



Downtown Hayward Improvement Association  
 District Identity & Streetscape Improvement (DISI) Committee  
 Friday, May 24<sup>th</sup>, 2024, at 12:00 Noon  
 Zoom Virtual Link: <https://us06web.zoom.us/j/81074727900>  
 Meeting ID: 810 7472 7900 | Passcode: 22654 | Call-In +1 669-444-9171

- 1) Roll Call & Zoom Etiquette / Committee Chair Alfredo Rodriguez  
*All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback.*
  
- 2) Public Comment (3-Minute Max Per Person)  
*Please keep comments directed to non-agenda items.*
  
- 3) Review of Minutes from March 22<sup>nd</sup>, 2024 Meeting *Action Item* P. 2 - 4
  
- 4) Committee Updates:
  - a. Olive Public Relations Status Report P. 5 - 9
  - b. DHIA CMS Website Redesign RFP: Recommendation to Board *Action Item* P. 10
  - c. DHIA Call for Artist Draft Program Letter *Action Item* P. 11 - 17
  - d. DHIA Quote for Districtwide Banner Installation *Action Item* P. 18 - 19
  - e. DHIA Banner Installation Request: HARD 80<sup>th</sup> Anniversary Banners *Action Item* P. 20
  - f. Discussion on Additional Events Anticipated for Downtown in 2024
  
- 5) Other Business
  
- 6) Next Meeting: \_\_\_\_\_
  
- 7) Adjournment *Action Item*

**BROWN ACT:**

*Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas outside of the building where the meetings are being held. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Monica Montes at least 48 hours prior to the meeting. For more information on the upcoming Committee or Board of Directors meeting, please call Monica Montes at 888 356-2726.*



**Downtown Hayward Improvement Association  
District Identity & Streetscape Improvement (DISI) Committee  
Meeting Minutes  
Friday, March 22nd, 2024 – 11:00 am  
Zoom Virtual Meeting**

**Present:** Alfredo Rodriguez, Sara Buizer, Resti Zaballos

**Staff/Contractors:** Dominic Li Mandri and Nick Yoo (New City America), Eleanor Lazar (Olive PR)

**Guests:** Frances Sagapolu, Deanie Lum-Villiadoss

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	District Manager Dominic Li Mandri called the meeting to order at 11:02 am	<b>No action taken</b>
<b>2. Public Comment</b>	Alfredo mentioned the Chamber of Commerce is going to be changing leadership and selecting a new executive officer. They plan to move forward with their Downtown Street parties, but he wouldn't have more information until after he met with the new executive director. Resti announced the new executive director for the Chamber of Commerce would be Lucy Lopez. She is expected to start July 1 <sup>st</sup> , 2024. Dominic mentioned that he and Nick Yoo would meet with Todd (interim executive director) and welcome Lucy Lopez to discuss the downtown street parties. Alfredo mentioned that he would be willing to join the meeting to help. Frances Sagapolu offered her assistance with the organization of the events as well.	<b>No action taken</b>

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<p><b>3. Review of Minutes from January 18<sup>th</sup>, 2024 Meeting</b></p>	<p>Dominic reviewed the minutes of the January 18<sup>th</sup>, 2024 meeting.</p>	<p>Sara made a motion to approve the minutes from the January 18<sup>th</sup>, 2024 meeting. Alfredo seconded the motion. The motion carried unanimously.</p>
<p><b>4. Committee Updates</b></p> <p><b>a. Olive Public Relations Status Report</b></p> <p><b>b. DHIA Quarterly Newsletters to Launch Q2</b></p> <p><b>c. DHIA Website Redesign RFP</b></p>	<p>a. Eleanor Lazar from Olive PR was present to summarize the Public Relations Status Report. Eleanor reviewed recent media spots found on pgs. 5-8 in the packet. Eleanor mentioned they recently secured a monthly article with the Tri-City Voice (local newsletter) to highlight DHIA news and updates. Alfredo inquired about creating a local flyer to help share information. Dominic mentioned about the creation of a QR code that could be distributed and help with information. Frances asked if Olive would be able to help promote their May Day festival event. Dominic mentioned that they would be able to help promote any events that they sponsor but wouldn't be able to exclusively pitch the May Day festival.</p> <p>b. Dominic mentioned a new quarterly newsletter program that would be developed and expected to launch in the second quarter of 2024 highlighting local news and happenings in Downtown Hayward.</p> <p>c. Dominic mentioned re-designing the website. He mentioned the website was created when the district was created in 2019 but the utility of the website has</p>	<p><b>a. No Action Taken.</b></p> <p><b>b. No Action Taken.</b></p> <p><b>c. No Action Taken.</b></p>

<p><b>d. DHIA Event Sponsorship Request: May Day Festival</b></p> <p><b>e. DHIA Event Sponsorship Request: Latin Jazz Festival</b></p> <p><b>f. DHIA Event Sponsorship Request: Juneteenth Celebration</b></p>	<p>changed so it should be re-designed. Dominic mentioned an RFP for website redesigned is being finalized and will be released soon. A Task Force has already been established to review the responses and will return to the Committee with a recommendation on selection.</p> <p>d. Frances and Deanie went over the May Day Festival which was included on pgs. 12 - 16 in the packet. They asked for \$10,000 dollars for sponsorship from the DHIA for this event.</p> <p>e. Alfredo went over the Latin Jazz festival which was included on pg. 17 in the packet. The Downtown Business Assoc. is asking for \$6,000 dollars for sponsorship from the DHIA for this event. He was asked to refrain when it came time to make a motion since he is also an active DHIA board member.</p> <p>f. Dominic went over the Juneteenth Celebration because Angela Andrews (organizer) was not able to attend the meeting. The event information was included on pgs. 18 – 29 of the packet.</p>	<p><b>d./e./f.</b> - Sara made a motion to approve all three sponsorship requests. Resti asked for more time to review before the board meeting but did second the motion. The motion passed with one abstention (Alfredo).</p>
<p><b>5. Other Business</b></p>	<p>No other business was discussed.</p>	
<p><b>6. Next Meeting</b></p>	<p>The Committee will meet as needed.</p>	
<p><b>7. Adjournment</b></p>	<p>Meeting adjourned at 12:10 p.m.</p>	<p>Alfredo moved to adjourn the meeting and Sara seconded the motion. Motion to adjourn the meeting was passed unanimously.</p>

