

CITY COUNCIL COMMUNICATION



MEETING DATE: August 27, 2024

ITEM NUMBER: 9.G

SECOND READING: N/A

{{customfields.ResoOrdNumber}}

TYPE OF ITEM: Consent

PRESENTED BY:

Ben Ortiz, Transportation Planning & Airport, Ben.Ortiz@longmontcolorado.gov

SUBJECT/AGENDA TITLE:

A Resolution Of The Longmont City Council Approving The Revocable Permit And Service Renewal Agreement Between The City And Lamar Advertising For Bus Benches And Shelters

EXECUTIVE SUMMARY:

LAMAR Advertising of Colorado Springs LLC (LAMAR) presently has a service agreement with the City of Longmont in which LAMAR may advertise in the right of way on bus shelters and benches and collect revenue from such advertising. In exchange, LAMAR installs and maintains the bus shelters and other transit furniture on behalf of the City of Longmont and its transit riders. The service agreement expires October 30, 2024. This proposed Resolution renews the service agreement in the form of a revocable permit for an additional five years with an expiration date of October 30, 2029.

COUNCIL OPTIONS:

1. Approve the Resolution allowing for the renewal of a revocable permit for providing transit passenger amenities in the City's Rights-of-Way.
2. Do not approve the Resolution.
3. Approve the Resolution with amendments.

RECOMMENDED OPTIONS:

Option 1: Approve the Resolution allowing for the renewal of a revocable permit for providing transit passenger amenities in the City's Rights-of-Way.

FISCAL IMPACT & FUND SOURCE FOR RECOMMENDED ACTION:

Approving the Resolution and signing the revocable permit allowing for a 5-year extension of the services agreement between LAMAR and the City of Longmont would result in a financial benefit to the City. The City may advertise for free on a portion of the empty LAMAR panels and also receives a percentage of the advertising revenue received by LAMAR. In addition, LAMAR maintains all transit furniture placed by LAMAR including shelters, benches, trash receptacles and bike racks.

BACKGROUND AND ISSUE ANALYSIS:



In 2004 the City of Longmont entered into a Services Agreement with Outdoor Promotions for the purpose of providing transit amenities (shelters, benches, bike racks and trash receptacles) at local bus stops in exchange for the opportunity to sell advertising in the right of way. The City saw this arrangement as an opportunity to improve the bus riding experience of Longmont transit riders without making substantial capital expenditures. Eventually, the service agreement was sold to LAMAR Advertising who provided the same level of service with no interruptions in service. The program has been very beneficial to the City of Longmont in that LAMAR advertising maintains all of the transit furniture they deploy including power washing shelters, emptying trash receptacles, repairing damaged transit amenities and shoveling snow in and around the shelters during snow events. The City also has the opportunity to advertise on 10 percent of the unused advertising panels free of charge and receives 5 percent of the advertising revenue that is collected. As a result of the City's partnership with LAMAR, the following amenities have been added throughout the City's transit system: - 4 non-advertising shelters - 42 advertising shelters (includes benches, bike racks and trash receptacles.) - 12 advertising benches - 28 non-advertising benches. The present agreement expires on October 30, 2024 but provides the City the option to renew the agreement through October 30, 2029.

ATTACHMENTS:

Att 1 –Resolution

Att 2 - Revocable Permit Signed by LAMAR Advertising of Colorado Springs LLC