



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

Date: June 10, 2008
To: Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee
Subject: **Coordinated Street Furniture Program -- Select Vendor and Negotiate Contract**

Recommendation:

- a. Select Clear Channel Outdoor as the Coordinated Street Furniture preferred vendor
- b. Direct City officers to negotiate an agreement with Clear Channel Outdoor
- c. Authorize PW to negotiate provisions in the agreement that allow for appropriate, compatible, unified and timely installation of Marquette and 2nd Avenue street furniture that works within the UPA project efforts
- d. Return to the City Council to present the negotiated terms and conditions and to seek authorization to execute a contract
- e. Return to the City Council with a recommended city work plan related to the city efforts, staff needs and resources for the Coordinated Street Furniture Program

Previous Directives:

- December 22, 2006: Authorized Public Works to develop a Street Furniture Program to coordinate the design of all street furniture elements
- October 19, 2007: Approved Coordinated Street Furniture Program Guidelines Report and authorized proper City officers to issue a Coordinated Street Furniture RFP

Prepared by: Jon Wertjes, Director Traffic and Parking Services 673-2614

Approved by:

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

Presenters: Jon Wertjes, Director Traffic and Parking Services
Monique MacKenzie, SRF Consulting Group Inc

Reviews

Permanent Review Committee (PRC)	Approval	Y	Date 11/8/07
Civil Rights Affirmative Action Plan	Approval	NA	Date
Policy Review Group (PRG):	Approval	NA	Date

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: Public outreach has been part of RFP process.
City Goals: A SAFE PLACE TO CALL HOME: the city's infrastructure will be well-maintained, people will feel safe in the city.
Comprehensive Plan: Not Applicable
Zoning Code: Not Applicable

Background/Supporting Information

Currently, street furniture (consisting mostly of 'bus' benches, transit shelters, trash receptacles, as well as some publication enclosures) is provided by a variety of public and private entities. The city has contracted and permitted with a private entity to provide shelters and bus benches since approximately 1979. These existing provisions are scheduled to terminate on January 1, 2009 (approximately 700 benches) and November 10, 2009 (approximately 240 transit shelters).

Goals

The Coordinated Street Furniture (CSF) Program through the *CSF Program Guidelines* calls for a city-wide ensemble of functional furniture placed in the pedestrian right of way to serve daily needs of transit riders and citizens. The goals of the program are to:

- a) improve the quality of street furniture;
- b) maintain street furniture to a higher level than found today;
- c) create safer, better organized pedestrian thoroughways on the public right of way, and
- d) increase potential City revenues invested in maintaining the public right-of-way.

The RFP requested the design, installation, maintenance, and financial compensation in exchange for the right to advertise, and collect revenue on select coordinated furniture elements. The selected vendor will install replacement street furniture at locations already served by existing furniture. Plus, new furniture locations will be selected on the basis of transit ridership or other pedestrian threshold level of activity. Implementation will occur over an agreed upon rollout period.

Evaluation/ Findings

An evaluation of three vendor proposals has been conducted by the Coordinated Street Furniture Project Team. (See attachment, Coordinated Street Furniture Program RFP Summary).

Feedback from the Community

Public input has been incorporated into the CSF Program and RFP at key milestones. A Design Jury of professionals, Community Open House/meetings, as well as input received at the City's project website, has provided insight into preferences and priorities for the RFP evaluation process.

Highest Ranked Vendor

Based on the outcome of this process, the project team scored and ranked the proposals based on the identified RFP criteria.

Clear Channel Outdoor's proposal ranked highest. With these findings, staff recommends proceeding to the next step -- negotiation of contract terms with this vendor with a target date of September 2008 to return to the City Council to seek contract execution, city work plan and other related CSF Program needs.

RFP Next Steps

1	T&PW Meeting	June 10, 2008
2	City Council Meeting	June 20, 2008
3	Negotiate Vendor Contract	July to Sept 2008
4	Execute Vendor Contract	Fall 2008
5	Vendor Mobilization and Preparations	Fall 2008
6	Vendor begins installations	Spring 2009
7	Marq/2 nd Shelters Installation Completion	December 31, 2009
8	Estimated services end (15 year term) With 5 year extension	January 1, 2024 January 1, 2029

Attachments.: Coordinated Street Furniture RFP Summary