

Agenda Report

TO: CITY COUNCIL

Date: August 14, 2000

FROM: City Manager

SUBJECT: Contract Award to Infinity Outdoor, Inc. for Provision of Transit Shelters to the City of Pasadena.

RECOMMENDATION:

It is recommended that the City Council:

1. Authorize the City Manager to enter into a five year License and Services Agreement with Infinity Outdoor, Inc. to provide transit shelter and bench services for the City with the option to renew for an additional five year period thereafter;
2. Recognize \$115,488.20 in bus shelter revenue in the Proposition C Fund and \$69,511.80 in the General Fund for FY 2001;
3. Approve usage of the increased revenue in the Proposition C Fund to enhance maintenance of bus stops citywide and add an additional bus on the Uptown ARTS route during peak periods on weekdays from 7am to 11am, and 2pm to 6pm to alleviate chronic overcrowding; and
4. Amend Contract #15,375 with Laidlaw Transit Services, Inc. for an amount not to exceed \$39,000 to operate the additional bus for a period of nine months from 9/01/00 through 5/31/01, at which time the current contract will expire.

TAC RECOMMENDATION:

On July 7, 2000 staff presented the results of the Request For Proposals (RFP) selection process to the Transportation Advisory Commission (TAC) and recommended award of the bus shelter contract to Infinity Outdoor, Inc. TAC unanimously approved staff's recommendation with the caveat that additional revenue realized through this new agreement be earmarked towards enhanced maintenance of bus stops citywide. This was based on the observation that the maintenance of citywide bus stops (absent of bus shelters) needs to be enhanced and thus create a consistent clean appearance of all transit locations (benches and shelters). Currently, one staff person is assigned to the maintenance of citywide bus stops, and \$2,999 (15 bus benches) is allocated annually towards the replacement of old, damaged or stolen bus benches. Additional revenue through this new contract will provide enhanced bus stop maintenance citywide in the form of increased frequency in cleaning, steam cleaning, and/or replacement of older bus benches.

BACKGROUND:

On October 2, 1995, City Council awarded a five year contract for the provision of transit shelters and bench services to Gannett Outdoor Company. In December 1996, an amendment was made to this Agreement, recognizing Gannett's new name of Outdoor Systems Advertising, Inc. Recently, in December 1999, Outdoor Systems merged with Infinity Broadcasting, and is now known as Infinity Outdoor, Inc. There are currently 80 bus shelters located citywide. Infinity owns 79 of those 80, with the City retaining ownership of the bus shelter located in front of the Senior Center.

On May 25, 2000, staff issued a RFP to replace the 79 bus shelters owned by the current vendor, and maintain the current program level of 80 bus shelters citywide (including the one City owned shelter). A pre-proposal meeting was held on June 5, 2000 to answer any questions the prospective Proposers had concerning the details of the RFP.

Three proposals were received. Based on the evaluation criteria in Exhibit A, the average score for each Proposer is as follows: 1) **Infinity Outdoor, Inc.** – 96.5 points, 2) Eller Media Company – 84.2 points, and 3) Culver Amherst – 76.5 points. The scoring summary sheet from the Committee with the results under each of the eight evaluation criteria categories, as well as a synopsis under each criteria of evaluation is also included as part of Exhibit A.

Infinity has been extremely responsive to the City's requests regarding advertising content, graffiti removal, and maintenance concerns. Additionally, current monthly payments to the City totaling \$11,914 have always been on time.

Staff has acknowledged the need to alleviate overcrowding on the Uptown ARTS route during peak periods for some time, and is recommending that additional revenue through the new contract with Infinity be utilized for this purpose. (See Exhibit B) An additional bus on the Uptown ARTS route would be added on Monday through Friday, 8 hours a day: 7am to 11am, and 2pm to 6pm. This service could commence on September 1, 2000, in time for the start of the upcoming school year, and be augmented in future years with the additional revenue, consistent with the goals of the ARTS Five Year Plan.

FISCAL IMPACT:

Revenues in the amount of \$185,000 will be realized in FY 2001, based upon a September 1, 2000 commencement date. This represents an increase of approximately 36 percent over the past amount received. Of this revenue, \$115,488.20 will be allocated to the Proposition C Fund and \$69,511.80 will be allocated to the General Fund to meet the remaining obligation of \$69,511.80 for FY 2001.

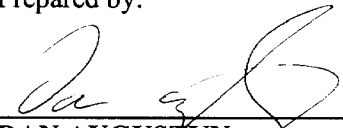
During this fiscal year, additional revenue in the Proposition C Fund of \$18,300 will provide enhanced maintenance of bus stops citywide through steam cleaning of high pedestrian traffic locations, and replacement of older, less attractive bus benches. Also, \$52,528 of this additional revenue will provide the increased service on the Uptown ARTS route during peak periods on weekdays.

This amount may potentially increase if new bus shelter locations are identified and installed with the additional revenue allocated to the Prop C Fund. In FY 2001, the revenue per each additional advertising shelter installed would be realized at a rate of \$250 per month. The average annual revenue over the first five years per each additional advertising shelter installed would be \$3,276 (\$273 per month based on an annual increase of four to six percent).

Respectfully submitted,

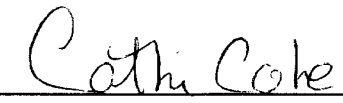

CYNTHIA J. KURTZ
City Manager

Prepared by:



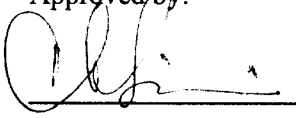
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