



City of Richmond

Report to Committee

To Public Works & Transportation

To: Public Works & Transportation Committee

Date: January 15, 2008 Feb 20, 2008

From: Victor Wei, P. Eng.
Director, Transportation

File: 10-6360-03-03/2008-Vol
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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

FOR ORIGINATING DEPARTMENT USE ONLY			
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"/>

Staff Report

Origin

At the April 3, 2006 meeting of the General Purposes Committee, the following referral was made:

That the report (dated January 16th, 2006, from the Manager, Community Bylaws), regarding Use Of Public Streets And Other City Property Bylaw – Permitting Of Newspaper Distribution Boxes, be referred to staff to:

- *undertake a comparative analysis of the fees to be charged;*
- *examine the possibility of recycling bins and other amenities which could be provided by newspaper advertising box distributors.*

Staff were also requested to provide a pro-rated charge for what it is now and what it would be if a recycling bin was installed, and report on issues surrounding debris removal, including the frequency of removal.

The short-term issue of controlling the litter (i.e., discarded newspapers) that is prevalent at free newspaper box sites has been addressed in a separate memorandum to Council dated December 10, 2007. This report discusses a longer-term strategy to consolidate paid and free newspaper boxes as well as a recycling and/or litter bin within a single unit that would be incorporated into an overall contract for the provision of street furniture including bus shelters. The existing City's agreement with Pattison Outdoor for the provision of bus shelters will expire in June 2009 and therefore any new private sponsorship opportunities will need to be reviewed before then.

Analysis

1. Current Agreements for Provision of Street Furniture

The City currently has the following agreements for the provision of various street furniture that generate rental revenue for the City:

- *Bus Stop Shelters*: one 5-year contract with Pattison Outdoor for the installation and maintenance of bus stop shelters containing advertising space that will expire on June 30, 2009. There are 40 shelters throughout the city, which generate \$138.00 per shelter per month in rental revenue for the City for total annual rental revenue of approximately \$66,240.
- *Bus Stop Benches*: two contracts with Goodwill Advertising (266 benches) and Key Bench Advertising Ltd. (50 benches) for the installation and maintenance of bus stop benches with advertising, both of which are renewed on an annual basis. The total of 316 benches throughout the city generate \$20.00 each in annual rental revenue for a total of \$6,320 per year.
- *Paid Newspaper Boxes*: on-going agreements are renewed annually for the placement of boxes for the following paid newspapers: Vancouver Sun, The Province, National Post, and Globe and Mail. There are a total of 294 boxes in the city, each of which generates an annual rental fee of \$20.00 for total of \$5,880 in annual rental revenue.

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.

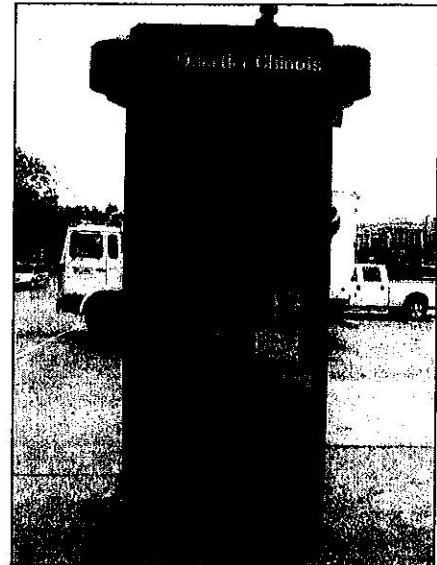
Due to the scope and nature of the RFP, staff would seek the services of a consultant with experience and expertise in developing a public street furniture strategy yielding legacy municipal benefits to prepare the RFP, evaluate the resulting proposals and draft the agreement between the City and the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

4. Potential Suite of Street Furniture

The RFP would request a co-ordinated suite of street furniture that could include, but may not be limited to, the following different types of amenities:

- Bus Stop Shelters: modular design with effective personal safety and weather protection, and the capability to display real-time bus arrival information as well as bus route maps and schedules;
- Benches: both at bus stops and in other areas;
- Litter & Recycling Receptacles: possibly consolidated into a single unit with the multiple publication newsrack (i.e., combined unit for paid and free newspapers);
- Multiple Publication Newsracks: possibly consolidated into a single unit with the litter and recycling receptacles;
- Information Kiosks & Pedestrian-Oriented Map Stands: community and wayfinding information, particularly for City Centre and other tourist areas;
- Bike Racks & Bike Lockers: secure end-of-trip cycling facilities, particularly at high passenger volume bus stops and major passenger transfer points; and
- Public Bike-Share System: TransLink is currently undertaking a feasibility study to determine the potential for successfully implementing an automated self-serve public bike system in Greater Vancouver, which would provide the public with access to bicycles via smart card or credit card activated kiosks located at regular intervals across an urban area. Such systems exist in several European cities and typically are provided as part of an outdoor advertising contract for street furniture or via sponsorship. Pending the outcome of TransLink's study, there is a potential to include the provision of a public bike-share system as a future option within the new street furniture contract.



