



Legislation Text

File #: 2019-756, Version: 1

Report to Carson Reclamation Authority

Tuesday, August 06, 2019

Consent

SUBJECT:

CONSIDER AMENDMENT NO. 1 TO AN OUTDOOR ADVERTISING CONSULTING AGREEMENT WITH RICHMONT CONSULTING, INC. FOR OUTDOOR ADVERTISING ADVISORY SERVICES RELATED TO THE FORMER CAL COMPACT LANDFILL SITE

I. SUMMARY

This action would approve the extension of a consulting agreement with Richmond Consulting, Inc. for a period of one year to utilize its experience and expertise in the billboard industry and relationships with outdoor display companies and their key executives, along with officials at Caltrans, to perform the following services for the CRA:

- 1) Continue Consulting and Advisory services to CRA's management and/or designated representative(s).
- 2) Serve as a strategic advisor and a source of reliable information for CRA with Caltrans and advertising company decision makers throughout the billboard industry, identifying opportunities to best position Client to be awarded new billboard permits/contracts at the Former Cal Compact Landfill.
- 3) Facilitate the application for "off-site" billboard permits with Caltrans and continue oversight of the application process until a decision is rendered.

The original agreement was four twelve months and allowed two three month extensions, which are considered amendments to the contract. Therefore, this action is considered the third amendment. This amendment only extends the monthly fee of \$2,500 per month, adding \$30,000 to the total contract amount.

II. RECOMMENDATION

1. APPROVE Amendment No. 1 to an Outdoor Advertising Consulting Agreement with Richmond Consulting, Inc. in the amount of \$30,000, bringing the total amount of the Agreement not to exceed \$135,550.

2. AUTHORIZE the Chairman to execute all necessary documents related to this contract.

- 1.

III. ALTERNATIVES

Take another action the Board deems appropriate.

IV. BACKGROUND

This action would approve a consulting agreement with Richmond Consulting, Inc. to utilize its experience and expertise in the billboard industry and relationships with outdoor display companies and their key executives, along with officials at Caltrans to assist the Authority in efforts to potentially place outdoor signage at the Former Cal Compact Landfill Project as a potential revenue opportunity.

The Services in the original Agreement included the following:

- 1) Prepare Proposed Site Location Application package for Caltrans Outdoor Advertising Division (ODA) Preliminary Review (package will include aerial photos, street scene and on site photos of the proposed site location, plat map, property profile, plot the location of the proposed sign on a plot map and complete the Preliminary Site Review forms).
- 2) The purpose of the Preliminary Review is allow Caltrans to study the site and determine issues (if any) regarding the permitting of an outdoor display. If any issues are found by Caltrans (for example the site is within a designated Landscaped Freeway) then Caltrans will provide information on the specific issue and provide guidance on how to cure the issue or issues.
- 3) While the site is under Preliminary Review by Caltrans, Contractor would seek approval from the City of Carson and CRA (the land owner) to permit the building an outdoor advertising structure on the site. The city approval would need to be in writing.
- 4) While the Caltrans review is in process, and with the city permit letter in hand, Contractor would apply to Caltrans for an actual ODA permit. It would resubmit all of the materials from the Prelim Site Review along with the City Approval letter. Time frame is typically four (4) to six (6) months depending on number of requests received prior to the submittal in this Caltrans District (#7).
- 5) Once Caltrans reviews the actual permit package, they may have questions and Contractor would be available to answer them and or travel to Sacramento to meet with them.
- 6) Assuming permit is granted, Contractor would begin soliciting the four major outdoor advertising companies in the LA area to submit bids to manage and operate the billboards. Once bids are received Contractor would meet with all interested parties

and discuss the benefits of each proposal.

- 7) In addition, develop the option of having one of the outdoor ad companies pay to build the sign structure (each 2 sided structure has a cost of \$400K, including building permits, surveys, plans and specs).
- 8) Finally, depending on the selection of the ad company, Contractor would be involved in the project oversight (construction) and initial management of the sign (ad control) until their services are no longer needed.

The project is currently at Step 4 in the process described above. The fee would be no more than \$2,500 per month plus the Caltrans fees, with a “success” fee of \$20,000/\$30,000 per (single-sided/double-sided) sign structure upon installation.

V. FISCAL IMPACT

The original agreement was for twelve months and allowed two three-month extensions. This amendment only extends the term of the contract and monthly fee of \$2,500 per month, adding \$30,000 to the total contract amount and does not otherwise modify the contract.

VI. EXHIBITS

1. Original Professional Services Agreement (pgs. 4-31)
2. Amendment No. 1 to Richmond Professional Services Agreement (pgs. 32-36)

Prepared by: John S. Raymond, Executive Director