



REQUEST FOR PROPOSALS NO. 2188 – FOR FREEWAYS, AND/OR ROADWAY RIGHT-OF-WAY OUTDOOR DIGITAL MEDIA SIGNAGE

Community & Economic Development Department

Financial Performance and Budget Committee
August 12, 2022

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1

BACKGROUND

- **September 2021**: Staff issued an amendment to RFP 2127 to Lamar and Outfront requesting a comprehensive Citywide Outdoor Digital Media Signage Program with City branding.
- **November 2021**: Staff received a proposal from Lamar Advertising Company and due to the incomplete proposal, the Finance Department's Purchasing Division determined the submittal non-responsive



2

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2

BACKGROUND CONT.

- **March 2022:** The Financial Performance and Budget Committee directed staff to issue separate request for proposals for:
 - A Digital Media Signage Program specific to City-owned land abutting freeways, and/or arterial roadway rights-of-way (**RFP 2188**); and
 - A separate Digital Media Signage Program specific to City-owned pedestrian/bike rights-of-way, building/structures (such as parking garages, community centers, etc.), and/or other City-owned property near other nodes or corridors of activities (such as passenger rail corridors, etc.) (**RFP 2187**)
- **March 2022:** Staff released RFP No. 2188 and 2187 and staff only received a proposal for RFP 2188 from Lamar Advertisement and Outfront Media for freeway billboard signs



3

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3

COMPARISON

	OUTFRONT	LAMAR
Freeway Signs	6	4
Arterial Signs	0	7
Total Signs	6	11
Traffic and Air Quality Data	Provided	Not provided
City Advertisement Time	12.5%- No Cost, 12.5% at 50% of rate card	10% of Available Time, Not Total Time
Local Business Discount	50% discount during 20% of the advertising time spread over each operational day	Not provided
Term	10-year agreement with optional 10-year extension	30-year with optional 30-year extension
Revenue Share	Effective Rate ~46% (40% years 1-10, 50% years 11-20)	25%



4

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4

REVENUE COMPARISON

OUTFRONT/
LAMAR

Upfront Payment	\$1,200,000 (First year guarantee paid upfront)	\$1,559,340 (Bonus)
Annual Guaranteed Revenue	\$1,200,000, Increases by 15% every 5 years	\$480,000
Minimum Guarantee over 10 Years	\$12,900,000	\$6,359,340
Minimum Guarantee over 20 Years	\$29,960,250	\$11,159,340
Projected Revenue over 10 years	\$21,412,218	\$6,914,156
Projected Revenue over 20 years	\$58,184,418	\$13,519,730



5

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5

PROPOSED FREEWAY SIGN LOCATIONS

Locations	Size	Requirements
860 E. La Cadena Drive (Riverside Public Utilities Property)	14'x48' (two sided)	*Landscape Declassification or Caltrans Relocation Agreement. *High Potential for declassification and Caltrans Permit. *RMC Amendment may be necessary.
3575 Vine Street	14'x48' (two sided)	*Landscape Declassification or Caltrans Relocation Agreement. *Moderate Potential for declassification and Caltrans Permit. *RMC Amendment may be necessary.
3255 Panorama Road (Riverside Public Utilities Property)	14'x48' (two sided)	*Landscape Declassification or Caltrans Relocation Agreement. *Moderate Potential for declassification and Caltrans Permit *RMC Amendment may be necessary.
Fairmont Park Golf Course	14'x48' (two sided)	*Landscape Declassification or Caltrans Relocation Agreement. *Moderate Potential for declassification and Caltrans Permit. *RMC Amendment may be necessary.
9501 Indiana Avenue	14'x48' (two sided)	*Landscape Declassification or Caltrans Relocation Agreement. *Low Potential for declassification and Caltrans Permit. *RMC Amendment may be necessary.
3472-3473 Farmham Pl. / 9384 Martha Way	14'x48' (two sided)	*Landscape Declassification or Caltrans Relocation Agreement. *Low Potential for declassification and Caltrans Permit. *RMC Amendment may be necessary.



6

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6

POSSIBLE DESIGNS

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STRATEGIC PLAN ALIGNMENT

Strategic Priority No. 5 – High Performing Government

Goal No. 5.4 - Achieve and maintain financial health by addressing gaps between revenues and expenditures and aligning resources with strategic priorities to yield the greatest impact.

Cross-Cutting Threads

Community Trust

Fiscal Responsibility

Sustainability & Resiliency

Equity

Innovation

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RECOMMENDATIONS

That the Financial Performance and Budget Committee:

1. Consider the proposal received by Outfront Media, in response to RFP No. 2188, for a Citywide outdoor digital media signage program to generate revenue from City-owned property; and,
2. Provide direction to staff to negotiate an agreement with Outfront Media for billboard advertising on City-owned sites abutting freeways to be presented to City Council for final consideration.



9

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