



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

**Date:** October 9, 2007  
**To:** Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee  
**Referral to:** None

**Subject:** **Coordinated Street Furniture Program**

**Recommendation:**

- Approve the Coordinated Street Furniture Program Guidelines Report
- Authorize city officers to issue the Coordinated Street Furniture RFP pending PRC approvals

**Previous Directives:**

- 12/12/06 T&PW authorized Public Works to develop a street furniture program and to include research into the possible addition of washrooms into the definition of street furniture, and requesting that the T&PW Committee review the RFP prior to issuance.

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

**Approved by:**

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Steven A. Kotke, P.E., City Engineer, Director of Public Works

**Presenters:** Jon Wertjes, P.E., PTOE, Director, Traffic & Parking Services  
Monique Mackenzie, AICP, SRF Consulting  
Anna Flintoft, Transportation Planner, Transportation Planning and Engineering

Permanent Review Committee (PRC)	Approval <u>pending</u>	Not applicable	_____
Policy Review Group	Approval _____	Not applicable	<u>X</u>

**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): Special assessment against benefited properties
- Request provided to department's Finance Dept. contact when provided to the Committee Coordinator

## **Community Impact**

Neighborhood Notification: Community engagement is well underway.

Comprehensive Plan: Coordination with Comp Plan effort will be continued

Zoning Code: Not applicable

## **Background/Supporting Information:**

In November 2006, Public Works initiated a process to combine the bench and bus shelter RFPs as a franchise Coordinated Street Furniture (CSF) program. At the December 12, 2006 TPW meeting, the committee endorsed the program and directed staff to initiate work on the RFP.

The purpose of the coordinated street furniture program is to:

- Coordinate the design of selected street furniture elements so that the appearance and quality of these amenities is improved
- Create a distinctive set of street furniture facilities reflective of Minneapolis and its neighborhoods and services
- Manage and enhance the pedestrian circulation and safety on City rights of way
- Achieve a higher level of service and maintenance of street furniture at no cost to the City
- Enhance and protect City revenues

## **Project Team & Stakeholder/Community Engagement Activities**

A Project Team consisting of city staff from Public Works, CPED, Regulatory Services (Licensing) and a Metro Transit representative has met monthly to manage consultant progress and contribute to the development of the CSF program.

Stakeholder input has been collected from internal city departments, Metro Transit, special service district board members, the street furniture vendor community, and the project design jury. A community open house is scheduled for October 15, 2007 at 6:30pm at the Central Library.

Further discussion and engagement with the general public is anticipated as the project continues. After the RFP submissions are received, the community at large as well as an appointed design jury will convene to assess the submissions and offer an evaluation and ranking of preferences to the Project Team prior to making a preferred vendor recommendation.

## **Program Guidelines Report**

The attached Program Guidelines Report defines the Coordinated Street Furniture program through placement, design, use, accessibility and maintenance guidelines described in the report. It also serves as a resource to document the background, context, research and public involvement process undertaken to develop the RFP for the Coordinated Street Furniture Program. It contains the essential program elements to be included in the RFP.

Public Works seeks Council approval of the Program Guidelines Report. A summary of the policy directions in the guidelines are presented below.

## Summary of Policy Directions in the Street Furniture Program Guidelines Report

The following statements are included for Council discussion. The intention is to have Council understand, discuss and affirm these statements as part of the Council action, to reinforce forward momentum for the Street Furniture Program and its pending RFP process.

### *Furniture Types*

The list of base elements defined below are included in the RFP:

#### Currently Allowed by State Statutes

- Transit Shelters
- Benches
- Bicycle parking units

#### Possible if State Statutes are Modified

- Litter Receptacles
- Information/ Wayfinding structures
- Multi-publication structures (newspaper corrals)
- Neighborhood information kiosks
- Public washrooms (if revenues allow)

### *Furniture Quantities*

Vendor responses to the RFP will define for the city how much furniture will be placed on the street in terms such as the total number of pieces, in what general groupings they may be configured.

### *Design Criteria and Evaluation*

The design criteria and placement guidelines discussed in the report are adequate guidance, combined with summarized results from other community sources to inform the respondents' initial submission. Greater design detail and specific furniture dimensions will be pursued with the preferred vendor prior to contract signing.

