



Request for City Council Committee Action From the Department of Public Works

Date: April 4, 2006
To: Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee
Referral to: Honorable Paul Ostrow, Chair Ways & Means/Budget Committee
Subject: RFP for Advertising in Parking Ramps and adjoining walkways

Recommendation:

- a. Approve the selection of CityLitesUSA as the successful vendor for providing advertising services within the Municipal Parking System as detailed in their response to the City's RFP.
- b. Authorize proper City officials to negotiate and execute a contract between the City and CityLitesUSA for these services.

Previous Directives:

- January 27, 2006 – Authorize the issuance of a Request for Proposals (RFP) for advertising in City-owned/operated parking ramps and adjoining skyways.

Prepared by: Anthony Stone, Parking System Analyst 612-673-3162

Approved by:

Klara Fabry, P.E., City Engineer, Director of Public Works

Presenters: Anthony Stone, Parking System Analyst, Traffic and Parking Services

Permanent Review Committee (PRC) Approval 12/22/2005 Not applicable _____

Policy review Group (PRG) Approval _____ Not applicable X

Financial Impact (Check those that apply)

- No financial impact - or - Action is within current department budget (If checked, go directly to Background/Supporting Information)
- Action requires an appropriation increase to the Capital Budget
- Action requires an appropriation increase to the Operating Budget
- Action provides increased revenue for appropriation increase
- Action requires use of contingency or reserves
- Business Plan: Action is within the plan. Action requires a change to plan.
- Other financial impact (Explain): Action will increase revenue into the Parking Fund and is within the guidelines of the Parking Fund Workout Plan
- Request provided to department's Finance Dept. contact when provided to the Committee Coordinator

Community Impact

Neighborhood Notification: Not Applicable

City Goals: Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis

Comprehensive Plan: Not Applicable

Zoning Code: Not Applicable

Background/Supporting Information

The Public Works Business Plan, Parking System Workout Plan and the Project Excellence report support the development of non-parking revenue from the parking system. Public Works believes that the municipal parking system has the requisite traffic counts, advertiser interest and locations to support as many as 125 display units in the 20 facilities and adjoining internal skyways and tunnels. The City also believes that the advertising program has the potential to generate a significant annual revenue stream for the City. These conclusions are based on average monthly traffic of approximately 300,000 persons, rough skyway counts by area, and a comparison to successful ramp advertising programs in other major cities -- including Chicago, Philadelphia, Washington D.C., Los Angeles, New York, Boston and Miami.

No advertising currently exists in the parking facilities or internal skyways owned by the City of Minneapolis, although illuminated units are posted in some privately-owned Minneapolis skyways. The program represents a new venture for the City and is intended to achieve the following objectives:

- generate a significant annual net revenue stream to the City of Minneapolis from the sale of advertising in City-owned ramps and internal skyways.
- enhance the physical appearance of municipal ramps with advertising signage that is attractive, non-offensive and informative.
- create opportunities for promoting the Municipal Parking System on the display units.
- require minimal City staff time and no capital investment.
- make downtown more accessible to downtown residents, employees, business people and visitors by incorporating skyway maps into the advertising system, where feasible.

RFP Process to date:

- Public Works held a Pre-proposal conference on February 17, 2006. Three vendors attended this meeting. (Sill Indoor Media, CityLitesUSA, and Berg Media) The RFP and the RFP process were reviewed, and questions and concerns were answered.
- The Procurement Division received three responses to the RFP which were due on March 3, 2006. Responses were received from the three vendors mentioned above.
- Public Works created an evaluation committee which was made up of 4 members both external and internal to the City.
- The evaluation committee met on March 13, 2006 to review the evaluation process and ranking system for the RFP responses to ensure all committee members were all reviewing and evaluating the responses using similar methodology.
- The evaluation committee met again on March 20, 2006. At this meeting the scores were reviewed and it was unanimously determined that the proposal that met the criteria established in the RFP and best suited the City of Minneapolis' goals for this initiative was submitted by CityLitesUSA. The responses from the other two vendors were deemed less responsive and are not recommended to move forward at this time.

Therefore the staff recommends approval of CityLitesUSA as the provider of these services, and the authorization of the proper City officers to negotiate and execute a contract between the City and CityLitesUSA.

Remaining schedule of events:

- Project Award – April 14, 2006
- Contract Execution – Late April 2006
- Estimated services start date – Early May 2006