Minutes taken by Nicholas Yoo, Assistant District Manager



## Downtown Hayward Improvement Association DISI Meeting

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### RECAP OVERVIEW

#### STRATEGY & PLANNING:

- Facilitated internal weekly strategy meetings
- Conducted weekly conference calls
- Updated local media lists for targeted pitches
- Daily community management and engagement
- Monitored and adjusted social media strategy to reflect news and announcements

### Summer Events in Hayward

#### SECURED COVERAGE

- **5/11-12 secured coverage on KRON 4**
  - Secured 4 segments that featured live footage of Hawaiian May Day Festival in Hayward
    - 5/12 KRON 4 (News at 9:00 am)
    - 5/12 KRON 4 (News at 8:00 am)
    - 5/12 KRON 4 (News at 7:00 am)
    - 5/11 KRON 4 (News at 10:00 pm)
- **5/12 secured coverage on ABC 7**
  - Secured 2 segments that featured live footage of Hawaiian May Day Festival in Hayward
    - 5/12 ABC 7 (News at 6:00 am)
    - 5/12 ABC 7 (News at 5:00 am)
- **5/10-11 secured coverage on NBC Bay Area**
  - Secured 4 segments and one online hit that featured live footage of Hawaiian May Day Festival in Hayward as well as an interview with the Kumu Hula Association
    - NBC Bay Area (News at 7:00 am)
    - NBC Bay Area (News at 11:00 am)
    - NBC Bay Area (News at 6:00 am)
    - NBC Bay Area (News at 5:00 am)
    - NBC Bay Area online
- **5/10 secured coverage on KRON 4**
  - Weekend roundup featured details of the Hawaiian May Day Festival in Hayward
    - 5/10 syndicated on Yahoo! Entertainment
- **5/10 secured coverage on NBC Bay Area**
  - Article featured details of the Hawaiian May Day Festival in Hayward

- 5/9 syndicated on MSN
- **5/9 secured coverage on Axios San Francisco**
  - Weekend roundup featured details of the Hawaiian May Day Festival in Hayward
    - 5/9 shared on Axios San Francisco newsletter
    - 5/9 syndicated on MSN
- **5/9 secured coverage on NBC Bay Area**
  - Secured 3 segments that featured the Hawaiian May Day Festival in Hayward in their weather report
    - 5/9 NBC Bay Area (News at 6:00 am)
    - 5/9 NBC Bay Area (News at 6:00 am)
    - 5/9 NBC Bay Area (News at 5:00 am)
- **5/3-4 secured coverage on ABC 7**
  - Secured 3 segments that featured postponement of Cinco de Mayo celebration
    - 5/4 ABC 7 (News at 11:00 pm)
    - 5/4 ABC 7 (News at 4:00 pm)
    - 5/3 ABC 7 (News at 4:00 pm)
- **5/3 secured coverage on KTVU 2 (News at 11:00 pm)**
  - Segment featured postponement of Cinco de Mayo celebration
- **5/3 secured coverage on CBS Bay Area (News at 5:00 pm)**
  - Segment featured postponement of Cinco de Mayo celebration
- **5/3 secured coverage on KRON 4**
  - Article featured Hayward's Cinco de Mayo celebration in a roundup of Cinco de Mayo celebrations around the Bay Area
    - 5/3 syndicated on on Yahoo! Life
- **5/3 secured coverage on NBC Bay Area**
  - Article featured Hayward's Cinco de Mayo celebration in a roundup of Cinco de Mayo celebrations around the Bay Area
- **5/1 secured coverage on San Francisco Chronicle**
  - Article featured Hayward's Cinco de Mayo celebration in a roundup of Cinco de Mayo celebrations around the Bay Area
- **4/30 secured coverage on Tri-City Voice**
  - Article featured Hayward's Cinco de Mayo celebration in a roundup of Cinco de Mayo celebrations around the Bay Area
- **4/26 secured coverage on Marin Independent Journal**
  - Article featured Hayward's Cinco de Mayo celebration in a roundup of Cinco de Mayo celebrations around the Bay Area
- **4/26 secured coverage on East Bay Times**
  - Article featured Hayward's Cinco de Mayo celebration in a roundup of Cinco de Mayo celebrations around the Bay Area
- **4/26 secured coverage on Mercury News**
  - Article featured Hayward's Cinco de Mayo celebration in a roundup of Cinco de Mayo celebrations around the Bay Area

#### SECURED INTEREST

- **5/2 secured interest with ABC 7**
  - Would like to interview one of the performers to preview the Latin Jazz Festival
- **4/24 secured interest with Diablo Magazine**
  - Shared with team for consideration

- **4/19 secured interest with Bay Area News Group**
  - Will include all events in roundups