### *Contract Administration*

Contracts will be drafted for a 20 year timeframe. Terms will be established for the life of the contract and will include qualifying thresholds for making changes to contract terms, which will be agreed to by both parties prior to final approval of the vendor contract.

### *Financial Returns*

The street furniture program is expected to provide sufficient advertising revenue to deliver well maintained, high quality, distinctive set of coordinated elements to City streets over the length of the contract. Specific funds are expected to be dedicated to the City's administrative costs for street furniture program.

The RFP will request that a portion of the paid advertising space must be made available to non-profit or public groups at reasonable rates, relative to other medium to large cities and advertising markets.

### *Assessment of Potential Ordinance Changes*

There are a number of city ordinances and state statutes that have historically defined the City's regulation of the public right of way<sup>1</sup>.

Changes to city ordinances and possibly state statutes may be needed to accomplish the program. The Project Team has initiated work with City Attorney staff to determine where revisions may be needed. This will be an on-going effort.

Key issues defined in those ordinances that would affect the Coordinated Street Furniture Program are as follows:

- Placement in or encroachment on the public rights-of-way
- Disruption (demolition or construction) of elements in the rights-of-way
- Allowance for advertising located next to the right-of-way
- Dedication of fee revenues

### **Request for Proposals**

The preliminary timeline presented to TPW Committee in December 2006 indicated that the RFP was to be released in October 2007. At this time, a revised schedule below shows RFP release in November 2007.

Public Works seeks authorization to issue the RFP, pending PRC approval.

### **Revised Timeline for Coordinated Street Furniture RFP**

	<b>Timeline</b>	<b>Action Step</b>
<b>Pre-Proposal Efforts</b>		
1	Nov-Dec 2006	Increase bench license fee for 2007 (ordinance change) Begin the process to combine the RFPs Seek and identify lead project personnel
2	Jan-Mar 2007	Develop project team and identify all stakeholders Refine objectives and timeline Determine other project needs Identify focus points and framework for furniture designs
3	Mar-Oct 2007	Initial Stakeholder Input and Engagement on Street Furniture Design Guidelines, Right of Way Placement and Street Corridors (Stakeholders include but not limited to design professionals, Transportation Action Plan Steering Committee, furniture and advertising industry, Walking Minneapolis, business associations, special service districts, neighborhoods, citizens, transit providers, etc.)
4	Oct 2007	Street Furniture Design Report #1 to City Council

<sup>1</sup> City Code Chapter 427, Streets and Sidewalks (including Appendix G Bus Stop Shelters Franchise; Chapter 109 Signs and Billboards; Chapter 544 Off Premise Advertising Signs and Billboards; Chapter 451 Newsstands; Chapter 283 Courtesy Benches; Licensing Code Chapter 265; MN State Statutes Chapter 160.27 Particular Uses of right-of-way; Chapter 173.02, Subd.22 Primary Highway; Chapter 173.13 Permit for Advertising.

<b>RFP Preparation Efforts</b>		
5	Sept-Oct 2007	Draft RFP and PRC review Review and feedback from stakeholders
6	Oct 2007	Finalize RFP
7	Nov 2007	Release the combined Street Furniture RFP franchise Mandatory Pre-Proposal Meeting
8	Dec 2007	Deadline for Questions
9	Jan 2008	RFP proposals are due
<b>RFP Review, Contracts and Installation</b>		
10	Jan-Mar 2008	Identify and change any ordinance/statute language as needed
11	Feb-May 2008	RFP Proposal Evaluation <ul style="list-style-type: none"> <li>• Qualification, financial, and technical/functional components by an expanded project team</li> <li>• Design component by design jury and the project team with community open house meetings</li> </ul> Street Furniture Design Report #2 to City Council
12	Jun-Aug 2008	Refinement of Design Elements and Detailed Contract Terms
13	Sept 2008	Council approval of RFP franchise Execute agreements/contracts
14	Oct-Nov 2008	Begin manufacturing street furniture
15	Mar-Nov 2009	Begin installation of new furniture at new locations
16	Nov 2009	Begin installation of new furniture at existing locations
17	After Nov 2009	Street furniture franchise operating terms and phased in installation.