbury Public School District
Care of: Procurement Department
139 Pleasant Street
Tewksbury, MA 01876

Telephone: 978-640-7800

Additional Requirements

- Proposals must be complete and clearly identify all included hardware, labor, programming, and related services
- Incomplete submissions may be rejected
- The awarding authority reserves the right to reject any or all proposals and to award the contract in the best interest of the Tewksbury Public Schools
- Site visits may be arranged upon request and coordinated through the Tewksbury Public School District
- Feel free to propose multiple options. (i.e. LED/digital displays)