

(R-91-1280)

RESOLUTION NUMBER R- 277415

ADOPTED ON FEB 25 1991

WHEREAS, on July 25, 1988, the Council for The City of San Diego, passed Ordinance No. O-17121, authorizing the City Manager to enter into a Memorandum of Understanding with the Metropolitan Transit Development Board ("MTDB") to establish a transit shelter program; and

WHEREAS, according to the terms and conditions of that Memorandum of Understanding, on file in the office of the City Clerk as Document No. OO-17121, MTDB was to initiate a one year pilot program and evaluate the success of the pilot program prior to entering into the full transit shelter program, which is scheduled to remain in effort for fifteen (15) years; and

WHEREAS, MTDB did conduct the pilot program, and evaluate the program, the results of which are attached hereto as Exhibit "A;" and

WHEREAS, according to Exhibit A, the one year pilot program was very successful and received positive public response; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that in light of the positive response received by MTDB on the


1. 1996-1997
2. 1997-1998
3. 1998-1999

1996-1997

1997-1998

pilot program, it hereby approves the permanent shelter program as per the Memorandum of Understanding indicated above.

APPROVED: JOHN W. WITT, City Attorney

BY 
Allisyn L. Thomas
Deputy City Attorney

ALT:pev
01/31/91
Or.Dept:Mgr.
R-91-1280
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R 277415

MTDB

Metropolitan Transit Development Board



1255 Imperial Avenue, Suite 1000
 San Diego, CA 92101-7490
 (619) 231-1466
 FAX (619) 234-3407

January 25, 1991

T 491.90

The Honorable Mayor and City Councilmembers
 City of San Diego
 202 C Street M.S. 9A
 San Diego, CA 92101

Dear Mayor and City Councilmembers:

Subject: SHELTER PROGRAM DEMONSTRATION RESULTS

In July 1988, the City of San Diego approved a one-year pilot bus shelter program with MTDB for the installation of bus shelters in locations throughout the City of San Diego. The first of 33 bus shelters was installed in January 1990, and the program is now complete. Our review of the effectiveness of the program is documented in the attached report. Also included is a list of the 33 bus shelter locations, and a map identifying each site.

We have conducted an evaluation of the program including the contractor's performance on the selection of advertising and overall maintenance. In addition, we have conducted a user survey to determine public opinion on the sale of advertising to provide revenue to pay for the program; public comments were also solicited on shelter maintenance and amenities. Overall, comments were very positive with 97 percent of the respondents requesting more shelters in the City of San Diego.

Finally, we sent letters requesting comments on the program to participating community planning committees. The attached report includes copies of the responses received.

During the past year, MTDB has received numerous letters from bus patrons, citizens, and community groups requesting the installation of bus shelters in

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Member Agencies:

City of Chula Vista, City of Coronado, City of El Cajon, City of Imperial Beach, City of La Mesa, City of Lemon Grove, City of National City, City of Poway, City of San Diego, City of Santee, County of San Diego, State of California

Metropolitan Transit Development Board is Coordinator of the Metropolitan Transit System and is Regulatory Authority for  Paratransit Administration

Subsidiary Corporations:  San Diego Transit Corporation,  San Diego Trolley, Inc. and  San Diego & Arizona Eastern Railway Company

The Honorable Mayor and City Councilmembers
January 25, 1991
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their neighborhoods. Given the positive reception to this program and the numerous benefits to transit patrons, the Board is requesting that the San Diego City Council approve a permanent bus shelter program in the City of San Diego, per the Memorandum of Understanding of July 25, 1988.

Sincerely,



Thomas F. Larwin
General Manager

TFL:rgm:paw
L-LOCKWO.RGM

Attachment

cc: Gannett Outdoor Co.

R-277415

1255 Imperial Avenue, Suite 1000
San Diego, CA 92101-7490
(619) 231-1466
FAX (619) 234-3407

Agenda

Item No. 32

Board of Directors Meeting

T 491.90

January 24, 1991

Subject:

SHELTER PROGRAM DEMONSTRATION RESULTS

INTRODUCTION:

In July 1988, the City of San Diego approved a one-year pilot bus shelter program with MTDB for the installation of bus shelters in locations throughout the City of San Diego. The purpose of the pilot program was to evaluate the daily operation of the program and to provide the community the opportunity to comment. In January 1990, the first of 33 bus shelters was installed. The pilot program is complete and, therefore, MTDB is requesting the San Diego City Council approve a permanent bus shelter program.

RECOMMENDATION:

That the MTD Board of Directors accept this report and forward it to the San Diego City Council with an endorsement of approval.

Budget Impact

None.

DISCUSSION:




On July 11, 1988, the San Diego City Council approved the implementation of a one-year pilot bus shelter program that authorized MTDB to install 33 shelters at bus stops throughout the City of San Diego. The one-year pilot program is complete and MTDB is requesting that the San Diego City Council approve a permanent program that will provide approximately 700 bus shelters in the City over a 15-year term.

