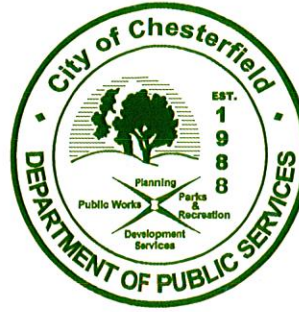


III. E.

Memorandum

Department of Public Services

To: Mike Herring, CA
From: Mike Geisel, DPS *MG*
Date: 10/3/2012
Re: Street Banners



As we have discussed, the City's street banners have not been replaced globally in several years. They are becoming faded, aged, and very dated. The Parks and Recreation Division provides a limited number of marketing banners each year, but we do not budget for the regular replacement of the street banners as a whole. There are approximately 270 banners, and additional shelf stock should be ordered for banners that become damaged or otherwise require replacement. Banner replacement costs also include a nominal sum for bracket hardware repair or replacement. City Staff will remove, physically place new banners once they have been provided by a vendor.

There are a specific number of side by side banners which can be combined for messaging, a number of individual banners which must contain the full message, and specific locations at stop locations where text and schedules can be communicated most effectively. Staff has developed a process to identify and place banners in a series so that there are not duplicate banners adjacent to each other as well as to optimize the message content. The estimated costs to provide artwork, setup, and all related expenses to completely replace the City's street banners, with a series of up to six different banner configurations, is \$21,000.

Inasmuch as banner replacement is not budgeted on an annual basis, I suggest that \$21,000 be transferred from General Fund – Fund Reserves for this purpose. It is our desire to have the banners prepared and available in January of 2013. Further, inasmuch as the banners are physically handled by the Street Division and Parks Staff manages the creative branding process, it seems appropriate to consider this action at the Planning and Public Works Committee.

With your concurrence, I would like to place this item on the upcoming Planning and Public Works Committee for review and consideration.

If you have any questions or require additional information, please advise.

ohid
JJG
10/4/12