

Electronic Billboards on City-Owned Property Status Report

Community and Economic Development
Committee

Item d(4)

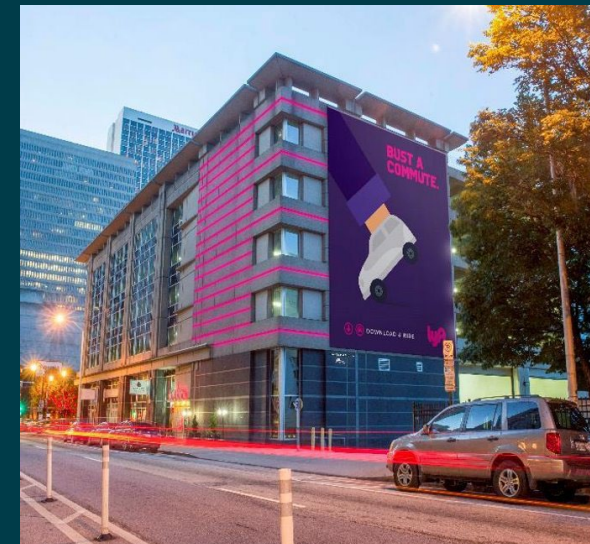
October 24, 2022

Blage Zelalich, Deputy Director, Department of Economic Development
and Cultural Affairs

Nora Chin, Assistant to the City Manager

Digital Signage on City-owned Property: Goals

- ❑ Enhance the commercial vibrancy of Downtown
- ❑ Remove blighted static billboards
- ❑ Explore digital technologies to allow real-time emergency notifications and messaging to residents
- ❑ Generate revenue opportunities for the City



Background

- ❑ **2016-2018:** Staff analyses and engagement with community, tenants of City-owned properties, and billboard/sign companies
- ❑ **September 2018:** City Council approved new Council Policy 6-4, Signs on City-Owned Land, allowing billboards, programmable electronic signs, and signs displaying off-site commercial speech
 - 17 City-owned sites, up to 22 signs
 - Direction to staff to release RFPs for building-mounted signs in Downtown and free-standing freeway-facing signage on City-owned property

Work Plan

- ❑ Work divided into two separate RFP processes
 - 1) Select Sites process: Building-Mounted Signage
 - Initial RFP issued August 2019; Notice of Intended Award (NOIA) issued December 2019
 - Second RFP issued May 2020; panel evaluation completed; NOIA pending
 - 2) Alternative Sites process: Free-Standing Signage
 - RFP issued July 2019; NOIA issued July 2020 but rescinded in October 2020 for City to re-examine initial evaluation; new NOIA issued July 2021

Next Steps

- ❑ December 2022: Issue NOIA for Select Sites locations
- ❑ January 2023-August 2023: Conduct environmental analysis for Select Sites and Alternative Sites locations
- ❑ Fall 2023: Finalize contract terms and bring recommendations to City Council

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