### Hayward Farmers Market

#### SECURED INTEREST

- **4/23 secured interest with Eater SF**
  - Will consider for upcoming stories
- **4/23 secured interest with Bay Area News Group**
  - Running a farmers market roundup in the summer and will connect then
- **4/17 secured interest with SF Gate**
  - Would run with a story if one of the vendors have a cool story
- **4/10 secured interest with ABC 7**
  - Passed along to weekend team for coverage
- **4/10 secured interest with Diablo Magazine**
  - Shared with team for consideration in weekend roundup

### Hayward Revitalization

#### SECURED INTEREST

- **5/20 secured interest with Eater SF**
  - Would like to speak with Arthur Mac's about new concept in Hayward

### Other

#### SECURED COVERAGE

- **4/23 secured print coverage in Tri-City Voice**
  - Article featured Marley's Treats in Hayward, including details of the business and involvement in the Ube Festival

#### PITCHING

- **June Events**
  - Local Online
  - Local Print
  - Local TV
- **Hawaiian May Day Festival Media Alert**
  - Local TV
- **Summer Events in Hayward**
  - Local Online
  - Local Print
  - Local TV
- **Hayward Farmers Market**
  - Local Online
  - Local Print
  - Local TV

#### WRITING

- June Events
- Hawaiian May Day Festival Media Alert
- Summer Events in Hayward
- Hayward Farmers Market

- Family Friendly Restaurants
- DHIA newsletter

#### OTHER

- Submitted editorial calendars
- Monitored and clipped coverage
- Updated clip log
- Prepared weekly status reports
- Completed monthly report
- Coordinated media opportunities
- Refreshed media lists

#### SOCIAL MEDIA

##### Highlights/Recap:

- Gained **308** new followers across all platforms
- Garnered over **239K** impressions across all platforms (59% increase)
- Garnered over **15K** total engagements across all platforms (77% increase)
- Promoted Latin Jazz Festival & May Day Festival

##### Social Media Statistics (Last 60 Days as of May 21)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 DHIA	94	3,069	6,021	74,100
 Downtown Hayward Improvement Association	214	4,449	9,411	165,100



### Top content - Facebook (Based on engagement rate per reach)

Best performing content published during the selected period.



Apr 11, 2024 · Downtown Hayward Improvement Association

**Cheers to hops, barley, and all things beery! 🍷 What's your go-to brew in...**

Reach	4,365
Engaged users	522
Clicks	198
Other clicks	383
Engagement rate per reach	12%
Engagement rate per impression	9.1%



Apr 5, 2024 · Downtown Hayward Improvement Association

**Downtown Hayward just got a whole lot tastier with a new restaurant in...**

Reach	25,627
Engaged users	2,366
Clicks	1,847
Other clicks	945
Engagement rate per reach	9.2%
Engagement rate per impression	9.2%



May 18, 2024 · Downtown Hayward Improvement Association

**Shop local, eat fresh! The Hayward Farmers' Market is your go-to for th...**

Reach	4,434
Engaged users	313
Clicks	104
Other clicks	180
Engagement rate per reach	7.1%
Engagement rate per impression	6.6%

### Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Apr 5, 2024 · DHIA

**Downtown Hayward just got a whole lot tastier with a new restaurant in...**

Reach	2,068
Comments	14
Likes	237
Saves	12
Engagement	335
Engagement rate per reach	16.2%
Engagement rate per impression	0%



May 10, 2024 · DHIA

**Mahalo, Hayward! 🌺 Get ready to hula the day away at the May Day...**

Reach	1,524
Comments	2
Likes	197
Saves	4
Engagement	268
Engagement rate per reach	17.6%
Engagement rate per impression	0%



May 20, 2024 · DHIA

**🎵 Get ready to groove! Join us at the Latin Jazz Festival on June 1st in...**

Reach	854
Comments	2
Likes	107
Saves	7
Engagement	181
Engagement rate per reach	21.2%
Engagement rate per impression	0%



DHIA RFP Review Task Force: Responsive CMS Website  
 Development Thursday, May 23<sup>rd</sup>, 2024, 11:30 AM  
 Zoom Virtual Meeting: XXXX  
 or call 1-669-900-6833 / Meeting ID: / Passcode:

1. Introductions

2. RFP Proposals:

- a. Issued: Friday, March 22<sup>nd</sup>, 2024
- b. Deadline: Friday, April 12<sup>th</sup>, 2024
- c. Eligible Respondents: 18
  - i. Alliance Tek
  - ii. BN Solutions Inc.
  - iii. BTechNest Inc.
  - iv. Blink Digital Agency, Inc.
  - v. DijaBull
  - vi. Snowberry Media
  - vii. QuickPro Digital Marketing
  - viii. Locality Studio LLC
  - ix. GlobeScope
  - x. Fundae, LLC
  - xi. Geocentric, LLC
  - xii. EarthDiver Partner Services
  - xiii. Hoopla
  - xiv. Justin Mabee Design
  - xv. pubGENIUS.
  - xvi. Revize
  - xvii. TanDev LLC
  - xviii. High Rise Tourism Solutions

3. Select Proposal & Recommendation to Committee

*Action Item*

4. Adjournment

*Action Item*

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## Call for Artists

### **Downtown Hayward Calls for Art Submissions for Graphic Wrapping of Downtown Receptacles**

The Downtown Hayward Improvement Association (DHIA) is a local nonprofit organization that is tasked with the daily maintenance, beautification and promotion of the City of Hayward's central business district. Our Association has recently created a new public art program in collaboration with our City partners to beautify our downtown district with artwork from local creators!