Pedestrian Map in Montreal

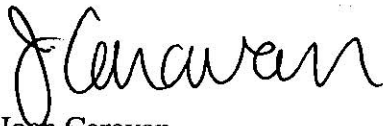
Financial Impact

Staff estimate the cost to retain a consultant to prepare the RFP, evaluate the resulting proposals and draft the agreement between the City and the successful proponent at a maximum of \$75,000. The proposed source of funding is the Corporate Enterprise Fund, which is intended to fund initiatives that will generate long-term direct financial benefits for the City. While it may be difficult to estimate at this time the upper limit of the future annual revenue that will be generated for the City by this program, staff expect that the \$75,000 will likely be fully recovered within the first three years of the program. As such, it is proposed that the amount be repaid to the Corporate Enterprise Fund at an annual interest rate of 5% from the generated revenue within the first five years of the street furniture sponsorship program beginning July 1, 2009.

Conclusion

The City's current contract for the provision of bus stop shelters with advertising will expire on June 30, 2009. Staff propose that a consultant be retained to prepare a Request for Proposals, evaluate the responses and draft an agreement between the City and the successful proponent.

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 black ink, appearing to read "Joan Caravan". The signature is fluid and cursive, with a large initial "J" and "C".

Joan Caravan
Transportation Planner (4035)

Major Tasks of Proposed Consultant Work Plan

Major Task	Anticipated Timeline
<p>Identify Objectives of the Request for Proposals (RFP)</p> <ul style="list-style-type: none"> • identify proponents who: <ul style="list-style-type: none"> → would be able to supply, service and maintain street furniture → have the ability to custom design and fabricate a coordinated suite of street furniture given specific requirements in terms of design criteria → have off-the-shelf suites of street furniture that exhibit design excellence, such that it will enhance the "look of the city" → can provide the required amenities → can provide the City with a positive revenue stream beyond that generated from existing financial agreements with various agencies 	February-March 2008
<p>Develop Street Furniture Design Criteria</p> <ul style="list-style-type: none"> • conduct up-to-date research to identify the types of co-ordinated street furniture suites that are being used • based on review of best industry practices and local requirements, develop design criteria for RFP in consultation with staff • the suite of street furniture should: <ul style="list-style-type: none"> → allow for integration of other amenities to reduce street clutter and duplication → be functional, safe, vandal and graffiti resistant → be accessible to people with disabilities and special needs → utilize the latest technologies, fabrication and installation techniques → consider limiting the number of advertising panels to certain street furniture elements → allow for the advertising content to be sensitive and innovative to accommodate the requirements of specific neighbourhoods and adjacent uses → accommodate other requirements to be identified in consultation with staff • provide conceptual design sketches of street furniture • possibility of several different design themes that reflect selected neighbourhoods (e.g., character zones of No. 3 Road, Steveston) 	March-April 2008
<p>Advertising Components</p> <ul style="list-style-type: none"> • what items to have advertising & to what extent • positioning of advertising panels to meet security and passenger "line of sight" requirements • provision of free community-oriented information program 	May 2008
<p>Streetscape Design Integration</p> <ul style="list-style-type: none"> • review relevant City planning documents and design guidelines to ensure that the furniture suite is compatible with other related City initiatives • for logical and orderly placement of street furniture within the various sidewalk configurations in the city 	May 2008
<p>Financial Considerations</p> <ul style="list-style-type: none"> • conduct up-to-date research to identify financial arrangements of existing street furniture contracts in various jurisdictions • identify the financial model most suitable for local application in consultation with staff 	May-June 2008

Major Tasks of Proposed Consultant Work Plan

Major Task	Anticipated Timeline
<p>Expectations from Co-ordinated Street Furniture Contract</p> <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
<p>Quantities of Street Furniture and Location Selection Criteria</p> <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
<p>Prepare & Issue EOI/RFP</p> <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
<p>Evaluate Responses to RFP & Award Contract</p> <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