Through a competitive bid process, MTDB contracted with Gannett Outdoor Company, Inc. of Southern California to manufacture, install, and maintain the shelters. The entire program is funded by the sale of advertising space within the

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shelters and is provided at no cost to the public. The shelter contract stipulates that Gannett Outdoor Company provide 25 percent of the shelters without advertising. In sensitive areas, where advertising is not compatible with adjacent property uses, the shelters without advertising would be installed. Since the pilot program was initiated, the company has endeavored to ensure that advertising content in each shelter is neither offensive nor inappropriate. If any shelter advertising is found to be objectionable, the company will remove the advertising within 24 hours.

Twice a week Gannett Outdoor Company performs routine maintenance on each shelter, including graffiti removal, seat and glass cleaning, and litter removal; the company responds within 24 hours to repair or replace damaged parts. During the past year, MTDB has had excellent cooperation from the company, which has been very responsive to complaints and notices for repair.

MTDB and City of San Diego staff have conducted a thorough evaluation of the program. City staff expressed concern about the pilot program shelter color. Based upon the desire for a more neutral color, a consensus was reached whereby downtown shelters would be painted dark blue, and shelters in other areas would be painted dark blue or dark brown.

Part of the staff evaluation included a survey of bus patrons who board buses at shelter locations. In December 1990, MTDB conducted a survey and collected information from 201 respondents. The following information summarizes the responses:

1. 97 percent of the respondents would like more bus shelters in the City of San Diego.
2. 92 percent of the respondents preferred bus shelters over benches.
3. 97 percent of the respondents favored continuation of the program if advertising on some of the shelters pays for their purchase and maintenance.
4. As to the benefits of the program, 51 percent of the respondents replied that protection from the elements was most important. Lighting and the display of bus schedules were mentioned as secondary benefits.

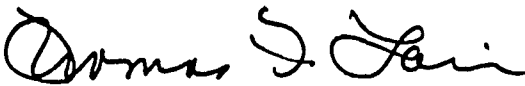
During the past year, MTDB has received numerous comments and requests for more shelters. Attached are copies of letters received by MTDB (see Attachment A). As a part of the evaluation, MTDB also sent letters requesting comments on the program to participating community planning groups. Overwhelmingly, the planning groups who responded view the bus shelter program as an asset to bus patrons and the community.

During the past year, MTDB and City staff have received no negative comments on the program. We believe that this is due to several factors:

1. The shelters are regularly maintained, presenting a neat and positive image.
2. The contract stipulates that 25 percent of the shelters will not have advertising. This clause permits MTDB to provide shelters in sensitive neighborhoods where the volume of boardings is high and an advertising shelter is not appropriate.
3. Lighted bus shelters provide a safe environment for bus patrons in the evening hours.

In recent years, the Metropolitan Transit System (MTS) has experienced a substantial increase in patronage. Offering passenger shelters at strategic bus stops is a small contribution toward providing a safer and more comfortable environment for the increasing number of people who now depend upon public transit. The shelter program not only improves the environment at bus stops, but does so at no cost to the public.

Given the positive reception to this program by both bus patrons and citizens, staff recommends that the MTD Board endorse approval of a permanent program by the San Diego City Council.