Our partners at the City of Hayward and Big Belly have enlisted our help to find local artists or artist teams to submit several unique designs to be selected, printed, and displayed on big belly receptacle stations recently placed in Downtown Hayward. The DHIA is calling for artists to submit their designs for potential display within our downtown community for a full calendar year! The selected artists and/or artist teams will be compensated for their submitted artwork and links will be embedded on the receptacles that will direct visitors back to the Downtown Hayward website for more details on the artwork, artist profile, and overall public art program.

In total there are thirty-five (35) dual-set Big Belly receptacles installed throughout the downtown district. The DHIA is seeking artist submissions to graphically wrap all thirty-five (35) receptacle sets in selected artwork. There is no limit on the number of submissions an artist can enter for this program. Multiple designs from the same artist(s) may be selected. The design themes should be centered around the history & heritage of Hayward, the artistic and creative environment of the City, and the contemporary culture of its citizenry.

The DHIA's District Identity & Streetscape Improvement (DISI) Committee will review all artist submissions and select artwork based on the design theme described in the criteria below. The selected artists will each receive \$800.00 (per design) for their final artwork to be placed on multiple units (at least one) for an approximate one (1) year term.

If you're interested in submitted designs to this program, please follow the instructions below for how to submit artwork for consideration:

- Commission an artistic display according to the *positive* themes of: history & heritage of Hayward, the artistic and creative environment of the City, the contemporary culture of its citizenry, local landscapes and scenic overlooks,

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symbolic landmarks, historical figures or positive symbols reflecting the diverse and unique experiences of Hayward. Submissions that emphasize or relate to downtown will be

- Submitted artwork adheres to the dimensions provided in this packet for the Big Belly units. Submissions that do not conform to these dimensions may be disqualified.
- Will accept submissions from individual artists or artist team and/or collectives. Artists, teams, collectives, etc. can be based anywhere, however, we will prioritize Bay Area individuals and collectives should all criteria and work be measured equally.
- If selected, DHIA staff will work with you on specifications for the finished design to be reproduced and printed according to the pre-approved dimensions.
- For some background on the district and up-to-date images and news visit: <https://www.instagram.com/downtownhayward/>
- Please submit a sketch of the proposed artwork, including what colors, themes, images, iconography, etc. with the attached application to the email listed below.
- Please include your full contact information, including phone, email, address, and website or artistic medium of choice (Instagram, Wordpress, etc.)
- Feel free to submit additional information such as your bio, samples of your work, anything that you believe reflects your creative portfolio.
- **Proposals must be submitted by: June 28<sup>th</sup>, 2024 at 5 PM**

To submit your application electronically, please use the following:

[info@downtownhayward.com](mailto:info@downtownhayward.com)

Subject Line: Big Belly Artwork Submission



Current (real world) examples of Big Belly receptacle stations in Downtown Hayward that will host selected artwork:



Current examples of Big Belly receptacles adorned with professional/community artwork in other business district in and around the San Francisco Bay Area.



Questions? Please email Dominic Li Mandri at [info@downtownhayward.com](mailto:info@downtownhayward.com)

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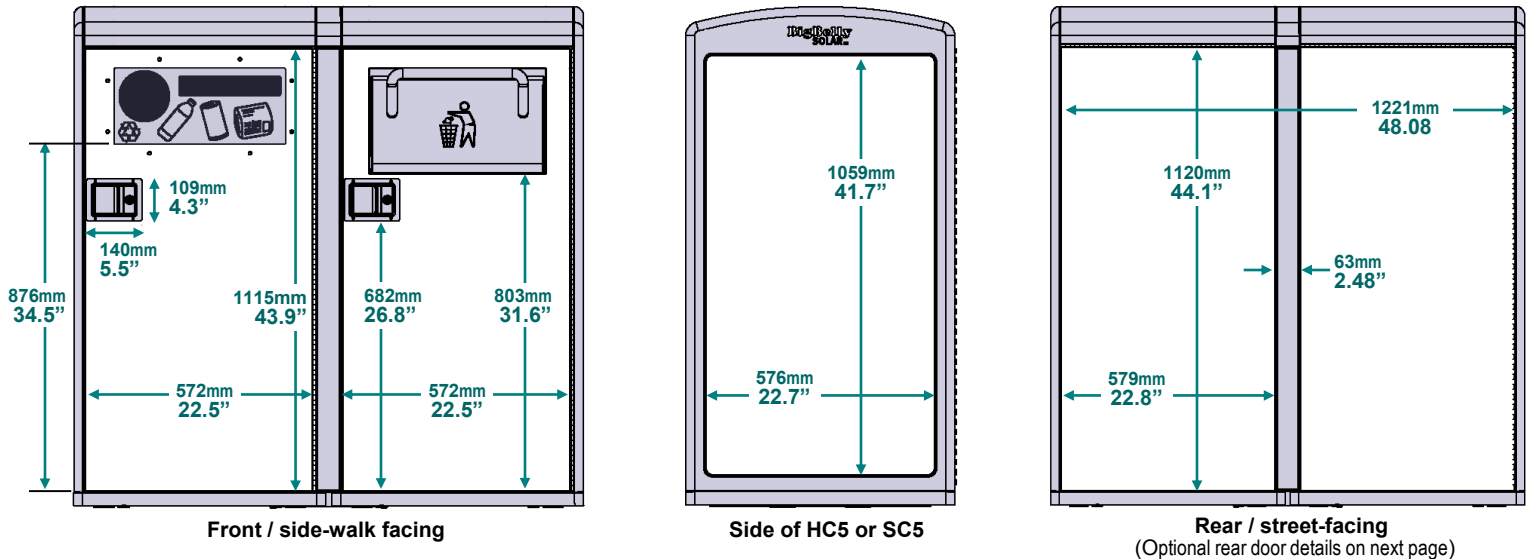
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## Bigbelly Artist Application

Name of Artist or Group:	
Primary Contact Name/Title (if the applicant is an organization or group):	
Address:	
Primary Contact Telephone:	Primary Contact Email:
Digital Portfolio URL:	
Please explain your overall design concept (you may use rough drawings if needed):	

## Wrap Decal Specifications

### HC5 and SC5: Art Submission Requirements



NOTE: We do not recommend applying decals to the shaded areas above (HC5 hopper or curved edges of side panels). Decal-appropriate areas are shown in white.

