



CITY OF POMONA COUNCIL REPORT

April 2, 2018

To: Honorable Mayor and Members of the City Council

From: Linda Lowry, City Manager

Submitted by: Meg McWade, Public Works Director

Subject: **Approval of Installation of Pole Banners on Various City Street Lights by Pomona Unified School District (PUSD) for an Extended Time Period and Approval of a License Agreement with Southern California Edison (SCE) for Installation of Banners onto SCE Street Light Poles**

OVERVIEW

Recommendations – That the City Council:

1. Approve the request by Pomona Unified School District (PUSD) to install pole banners (sample shown in Attachment 1) on various City street lights;
2. Approve the License Agreement (Attachment 2) with Southern California Edison (SCE) for installation of banners or other signs on SCE street light poles throughout the City and authorize the City Manager to execute the agreement on behalf of the City; and
3. Authorize the Public Works Director to issue encroachment permits, related to the pole banners request by PUSD, that allow for an extended time period of up to one year, with each street requiring a separate encroachment permit.

Fiscal Impact – PUSD will be responsible to pay the applicable permit fees as identified in the fee schedule, which may be amended in the future. The permit fees for the initial phase will total \$80. The initial phase will be on Garey Avenue and Rio Rancho Road (Attachment 3)

Previous Council Action – None.

EXECUTIVE SUMMARY

The Pomona Unified School District (PUSD) initiated the “Success Starts Here” banner campaign to showcase their students’ academic success. The campaign involves the installation of pole banners on various City street lights throughout the academic year. These proposed banners would be installed along arterial streets near PUSD schools and updated annually during the summer.

DISCUSSION

PUSD's "Success Starts Here" banner campaign intends to celebrate the tremendous scholastic achievements and college acceptances of PUSD High School students. The campaign will highlight students with a 3.3 GPA, or higher, who have either been accepted, or who are presently attending a notable 4-year college. The aim of the campaign is to cast a much-needed light on the accomplishments of hard-working students and their families, and to serve as a reminder that "Success Starts Here." The banners in Pomona will be used to celebrate students from Pomona and their commitment to educational excellence.

PUSD proposes to utilize street lights along arterial streets for better visibility and exposure to the general public. City-owned street lights are capable of having banners installed on them with the appropriate brackets from the pole manufacturer. The required banner brackets are designed to reduce stress on the light pole and to withstand up to 75 MPH wind effects. The arterial streets proposed for the banner campaign are: Holt Avenue, Garey Avenue, Rio Rancho Road, Mission Boulevard, and Indian Hill Boulevard. The installation by a PUSD contractor will begin on light poles closest to PUSD schools, and extend away from the school. However, other variables (e.g. number of banners and available light poles, signage, landscapes, etc.) may factor into the ultimate boundaries of the banner campaign. Staff recommends issuing one encroachment permit per street. Typically, encroachment permits are valid for 90 working days. Due to the substantial investments in banners and PUSD's desire to display banners throughout the academic year, it is recommended to allow this encroachment permit to extend for 12 months. The recommended action will result in an annual encroachment permit per each arterial street. As a note, the Pomona Code Section 46-188 allows the City to revoke the encroachment permit should Pomona require use of the poles.

The City owns the majority of street lights within the City, except for District 5 where the street lights are mostly owned and maintained by Southern California Edison (SCE). In order for SCE to allow banner installations of any kind, SCE is requiring that a license agreement be executed between SCE and the City. The approval of this SCE license agreement will allow not only installation of banners (whether PUSD's or City's), but also of traffic regulating signs, American flags, Neighborhood Watch Signs, and City banners onto SCE street light poles. PUSD will execute an indemnity form at time of permit issuance.

If approved, PUSD will be responsible to apply for new encroachment permits annually and pay the applicable fees at time of permit issuance. Proper City business license, insurance documents, and indemnity form will be reviewed and approved prior to any permit issuance. All fees for the installation and removal of the banners will be borne by PUSD.

Attachments: 1. PUSD Proposed Pole Banners Exhibit
2. License Agreement
3. Location Map

Prepared by: Ron Chan, Senior Civil Engineer