



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

Date: January 17, 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:

Authorize the issuance of Request for Proposals (RFP) for advertising in city owned/operated parking ramps and adjoining walkways

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

Approved by:

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

Presenters: Michael Sachi, P.E., Project Engineer, Traffic and Parking Services

Permanent Review Committee (PRC) Approval: 12/22/05 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):
- Request provided to department's Finance Dept. contact when provided to the Committee Coordinator

Community Impact

Neighborhood Notification: Not Applicable
City Goals: Maintain the physical infrastructure to ensure a healthy, vital and safe city
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 estimates 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 Department also maintains that the advertising program has the potential to generate an 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.

We have identified 50 initial sign locations which are listed in Attachment 1. These signs are 6 feet long by 3 feet wide and follow Americans with Disabilities Act (ADA) guidelines. The Skyway Advertising RFP also covers alternative advertising such as floor clings, wall clings, board extensions, variable message signs, kiosks, and service providing equipment. Listed below is the timeframe for the RFP process.

RFP Release	Late January 2006
Pre-proposal conference	Early February 2006
Deadline for submitting Written Questions	Mid February 2006
Answers to Questions Mailed	Mid February 2006
Deadline for Accepting Proposals	End of February 2006
Proposals reviewed	Early March 2006
Project Award	Early March 2006
Contract Execution	March 2006
Estimated services start date	March 2006

Attachment 1 – Sign locations