### Acceptable PC and Mac file formats

- ▶ EPS of any type including Illustrator and Photoshop
- ▶ AI - Adobe Illustrator
- ▶ PSD - Photoshop, any format
- ▶ PDF - Adobe Acrobat
- ▶ TIFF - Tagged Image File Format

### Image and font requirements

- ▶ Include all images that have been placed or imported into the final layout of your file. These image files are important to the quality of your final print.
- ▶ If you use a font other than a standard MS Word font, be sure to include all fonts used in your artwork whenever possible, otherwise send all fonts converted to outlines/curves/line art.
- ▶ Placed or imported images should be no less than 100 dpi (dots per inch) at final output size.

### How to submit your files

- ▶ **Mail us a CD or DVD**—always include a hard copy printout to cross-check the hard copy against the electronic file.
- ▶ **Email or upload your files**—always include a PDF of what you want printed to cross-check the PDF against the electronic file.

To upload files, go to [HTTP://FASTSIGNS.FROM-OR.COM](http://FASTSIGNS.FROM-OR.COM)

### 2 inch bleed required

- ▶ An overall artwork bleed of 2 inches on all sides is required. Artwork that does not provide this bleed may not fit correctly.

### Materials used

- ▶ 3M IJ-39-20 film
- ▶ Digital print using UV stable inks
- ▶ 3M 8509 Laminate

### Color specifications

- ▶ Whenever possible send your files in “layers.” If color corrections are required adjustments can be made as necessary.
- ▶ If you want specific color matches then PMS Pantone colors must be specified within the file as well as on your hard copy proof.
- ▶ Color swatches are an acceptable substitute to Pantone colors. We will match PMS colors as closely as possible.
- ▶ If colors are not specified then we will assume that color matching is not critical.