Thomas F. Larwin
General Manager

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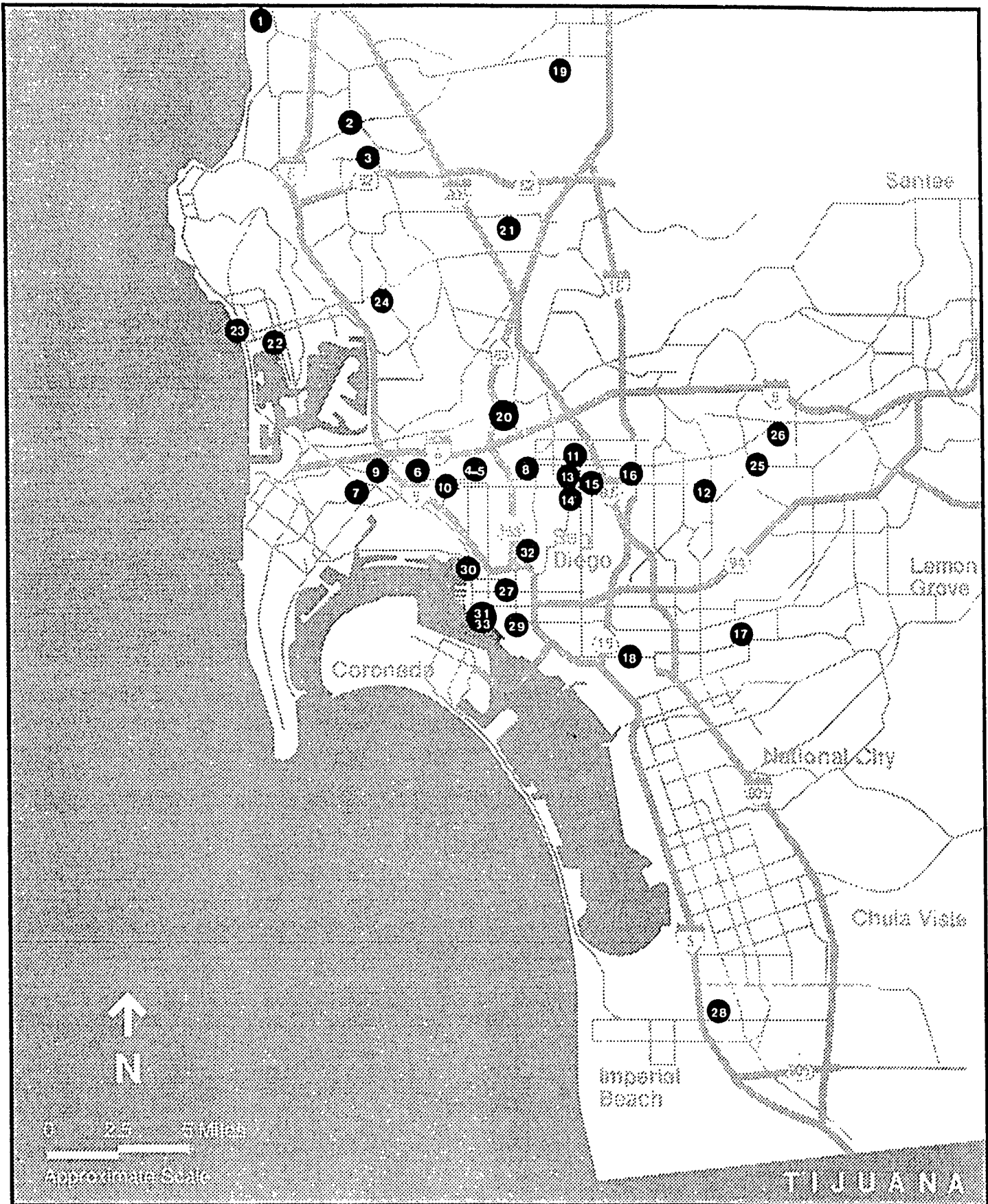
Attachment: A. Letters of support from community groups } Board Only

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CITY OF SAN DIEGO SHELTER PROGRAM

No.	Location	Corner	Shelter Type
1.	N. Torrey Pines Rd. & Scripps Hosp.	SW	Ad
2.	Genesee Ave. & La Jolla Vil. Dr.	SW	Ad
3.	Genesee Ave. & Governor Dr.	SW	Ad
4.	Front St. & Arbor Dr.	SW	Non-Ad
5.	Front St. & Arbor Dr.	SW	Non-Ad
6.	Hawk St. & Fort Stockton Dr.	NW	Non-Ad
7.	Rosecrans St. & Midway Dr.	SW	Ad
8.	Park Blvd. & Meade Ave.	SW	Non-Ad
9.	Rosecrans St. & Moore St.	NE	Ad
10.	Washington St. & Dove St.	SE	Ad
11.	30th St. & Meade Ave.	SW	Non-Ad
12.	54th St. & University Ave.	SW	Ad
13.	El Cajon Blvd. & 30th St.	SE	Ad
14.	University Ave. & 30th St.	SW	Ad
15.	University Ave. & Grim Ave.	SE	Ad
16.	El Cajon Blvd. & 40th St.	SW	Ad
17.	Meadowbrook Dr. & Skyline Dr.	SE	Ad
18.	National Ave. & 35th St.	NE	Ad
19.	Mira Mesa Blvd. & Black Mtn. Rd.	SW	Ad
20.	Friars Rd. & Frazee Rd.	SW	Ad
21.	Convoy St. & Clairemont Mesa Blvd.	SW	Ad
22.	Grand Ave. & Ingraham St.	NW	Ad
23.	Mission Blvd. & Felspar St.	SW	Ad
24.	Clairemont Dr. & Balboa Ave.	SW	Non-Ad
25.	University Ave. & College Ave.	NE	Ad
26.	El Cajon Blvd. & Art St.	SE	Ad
27.	Market St. & 12th Ave.	SW	Ad
28.	Palm Ave. & Holister St.	NE	Ad
29.	13th St. & Imperial Ave.	SW	Ad
30.	Pacific Hwy. & Ash St.	SE	Ad
31.	Gaslamp LRT Station		Non-Ad
32.	Park Blvd. & Naval Hosp.	SW	Ad
33.	Gaslamp LRT Station		Non-Ad

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MTDB

SHELTER LOCATIONS

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Passed and adopted by the Council of The City of San Diego on FEB 25 1991
by the following vote:

Council Members	Yeas	Nays	Not Present	Ineligible
Abbe Wolfsheimer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ron Roberts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
John Hartley	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Wes Pratt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Linda Bernhardt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. Bruce Henderson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judy McCarty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bob Filner	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Maureen O'Connor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

MAUREEN O'CONNOR
Mayor of The City of San Diego, California.

(Seal)

CHARLES G. ABDELNOUR
City Clerk of The City of San Diego, California.

By Ellen Board Deput.

Office of the City Clerk, San Diego, California

Resolution Number R-277415 Adopted FEB 25 1991