



City of Richmond

Report to Committee

To: Public Works & Transportation Committee Date: January 15, 2008
From: Victor Wei, P. Eng. File: 10-6360-03-03/2008-Vol
Director, Transportation 01
Re: REQUEST FOR PROPOSALS - CONSULTING SERVICES TO PREPARE AND
EVALUATE PRIVATE SPONSORSHIP OPPORTUNITIES IN PROVISION OF
PUBLIC BUS SHELTERS AND STREET FURNITURE ON CITY STREETS

Staff Recommendation

1. That staff be directed to retain a consultant, to a maximum cost of \$75,000, to assist in the preparation and evaluation of a Request for Proposals for private sponsorship in the provision of citywide bus shelters and street furniture.
2. That the source of funding for the above consulting work be the Corporate Enterprise Fund with the amount to be repaid to the Fund from the revenue to be generated within the first five years of the sponsorship program beginning July 1, 2009 at an annual interest rate of 5%.
3. That staff report back on the outcome and recommendation of the above Request for Proposals by Winter 2008.

Victor Wei, P. Eng.
Director, Transportation
(4131)

Att.1

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ROUTED TO:		CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
Major Projects.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>			
Budgets & Accounting.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>			
Economic Development.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>			
Engineering.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>			
Community Bylaws.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>			
Policy Planning.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>			
REVIEWED BY TAG		YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	REVIEWED BY CAO	
			YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	

The City does not have any business licences or agreements with the companies that distribute free publications, which include such papers as Vancouver 24 Hours, Metro, Dose, Georgia Straight, Asian Pacific Post, Realtylink, Western Driver, West Coast Families, and Employment Paper. These distribution boxes have been placed on street sidewalks over the past few years without the permission of the City and, in the case of the recent high-volume vendors, the number of boxes and related litter have become a significant problem. More recently, staff have written to all newspaper vendors – whether free or for-fee – to institute the temporary measures outlined in the memorandum of December 10, 2007.

2. Request for Proposals for New Street Furniture Contract

Staff anticipate beginning work in 2008 to prepare a Request for Proposals (RFP) for the provision of street furniture with advertising within the city to meet the deadline of a new contract required by July 1, 2009 for the provision of bus stop shelters. Through the RFP process, the new contract is intended to expand the benefits to the City by consolidating the multiple contracts for the provision of street furniture into a single contract with one supplier, which would provide:

- Lower City Administrative Costs: annual costs such as billing and business licence renewal procedures would be reduced as there would be only one versus multiple suppliers;
- Uniformity of Amenities: all street furniture would be of a consistent standard, size and “look” throughout the city;
- Expanded Range of Amenities: potential to expand the new contract to include street furniture not previously provided (see Section 4); and
- Revenue Potential: pursuit of potential for generating additional revenue beyond the current fees charged for the placement of street furniture (e.g., base fees plus a percentage of net advertising revenue).

3. Development of RFP

The RFP would be developed with the assistance of a consultant in consultation with pertinent City divisions and would be synchronized with and/or address the following factors:

- City Urban Design Standards: street furniture should meet the City’s existing urban design standards for the City Centre;
- Universally Accessible Bus Stop Design Guidelines: design of the bus stop amenities must conform to these guidelines as developed by TransLink;
- No. 3 Road Streetscape Study: co-ordinate with the restoration of No. 3 Road following construction of the Canada Line for the provision of supplemental street furnishings and appointments; and
- Maintenance: address cleaning and maintenance of the street furniture including controlling litter, particularly around free newspaper boxes.

Due to the scope and nature of the RFP, staff would seek the services of a consultant with experience and expertise in developing a public street furniture strategy yielding legacy municipal benefits to prepare the RFP, evaluate the resulting proposals and draft the agreement between the City and the successful proponent in time to meet the July 1, 2009 deadline.

Attachment 1 outlines the major tasks of the proposed work program for the consultant.

The new contract would be expanded to include a co-ordinated suite of street furniture such as bus stop shelters and benches, litter and recycling receptacles, and multiple publication newsracks.

A handwritten signature in cursive script, appearing to read "Joan Caravan".

Joan Caravan
Transportation Planner (4035)

Major Tasks of Proposed Consultant Work Plan

Major Task	Anticipated Timeline
Expectations from Co-ordinated Street Furniture Contract <ul style="list-style-type: none"> identify desired outcomes with respect to aesthetics, revenue stream, community benefits, installation, service, maintenance, etc for all items (i.e., bus shelters, benches, litter receptacles, multiple publication newsracks, etc) 	June 2008
Quantities of Street Furniture and Location Selection Criteria <ul style="list-style-type: none"> identify required numbers of each item & annual percentage growth rate based on industry review and consultation with staff, develop location selection criteria for placement of street furniture (e.g., traffic exposure should not be the only determining criteria) 	June 2008
Prepare & Issue EOI/RFP <ul style="list-style-type: none"> issue Expression of Interest (EOI) to identify potential proponents and to elicit comments regarding whether the requirements as stated are deliverable or if certain requirements need to be amended issue final RFP for the provision, service and maintenance of street furniture 	July-August 2008
Evaluate Responses to RFP & Award Contract <ul style="list-style-type: none"> develop framework for the evaluation of submitted proposals assess responses & select preferred proponent in consultation with staff assist in negotiation of contract with preferred proponent recommend award of contract 	September-December 2008