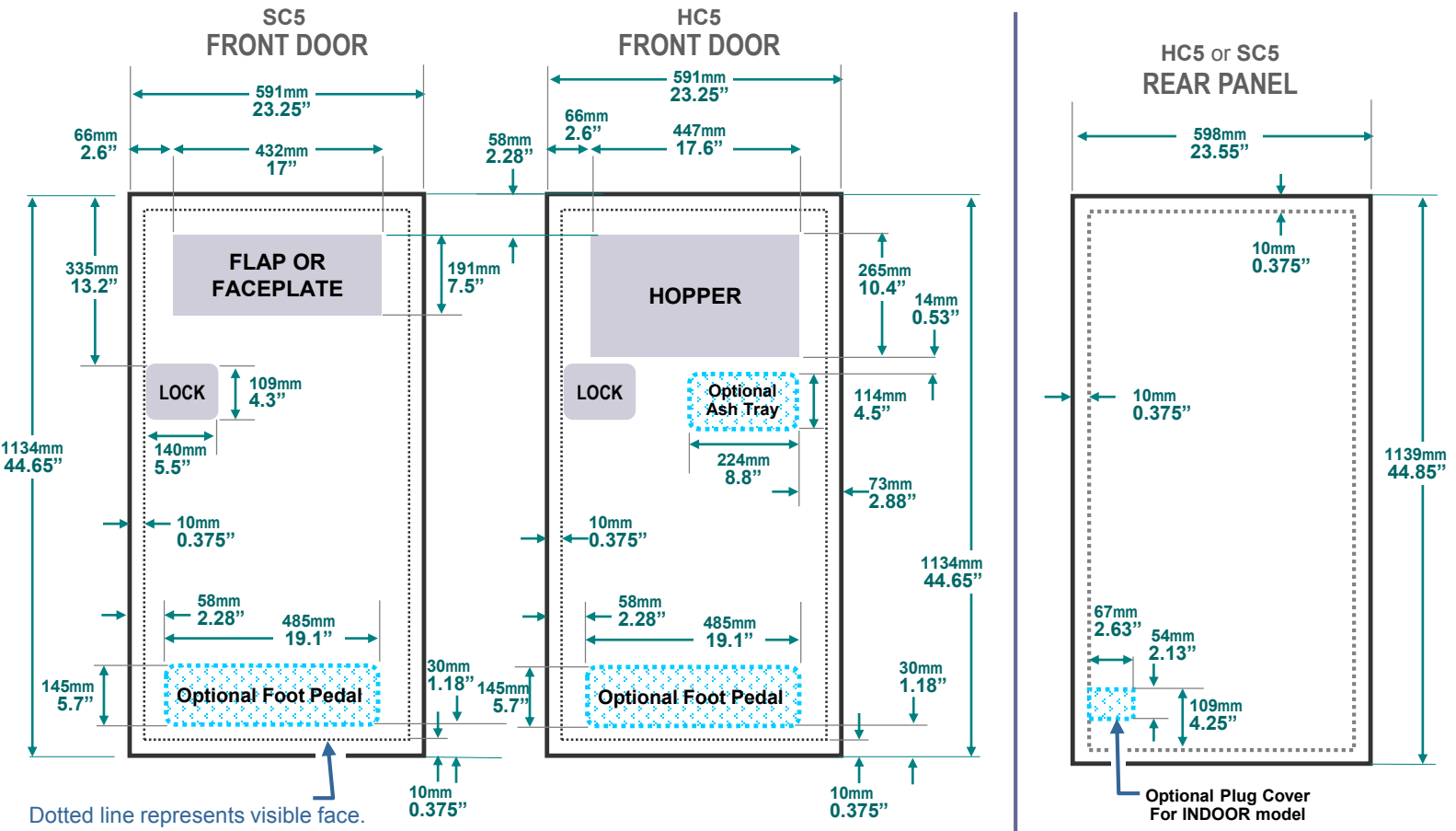
### For further assistance

- ▶ Please contact Bigbelly Solar (888.820.0300) or Jeff Parsons at FASTSIGNS (844.300.1560).
- ▶ If you are in need of design services, contact Jeff Parsons at FASTSIGNS ([Jeff.Parsons@fastsigns.com](mailto:Jeff.Parsons@fastsigns.com) or 844.300.1560). Please note additional charges may apply for some design services.

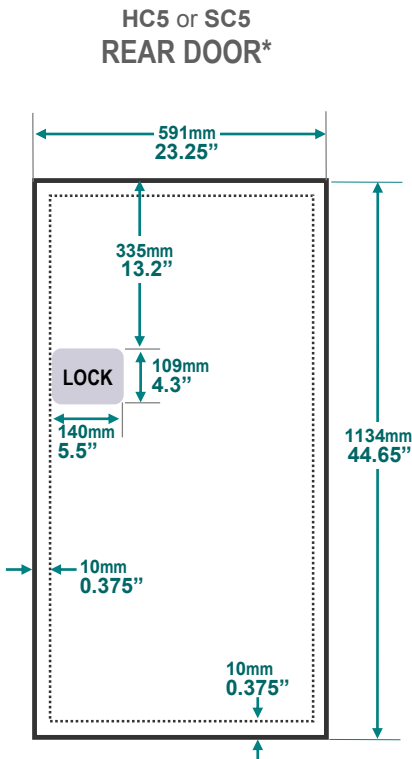
Info\_WrapSpecs(HC5-SC5)\_2018Jun

# Wrap Decal Specifications

## HC5 and SC5: Front & Rear Door\* Wrap Details

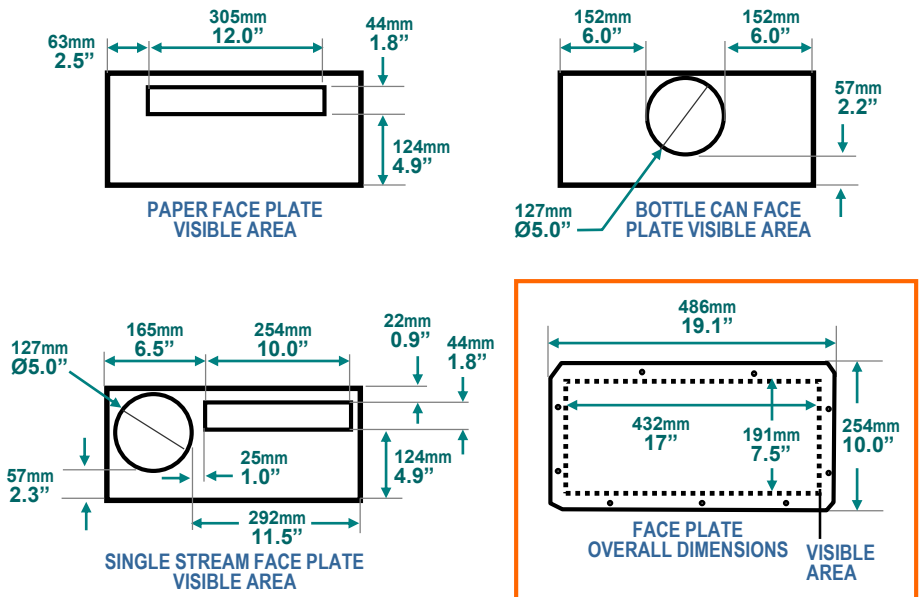


The overall dimensions include 3/8" (10mm) bleed on all four sides to allow wrapping around Door and Rear Panel.



\* No longer available. May exist on some stations before 9/2016.

### SC5: Faceplate Details





# Wrap Decal

## Recommended Field Installation Procedure

### Front Door or Rear Door\*

- Center the wrap on the door.
- If there are protruding studs in the footplate area: Cut a slit between the two studs on either side of the foot pedal opening
- Installer should squeegee the wrap tightly around components (e.g. Hopper, lock) and carefully trim the wrap to avoid damaging the powder coat finish. [Fig 1]

 Make 'X' cuts for Door Locks, Hopper, Flap or Faceplate openings, Ashtray or Foot Pedal areas to ease installation.

