

**City of Culver City, California
Agenda Item Report**

Meeting Date: <u>02/22/10</u>		Item Number: C-6	
CITY COUNCIL AGENDA ITEM: Approval of a Professional Services Agreement with AAA Flag and Banner for Banner Installation and Removal for FY 2010/2011			
Contact Person/Dept.: Helen Kerstein/PW		Phone Number: (310) 253-5618	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒	Attachments: ☐
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (Email) Agenda and Meetings – City Council (02/17/10); (Email) AAA Flag and Banner (02/XX/10); (Email) Dekra-Lite (02/XX/10); (Email) Tako Tyko (02/XX/10)			
Department Approval: Charles D. Herbertson (02/09/10)		City Attorney Approval: Carol Schwab (by H. Baker) (02/17/0)	
Chief Financial Officer Approval: Mark Scott (by N. Kimball) (02/17/10)		City Manager Approval: Mark Scott (02/17/10)	

RECOMMENDATION:

Staff recommends that the City Council approve a professional services agreement with AAA Flag and Banner for an amount not-to-exceed \$25,000 for banner installation and removal with an effective date of July 1, 2010.

BACKGROUND:

In Fall 2009, staff was asked to look at all City services and evaluate whether there are more efficient or creative ways to provide them. As part of this process, staff identified banner installation and removal as a service that could be contracted out, thus allowing staff to focus on core responsibilities. Given the current hiring freeze and the potential for lower City staffing levels in the future, staff believes that focusing more closely on core activities, rather than peripheral ones like banner installation and removal, is especially important.

DISCUSSION:

As specified in §17.330.040 of the Culver City Municipal Code, banners over the public right-of-way must be related to a civic event or activity that is sponsored by the City or Redevelopment Agency. In a typical year, banners are placed for seven such events and activities. These banners are allowed at the following three locations in the City:

1. Across Washington Boulevard at Walgrove Avenue
2. Across Overland Avenue in front of the Veteran's Memorial Building
3. Across Sepulveda near Berryman Avenue

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Currently, City staff installs and remove these banners. It takes a four person crew roughly 2 hours to install and remove each banner and as much as 8 hours for banners at all three locations. The crew is made up of a street light technician, two traffic signal technicians, and a facility maintenance worker. When engaged in hanging banners, these staff members are able to devote less time maintaining the City's traffic signals and aging street light system.

Staff recommends transferring the responsibility for banner installation and removal to a contractor starting in FY 2010/11. Pursuant to Culver City Municipal Code Section 3.07.070.A, a contract for personal or professional services is not required to be formally bid, provided that the contract is based upon competitive quotations from not less than three vendor contractors, whenever practical. Staff has solicited and received the following quotes from local contractors:

Installation and Removal of:	AAA Flag and Banner	Dekra-Lite	Tako Tyko	In-House Crew
One street banner	\$550	\$550	\$750	\$459
Two street banners	\$790	\$990	\$1,500	\$918
Three street banners	\$1,050	\$1,185	\$2,250	\$2,011

Note: In-house estimate is based on crew of 4 taking 1 hour to install one banner and up to 4 hours to install 3 (and the same amount of time to remove them). In-house estimate includes salary and benefit costs only and does not include costs associated with bucket trucks or other equipment and supplies.

Of these quotes, AAA Flag and Banner (AAA) is the lowest. Also, the City and Redevelopment Agency have used AAA in the past. Staff has been very impressed by the quality of AAA's service. Thus, staff recommends entering into a professional services agreement with AAA for on-call banner installation services. The amount of this contract shall not exceed \$25,000/year.

FISCAL ANALYSIS:

Assuming that the City Council waives installation fees for 5 banners per year, this will result in costs to the City of between \$5,250 per year starting in FY 2010/11. Should the City Council approve this professional services agreement, staff will include an enhancement request of approximately \$5,250 in the Fiscal Year 2010/2011 Proposed Budget for this item. Additionally, unless waived by City Council, the costs to install/remove a flag or banner will be passed on to the requesting party.

MOTION:

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That the City Council:

1. Approve a professional services agreement with AAA Flag and Banner for on-call banner installation in an amount not-to-exceed \$25,000 with an effective date of July 1, 2010
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.