

**LODI CITY COUNCIL  
SHIRTSLEEVE SESSION  
CARNEGIE FORUM, 305 WEST PINE STREET  
TUESDAY, MARCH 3, 2015**

A. Roll Call by City Clerk

The Shirtsleeve Session of March 3, 2015, was called to order by Mayor Johnson at 7:01 a.m.

Present: Council Member Kuehne, Council Member Nakanishi, Mayor Pro Tempore Chandler, and Mayor Johnson

Absent: Council Member Mounce

Also Present: City Manager Schwabauer, City Attorney Magdich, and City Clerk Ferraiolo

B. Topic(s)

B-1 Presentation on Transit Advertising Implementation Plan (PW)

Paula Fernandez, Transportation Manager, provided a PowerPoint presentation regarding the Transit Advertising Implementation Plan. Specific topics of discussion included background, policy overview, where to advertise, sample bus panels, wraps, bus interior/monitor, bus shelters, estimated annual revenue, revenue options, and next step.

Mayor Johnson stated that adding revenue dollars to the transit budget may be timely due to the future reallocation of moneys from the San Joaquin Council of Governments (SJCOG).

In response to Mayor Johnson, Ms. Fernandez stated that there is a high measure of foot traffic at the transit station, primarily as a result of Greyhound and Amtrak, which would warrant a station monitor. In further response, Ms. Fernandez stated that the Regional Transportation District is reviewing a different system and, therefore, the City could not tie in with its advertising contract. She hopes to get someone local who has experience in marketing this type of project. Mayor Johnson questioned whether there was someone local who could handle this and suggested the better method would be to work with another agency, such as Stockton, which has a significant amount of advertising.

In response to Mayor Pro Tempore Chandler, Ms. Fernandez stated that, should this plan move forward, staff would issue a request for proposals to marketing firms, many of whom have already expressed interest.

Council Member Kuehne expressed opposition to Option C with the full-wrap advertisements because the buses lose their identity of being local transportation. He stated his preference would be Option A or B, and he agreed with the Mayor that the City should see what Stockton is doing and if there were a way to benefit from its experience.

Mayor Johnson stated he was opposed to the full-wrap advertisements and was willing to accept the smaller side or tail signage on the buses. He questioned if the estimate for the bus shelter advertising was for six shelters only or all of them, to which Ms. Fernandez replied that it was for six and the advertising would go on future shelter purchases. Mayor Johnson expressed his dislike of advertisements on bus shelters and stated that, if that is the direction, consideration be given to installing the advertisements on shelters in certain commercial areas and not in residential neighborhoods.

In response to Council Member Nakanishi, Ms. Fernandez stated that City staff would oversee the advertising consultant, but that individual would be responsible for maintaining the advertisements. Any City costs would be included in the operation budget, and she hoped it would be minimal. Council Member Nakanishi stated he did not have a preference on the options;

however, Options A and B seem reasonable. He stated he believed the low revenue and potential cost to maintain the program may not make this venture worthwhile, but he would support it. In further response, Ms. Fernandez stated the City currently sees graffiti vandalism on bus shelters, as well as damage to shelter screens, and that would likely continue with the advertising program, but she believed there would be less graffiti issues on advertisements on the interior of the buses. In further response, Ms. Fernandez stated that contract terms are usually three years and most have a termination clause. Council Member Nakanishi suggested contract language that states if, after a year, the contract is not cost effective, it can be canceled.

In response to Council Member Kuehne, Ms. Fernandez confirmed that the current bus shelters are not equipped to handle advertisements and any new shelters would include the advertising panel.

In response to Mayor Johnson, Ms. Fernandez stated that a typical bus shelter with a bench costs \$15,000 to install and the advertising panel is roughly \$1,000. Mayor Johnson requested that, when this matter comes back, information be provided on the cost of new shelters versus the cost and time to recapture the investment with advertising.

