



# Memorandum

**TO:** RULES AND OPEN  
GOVERNMENT COMMITTEE

**FROM:** Rosalynn Hughey

**SUBJECT:** SEE BELOW

**DATE:** October 14, 2021

Approved

Date

10/14/2021

**SUBJECT: UPDATE TO THE AUGUST 2021 – JUNE 2022 COMMUNITY AND  
ECONOMIC DEVELOPMENT COMMITTEE WORK PLAN**

## **RECOMMENDATION**

Approve an amendment to the August 2021 – June 2022 Community and Economic Development Committee Work Plan to drop the following item from the October 25, 2021 meeting as indicated below.

**Electronic Billboards on City-Owned Property Phase 1 Status Report.** (Economic Development and Cultural Affairs/Planning, Building and Code Enforcement)

**Purpose:** Provide a Phase 1 status report on electronic billboards on City-owned property.

## **BACKGROUND**

Phase 1 of the workaround electronic billboards and off-site advertising on City-owned property was adopted by the City Council in September 2018. Council direction was to first proceed with the implementation of large format signage on City-owned property downtown and in select freeway-facing locations and then to consider implementation on private property. The Phase 1 work was divided into two separate requests for proposal processes.

An initial Request for Proposal (Select Sites RFP) for signage on City-owned facilities downtown was issued in August 2019, and a Notice of Intended Award was issued in December 2019. The Select Sites RFP was subsequently re-issued in May 2020 due to an error not consistent with the procurement process. Proposals from the re-issued Select Sites RFP were received in July 2020. At that time, staff suspended work on the billboards/signage

in order to focus on city-wide COVID-19 pandemic response and recovery efforts for the next 12 months.

Staff has resumed work on the Select Sites RFP initiative and is currently compiling the evaluation committee scoring. Staff intends to issue a Notice of Intended Award in response to submitted proposals in November 2021. Detailed information regarding the procurement cannot be made available until the RFP evaluation process is completed.

A second RFP (Alternative Sites RFP) for freeway-facing billboards on City-owned land (two sites previously cleared by the City and other sites determined to be eligible pursuant to Council Policy 6-4 put forward by proposers) was issued in July 2019. An initial Notice of Intended Award was issued in July 2020; however, at that time staff decided to reconsider all proposals submitted in response to the Alternative Sites RFP and the Notice of Intended Award was rescinded in October 2020. After further review and evaluation of the submitted proposals, a new Notice of Intended Award for three sites was issued in July 2021. Staff has not completed lease negotiations with the successful proposers.

Staff intends to make recommendations to the City Council regarding proposed lease agreements for both freeway facing and City-owned facilities downtown by Quarter 1 2022.

/s/

ROSALYNN HUGHEY  
Deputy City Manager

For questions, please contact Blage Zelalich, Interim Deputy Director, Office of Economic Development and Cultural Affairs, at [blage.zelalich@sanjoseca.gov](mailto:blage.zelalich@sanjoseca.gov).