

Outdoor Advertising Control Outsourcing The Illinois Experience

2012 AASHTO Subcommittee on Right of Way and Utilities Conference

*Marriott Waterfront Hotel – Portland, Oregon
April 29 to May 3, 2012*

Where Tradition and Transformation Converge **AASHTO**



Outsourcing OA

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



Outsourcing OA

- 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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Outsourcing OA

- Scope of Work
 - Inventory-- all controlled routes (12,000 miles)
 - Populate & Maintain database
 - Existing Files-gathered, sorted, scanned, updated

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Outsourcing OA

- 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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Outsourcing OA

- Actual Permit Process
 - IDOT receives permit application
 - Log application into database
 - Permit application sent to consultant

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Outsourcing OA

- 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....

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QUESTIONS?

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