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TO: BOARD OF DIRECTORS
**FROM: *Frank Cardenas*
FRANK CARDENAS
EXECUTIVE OFFICER, ADMINISTRATION**
SUBJECT: AUTOMATIC PUBLIC TOILET (APT) PROJECT STATUS

ISSUE

The Board of Directors approved a motion at its August 1998 meeting authorizing continued negotiations with Omni Outdoor/STI (Omni) for the installation of 10 automatic public toilets (APTs) at various MTA properties. The motion further instructed staff to obtain a valuation of the advertising locations included in the Omni proposal to determine if the amount offered by Omni is representative of the estimated market value of such MTA-owned sites for advertising purposes. Staff was also requested to conduct a survey of other cities and transit agencies to determine if they provided public toilets or restrooms and how their programs work.

The Board further reconfirmed the recommendation of the Operations Committee that the APTs be free to the public, i.e. no coin or fee would be required to use such facilities. Staff was requested to report back with the results of its analysis in 90 days.

The time required to solicit, receive and assess the information requested by the Board has taken longer to complete than originally estimated by staff. A report is currently projected to be presented at the March meeting of the Operations Committee and the full Board.

CURRENT STATUS

Three specific actions were requested by the Board. The following is a list of actions that staff is undertaking to respond to the Board's direction:

- **Determine the value of the advertising sites selected by Omni Outdoor/STI**

A real estate appraiser and a media consultant with relevant experience have been retained to determine the potential advertising revenue value of 15 representative sites identified by Omni. The reports are due February 1, 1999. Omni was also requested to submit a revised revenue estimate based on a revised list of sites. Once these reports are received, staff will compare the data obtained in these reports with the

revised proposal submitted by Omni to determine if their proposal is in keeping with the market value of the sites. An assessment will also be made as to whether the revenue proposal offered to MTA is reasonable.

- **Determine the operating expenses for the APTs and the Outdoor Advertising structures.**

The MTA Estimating unit in Procurement was requested to complete a rough order of magnitude cost estimate for furnishing, installing, operating and maintaining APT's. In addition, they were asked to analyze the proposal from Omni for the same scope of work. The results of their analysis will be discussed in the March report. Cost information was obtained from competitors of Omni and the City of San Jose. (The City of San Jose has an active APT program which involves the leasing of APTs by the City of San Jose with no advertising revenue offset). Omni was also requested to provide a detailed breakdown of their projected acquisition, installation, operating and maintenance expenses for the APTs and the outdoor advertising structures for review by the Estimating staff.

- **Conduct a survey of other cities and transit agencies to ascertain their policy regarding public toilets and restrooms.**

Information has been requested from cities of Atlanta, Miami, Boston, New York, Philadelphia, and Chicago regarding their public toilets and restroom policy. The results of the survey will be included in the March report.

Prepared by: Velma C. Marshall
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