Outdoor Advertising Control
Outsourcing
The Illinois Experience
Outsourcing OA

• BEFORE
  – Central Office-Policy
  – 9 Districts-Permits/Inventory
    • 1-2 people/district
    • Daily control and monitoring - individualized

• DOWNSIZING
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• AFTER--November 2010
  – Central Office + Consultant Contract
  – $4.8 million Contract
  – 3 year-with Renewal Option
  – Estimated total # signs 13,700
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• Scope of Work
  – Inventory-- all controlled routes (12,000 miles)
  – Populate & Maintain database
  – Existing Files-gathered, sorted, scanned, updated
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• Scope of Work
  – Permits-review & recommend
  – Training-develop field manual & train
  – Provide-supplemental ‘help’
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• Year 1 Inventory
  – Field Crew -every sign-GPS, photos, measurements
  – Mobile Crew –Same info used for Comparison

• Year 2+ Inventory
  – Mobile crews
    • Compare to previous year
    • New signs-field crew
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• Actual Permit Process
  – IDOT receives permit application
  – Log application into database
  – Permit application sent to consultant
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- Actual Permit Process
  - Consultant reviews & recommends action
  - 30 days turn around time
  - IDOT reviews and sends to permittee
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• Actual Contract
  – Inventoried 23,039 signs
    • 4607 with tags & paperwork in database
    • 18,432 tags missing, painted over, etc.
      – Currently matching database & paperwork
  – 218 permits processed in 2011
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• Actual
  – Consultant Staff in-office 3 days/week
  – Dollars/Time
    17 months
    $4.5 million invoiced
    Additional $
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Lessons Learned:

- **Works**
  - Dedicated field presence
  - Std. schedule
  - Consistent Interpretation of rules

- **Consultant**
  - Knowledgeable
  - Statewide Presence
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Lessons Learned:

- Stagger Implementation
  - Know what you have
  - First inventory/files
  - Then centralize
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Lessons Learned:

- Not a 1-IDOT staffer show
  - FOIA requests
  - Non-standard questions
  - Review Recommendation & Sign-off on permits
  - “Issues”
  - Contract Administration
  - Policy changes....
QUESTIONS?