



## REVIEW AND CONSIDER THE DRAFT REQUEST FOR PROPOSALS FOR A CITY-WIDE OUTDOOR MEDIA SIGNAGE PROGRAM

### Community & Economic Development

Financial Performance and Budget Committee  
December 9, 2022

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## BACKGROUND

- 1. 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.
- 2. 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.



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## BACKGROUND CONTINUED

- 3. March 2022:** The Financial Performance and Budget Committee directed staff to issue separate request for proposals for
- 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**).
  - A Digital Media Signage Program specific to City-owned land abutting freeways, and/or arterial roadway rights-of-way (**RFP 2188**); and
- 4. March 2022:** Staff released RFP No. 2187 and 2188. Proposals were received for RFP 2188 from Lamar Advertisement and Outfront Media for freeway billboard signs. No proposals were received for 2187.



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## BACKGROUND CONTINUED

- 5. August 2022:** Staff presented the results of RFP 2188 to the Financial Performance and Budget Committee and recommended one of the two (2) proposals. However, the proposals differed significantly and were difficult to compare. The committee directed Staff to:
- Review and remove any property that had very low feasibility for Caltrans approval.
  - Require a comprehensive outdoor digital media signage program that includes both freeway and arterial right-of-way on city-owned properties; and
  - Bring a new Request for Proposals (RFP) for a City-wide Outdoor Media Signage Program for freeways and arterial roadway rights-of-way to the Financial Performance and Budget Committee review before issuing.



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## DISCUSSION

**According to Committee direction the following changes were made to the scope of services for the City-wide Outdoor Media Signage Program for freeways and arterial roadway rights-of-way:**

- a. Removal of “or” from “City-wide Outdoor Media Signage Program for freeways and/or arterial roadway rights-of-way.” This will require potential bidders to submit a comprehensive City-wide Outdoor Media Signage Program; failure to bid on freeways and arterial rights-of-way will be deemed unresponsive.
- b. Addition of design language and examples for arterial roadway rights-of-way signs.
- c. Clarification of required programming time for City public service announcements, including real-time alerts, traffic, events, programs, and parking availability information. The attached Draft RFP clearly states that 10% of total advertising time is to be reserved for City programming. Added demographics reports for each of the sign locations.
- d. Addition of demographics reports for each of the sign locations.



## DISCUSSION CONTINUED

Removed the following freeway locations:

Location	Reason for Removal
860 E. La Cadena Drive	RPU property, no general fund revenue
3255 Panorama Road	Proximity to residential uses, zoning, and RPU property, no general fund revenue
9501 Indiana Avenue	Low potential for Caltrans declassification and Permit
3472-3473 Farmham Pl. / 9384 Martha Way	Proximity to residential uses, zoning and low potential for Caltrans declassification and Permit

\*No changes were made to the potential arterial sign locations.\*



## 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. Review and consider the draft Request for Proposals (RFP) for the City-wide Outdoor Media Signage Program; and
2. Provide direction to issue Request for Proposals (RFP) for the City-wide Outdoor Media Signage Program; and
3. Provide direction to return to the Financial Performance and Budget Committee to present the results of the City-wide Outdoor Media Signage Program Request for Proposals (RFP).



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