

CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM

DEPARTMENT: Police

AGENDA DATE: September 4, 2007

CONTACT PERSON/PHONE: Assistant Chief Paul Cross/564-7310, Terrence Freiburg, 541-4313

DISTRICT(S) AFFECTED: All

SUBJECT:

El Paso Police Department (EPPD) requests to contract for a billboard with Clear Channel Outdoor as a public information source to increase traffic safety awareness within the community.

BACKGROUND / DISCUSSION:

The El Paso Police Department (EPPD) seeks to contract for billboard advertising along Interstate 10 vicinity Piedras and Cotton identifying the number of traffic fatalities year-to-date that have been experienced by the community. This billboard will include an electronic numerical display that may be updated remotely each time the community experiences a traffic fatality.

Recent state legislation exempts advertising, other than legal notices, from competitive bidding requirements effective September 1, 2007. Accordingly, the Department seeks to enter into an agreement after September 1, 2007 with Clear Channel Outdoor due to the unique locations and capabilities of their billboard displays.

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one?

No.

AMOUNT AND SOURCE OF FUNDING:

The contract is recommended for award totaling \$54,895 in State Confiscated Funding. Funding is located at Department ID 21150060, Account 504406, Fund 16411, Class 21000, Project 500232.

BOARD / COMMISSION ACTION:

N/A

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

LEGAL: (if required)

FINANCE: (if required)

DEPARTMENT HEAD:

[Handwritten signature]

(Example: if RCA is initiated by Purchasing, client department should sign also)
Information copy to appropriate Deputy City Manager

APPROVED FOR AGENDA:

CITY MANAGER:

DATE:

**FINANCIAL SERVICES, PURCHASING DIVISION**

DATE: August 17, 2007  
TO: Municipal Clerk  
FROM: Terrence Freiburg  
Purchasing Manager 541-4313

Please place the following item on the Consent Agenda for the Council Meeting of September 4, 2007.

Item should read as follows: Request that the Purchasing Manager, Financial Services, Purchasing Division, be authorized to issue a Purchase Order to Clear Channel One for billboard advertising for the Police Department's Traffic Fatalities Campaign. Effective 9/1/07, under Local Government Code Section 252-022(16), advertising is exempt, other than legal notices, from competitive bidding requirements. Total amount is \$54,895.00.

Amount: \$54,895.00

Account No.: 504406-16411-21150060-Project 500232

Funding Source: State Confiscated Funding

Department: Police

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Municipal Clerk's Use: ITEM NO. \_\_\_\_\_