- Installer must manually cut out notch in the corners to allow the extra 3/8" material to fold around the left and top sides of the door. [Fig 1]
- If there are protruding studs in the footplate area: Cut a 0.5" x 4.5" rectangle around the studs to remove extra material. [Fig 2]
- Fold the excess material over the edges of the Door. The Front Door Key will be needed to gain access to these surfaces. Corners should be cleanly aligned with no gaps or exposed areas.
- Installer must manually trim away excess material on the door along the hinge and bottom edge. [Fig 1]

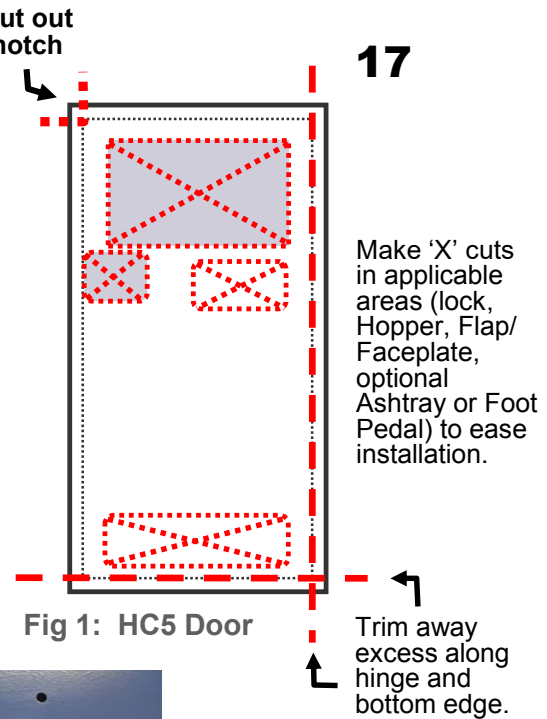



Fig 1: HC5 Door



Fig 2: Foot Pedal Wrap Cutout

### Rear Panel

- Center the wrap on the Rear Panel.
  - Installer must manually cut away excess material along all 4 edges. [Fig 4]
-  Use caution when cutting/trimming the wrap to prevent damage to the powder coat finish.
- Installer must also trim 0.5" radii in the corners to discourage finger picking. [Fig 3]

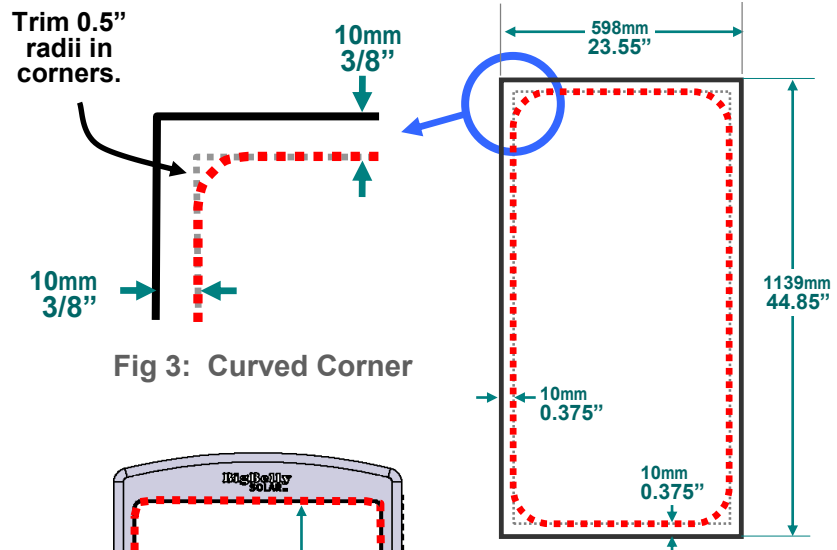
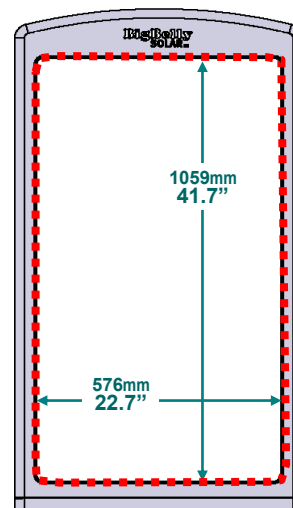


