



## Request for City Council Committee Action from the Department of Public Works

**Date:** February 11, 2014

**To:** Honorable Kevin Reich, Chair Transportation & Public Works Committees

**Referral to:** Honorable John Quincy, Chair Ways & Means/Budget Committee

**Subject: Bus Shelter Franchise Agreement and Future Direction**

**Recommendation:**

Receive and file status update on Bus Stop Shelter Franchise

**Previous Directives:**

- November 1, 2013 - Authorize staff to:
  - End negotiations with CBS Outdoor regarding any further extension to the June 30, 2010 expired bus shelter franchise, Minneapolis Code of Ordinances Appendix G – Bus Stop Shelter Franchise
  - Take the necessary actions with CBS Outdoor to conclude the Franchise Agreement and return to Council for any necessary approvals
  - Negotiate, if needed, an agreement with Metro Transit to ensure proper transition of bus shelters and return to City Council for necessary agreement approvals
- April 16, 2010 - Adopted the Amended Bus Stop Shelter Franchise Ordinance for the extension
- March 12, 2010 - Interim Term Extension from April 1, 2010 to June 30, 2010.
- November 13, 2009 - Adopted the Amended Bus Stop Shelter Franchise Ordinance
- October 30, 2009
  - Authorize proper City officers to enter into the appropriate interim agreement with CBS Outdoor from November 9, 2009 to April 1, 2010 that provides for the continuance of provisions as stated in the amended bus shelter franchise, Minneapolis Code of Ordinances Appendix G – *Bus Stop Shelter Franchise*.
  - Authorize preparation of the introduction of the subject matter and amend Minneapolis Code of Ordinances Appendix G relating to *Bus Stop Shelter Franchise*, for an interim extension to April 1, 2010.
  - Direct staff to introduce Bus Stop Shelter Franchise Ordinance amendment at October 30, 2009 City Council Meeting.
- March 27, 2009 -- Authorized proper City officers to negotiate with CBS Outdoor to extend the existing bus shelter franchise agreement beyond the November 9, 2009 expiration date

**Department Information**

Prepared by: Jon Wertjes, P.E., Director of Traffic & Parking Services, 673-2614

Approved by: \_\_\_\_\_  
Steven A. Kotke, P.E., Director of Public Works

Presenters in Committee: Jon Wertjes, P.E., Director of Traffic & Parking Services

### **Financial Impact**

- Action is within the Business Plan
- Action results in an approximate \$110,000 decrease to the General Fund

### **Community Impact**

- City Goals: A Safe Place to Call Home: the city's infrastructure will be well-maintained, people will feel safe in the city.

### **Background/History of Franchise**

The City of Minneapolis bus stop shelter franchise agreements have permitted private vendors, first Transtop and later CBS Outdoor (CBS), to provide shelters and advertisement since 1979. The existing transit shelter provisions were scheduled to terminate on November 8, 2009 for the approximately 230 transit shelters. The City Council adopted an extension to the shelter franchise first to April 1, 2010 and then to June 30, 2010.

Public Works has since engaged CBS and Met Transit about future directions and options to address these franchised bus shelters in Minneapolis over the past several years.

Metro Transit has approximately 350 shelters in Minneapolis and 205 shelters in Saint Paul that are additional to the above 330 franchise shelters for an approximate total of 885 bus shelters in both cities.

The City's past and present primary interests in bus shelters are:

1. That there are enough shelters;
2. That they are well operated and maintained; and
3. That they are placed according to *Access Minneapolis -- Guidelines for Streets and Sidewalks and Pedestrian Master Plan*.

Public Works has concluded that the City's role through a private vendor franchise arrangement is no longer needed and that Metro Transit, the region's primary transit provider, can meet the City's interests. Thus, Public Works recommended that the City conclude and close out any remaining efforts with CBS and that discussions begin with Metro Transit to assume responsibility for these bus shelters.

City Council took action on November 1, 2013 which authorized staff to:

- End negotiations with CBS regarding the June 30, 2010 expired bus shelter franchise, Minneapolis Code of Ordinances Appendix G – Bus Stop Shelter Franchise
- Take the necessary actions with CBS to conclude the Franchise Agreement and return to Council for any approvals
- Negotiate, if needed, an agreement with Metro Transit to ensure proper transition of bus shelters and return to City Council for necessary agreement approvals

Since November, the parties including CBS, Metro Transit, City Attorney Office and Public Works have met to address the franchise agreement and have developed a direction to move forward.

## **Proposed Direction and Recommendations**

The bus shelters transition parameters are as follows:

- CBS will transfer the Minneapolis shelters to Metro Transit on or about March 1, 2014.
- CBS and the City will officially announce on or about March 1, 2014, that their franchise agreement has ended.
- CBS will continue to advertise until June 30, 2015 through agreement with Metro Transit
- Metro Transit will issue an RFP for all transit advertising which will include a phased approach for bus shelters with a term starting on January 1, 2015.

### City Next Steps

To accomplish these parameters the City will need to await CBS and Metro Transit actions and then Public Works will return with actions to delete the Minneapolis Code of Ordinances Appendix G – Bus Stop Shelter Franchise.

### Metro Transit Short-Term Next Steps

Metro Transit has indicated that it plans to move forward with the following short-term (next 18 months) bus shelter efforts:

- Metro Transit and CBS are working on the shelter list. They will confirm the exact quantity in the next couple weeks and then take actions to transfer the shelters.
- Maintain shelters at Metro Transit service levels and standards
  - How to contact/call -- Shelter maintenance issues can be channeled through Metro Transit Customer Relations at 612/373-3333. Calls to City 311 will be routed to Metro Transit.
  - Current Metro Transit maintenance standards and service levels (see Attachment A)
- Repair and make any safety corrections to CBS shelters until shelter replacement program can occur
  - Repair structures focusing on safety and structural integrity during 2014
  - Render on-street inventory ADA compliant as Metro Transit upgrades sites.
  - Replace broken/etched glass
- Continue shelter advertisement
  - Transition advertising agreement with CBS to June 30, 2015
  - Consistent with Metro Transit advertising guidelines (see Attachment B)
  - Issue RFP for five-year term for transit-wide advertising agreement starting on January 1, 2015 that will include a phased approach for CBS shelters

### Metro Transit Long-Term Next Steps

Metro Transit intends to develop a replacement program for CBS and other shelters in Minneapolis. Initial parameters considered for the replacement program include:

- Total shelter inventory
- Shelter maintenance patterns and trends
- Ridership criteria/thresholds
  - Reallocate/relocate existing inventory based on boarding criteria
  - New sites: 40 boardings per day
  - Existing sites: 20 boardings per day
  - Additional considerations including Title VI and Limited mobility boardings
  - Adopt-a-shelter potentials

- Placement – based on sidewalk/boulevard size, Special Service Districts (SSD) and existing street furniture in accordance with *Access Minneapolis -- Design Guidelines for Streets and Sidewalks and Pedestrian Master Plan*
- Shelter size –working on a program to address needs versus space limitations for large, medium, small, narrow, skinny shelter designs (see pictures of current standard white shelter)
- Advertisement continues with the guidelines
- Implementation schedule/rollout – develop a 5-year plan that replaces all shelters older than 20 years and is within shelter budget.

Cc Corey Conover, Attorney, City of Minneapolis  
Andy Carlson, Project Manager, Special Service Districts  
Bob Graiziger, CBS Outdoor  
Wayne Schafer, Metro Transit

Attachments:

Attachment A -- Metro Transit Shelter Maintenance Guidelines  
Attachment B -- Metro Transit Advertising Policies and Standards  
Metro Transit shelter pictures