At the request of City Manager Schwabauer, Ms. Fernandez explained that staff-made aluminum signage could be attached to screens on current shelters; however, most agencies utilize the advertising panels. In response to Mayor Johnson, Ms. Fernandez confirmed that the advertising panels are covered with plexiglass or like substance.

Mayor Pro Tempore Chandler expressed his support for Option B.

Mayor Johnson questioned if this advertising program could be used for public service notices, to which Ms. Fernandez responded that anyone can advertise, but it would be a revenue resource paid back into the transit budget. Deputy City Manager Jordan Ayers added that transit operations is funded primarily through federal dollars, the City would be the customer in that case, and it would be required to pay into that fund.

Myrna Wetzel expressed opposition to advertising on transit buses, stating that it is unattractive and distracting to other drivers. She used the past example of advertisements on City benches that were ultimately removed due to public complaints and suggested the City consider other means of revenue generation, such as advertising on hats and sandwich boards, as well as cutting back on unnecessary items.

In response to Council Member Kuehne, Public Works Director Wally Sandelin stated that long ago benches included an 8 1/2 by 11 inch framed area for advertisements, but the City stopped that practice about ten years ago. He was unsure as to the reason for the discontinued practice.

Dave Kirsten agreed with the Mayor's earlier comment that advertisement on bus shelters not be installed in residential neighborhoods.

#### C. Comments by Public on Non-Agenda Items

Mayor Pro Tempore Chandler stated he received a comment in support of the downtown tree uprights based on the facts that the lights are permanent and represent a quality system and that the rope lights are less attractive and are open to vandalism. He requested that Council reconsider its previous direction and instead consider upgrading the system, which is expensive but will have a longer life.

Council Member Kuehne concurred that Council should revisit the matter, stating it would be disappointing to see all of the hard work of initially installing those lights go to waste. He expressed support for retrofitting the lights in a manner that would generate less heat and be less dangerous. In regard to the wayfinding signs, Mr. Kuehne stated he met with a couple of individuals who indicated they could do similar signs for less than the amount quoted to the City.

City Manager Schwabauer clarified that the dollar amount presented at the previous Shirtsleeve

Session for the wayfinding signage program was an estimate as the project has not yet gone out to bid. Further, Mr. Schwabauer stated that staff will be pulling the wayfinding item from the Council agenda tomorrow evening as there are outstanding issues that still need to be resolved. It is staff's belief that this program cannot be in place before the Amgen tour based on fiscal reasons, on-going discussions regarding participation and funding from Visit Lodi! and the Building Industry Association, and the process of value-engineering the poles and signs. Staff will come back at a later time with a well-thought-out program.

Council Member Nakanishi concurred with the suggestion to revisit the matter relating to downtown tree uplights.

Mr. Schwabauer responded that staff will return to Council in April with a concept and cost estimate and added that it will be imperative that downtown merchants participate in this investment because it would be too expensive for the City to fund solely.

Myrna Wetzel suggested an "adopt-a-tree" program to help with expenses associated with the tree lighting.

Dave Kirsten expressed support for the uplights, stating that the rope lights are unattractive; are subject to greater wear and tear, as well as vandalism; and fade after time. The original system was high end, but it required a significant amount of maintenance. He suggested applying the savings from the deferred maintenance toward the replacing and retrofitting of the uplights. He added that parts are still available for the current uplights, including an option for a Light Emitting Diode retrofit for \$1,000 per box, which eliminates the electric ballast and the hot light, is guaranteed for five years and 10,000 hours, and requires less maintenance.

Roger Rehmke stated that the consensus of the downtown merchants is for uplights; however, he suggested an alternative for special events could be trunk wraps, which are inexpensive; come in 6-, 8-, and 12-foot sections; and can be set up quickly.

D. Adjournment

There being no further business to come before the City Council, the meeting was adjourned at 7:45 a.m.

ATTEST:

Jennifer M. Ferraiolo  
City Clerk