Fig 3: Curved Corner

HC5 or SC5  
Fig 4: Rear Panel

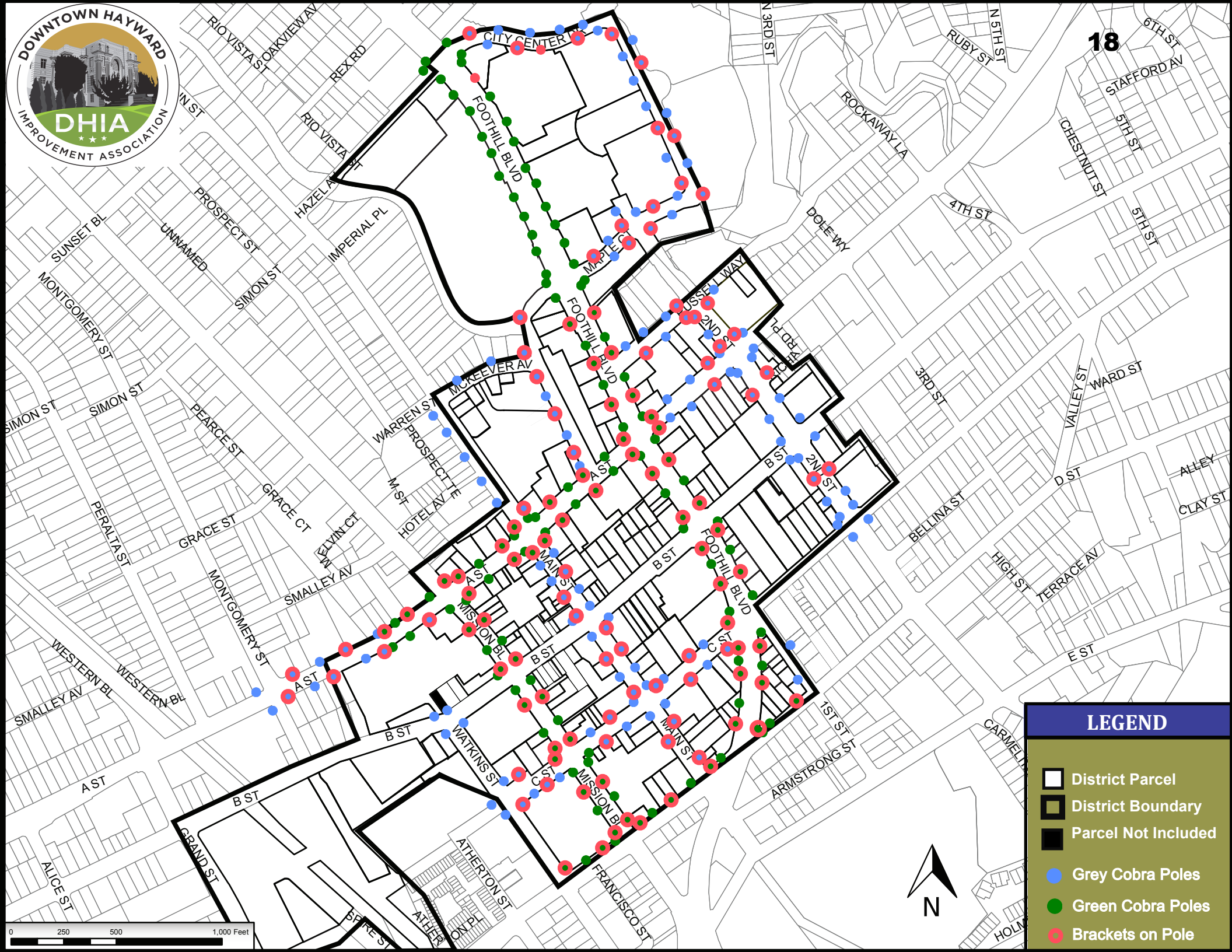
### Side-Skin

- Prepare surface to remove dirt and oils.
- Use a foam brush to apply a 1-2" (25.4-50.5mm) border of 3M Primer 94 where the graphic will be applied.
- Wait for the Primer to dry then center and place graphic on Side-Skin.
- Trim off all four corners of the graphic only 5mm in from the edge.
- Pull back the backing of the graphic on one side a few inches in and trim off along the inset of the Side-Skin.
- Attach exposed tack to Side-Skin. Then attach remainder with squeegee.
- With a heat gun and a rubber roller, heat the border where the primer was applied, and roll onto the Side-Skin where heated. Do this until the border and corners are all attached.



HC5 or SC5  
Fig 5: Side-Skin

\* The optional Rear Doors are no longer available. They may exist on some stations before 9/2016.



**LEGEND**

- District Parcel
- District Boundary
- Parcel Not Included
- Grey Cobra Poles
- Green Cobra Poles
- Brackets on Pole





**Sierra Display, Inc.**

4689 West Jennifer Avenue  
 Fresno, CA 93722  
 Telephone: 559-275-8695  
 Fax: 559-276-2238

**Price Quotation**

Account Representative: *Jennifer Schmidt*  
 Date: 5/6/2024

**Sold To**  
 City of Hayward

**Ship To**  
 Sierra Installations  
 City of Hayward  
 2581 S Golden State Blvd. Bay 5  
 Fowler, CA 93625

Quantity	Description	Unit Price	Extension
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**HARDWARE AND INSTALLATION**

**(32) Grey Poles Need New Hardware**

64	KBW- D3E with 31" Arms	\$61.00	\$3,904.00
640	Stainless Steel 3/4" Band-It Banding	2.30	1,472.00
128	Stainless Steel 3/4" Band-It Buckles	1.60	204.80

**(7) Poles Needing Banding and Buckles For Relocation of Existing Grey Hardware**

140	Stainless Steel 3/4" Band-It Banding	2.30	322.00
28	Stainless Steel 3/4" Band-It Buckles	1.60	44.80

**(23) Poles Need New Hardware To Be Powder Coated**

46	KBW- D3E with 31" Arms With Powder Coated GREEN Main Casting	\$61.00	\$2,806.00
414	Stainless Steel 3/4" Band-It Banding Powder Coated GREEN	2.30	952.20
92	Stainless Steel 3/4" Buckles Powder Coated GREEN	1.60	147.20
1	Powder Coat	2,760.00	2,760.00

**(18) Poles Need Banding and Buckles For Relocation of Existing Powder Coated Hardware**

324	Stainless Steel 3/4" Band-It Banding Powder Coated GREEN	2.30	745.20
72	Stainless Steel 3/4" Band-It Buckles Powder Coated GREEN	1.60	115.20
1	Powder Coat	1,800.00	1,800.00

**INSTALLATION**

33	Change Out Of Banner On Single Hardware	40.00	1,320.00
80	Installation of New Single Hardware and Banner	65.00	5,200.00
25	Cut Down Hardware To Relocate	20.00	500.00

Subtotal	\$22,293.40
Sales Tax 10.75%	1,641.89
Shipping (Estimated)	400.00
<b>Total Order</b>	<b>\$24,335.29</b>

NOTE: Prices in this sales quotation are valid for thirty (30) days  
 SHIPPING: All shipments are f.o.b. Factory

Authorized Purchaser \_\_\_\_\_



**H.A.R.D.**  
CELEBRATING  
**80**  
**YEARS**  
HAYWARD AREA RECREATION  
AND PARK DISTRICT

iStock  
Credit: monkeybusinessimages

**SO MUCH TO DO...  
SO CLOSE TO HOME**

**HaywardRec.org**

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iStock  
Credit: Fly View Productions

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