



South Florida Water Management District Outdoor Public Information System

**Proposed Solicitation Process
In response to SB 1989**

2012 Legislature

SB 1989:

“The Legislature believes that it is in the public interest that all water management districts created pursuant to s. 373.069 own, acquire, develop, construct, operate, and manage public information systems.”



2012 Legislature (Cont'd.)

SB 1989 :

- Authorizes WMDs to build and maintain (outdoor) public information systems on their property
- WMD funds may not be used to pay for program
- To be funded with revenues from sponsor advertisements
- Must display essential public service announcements (PSAs), i.e., weather threats, Amber/Silver alerts, conservation messages



FDOT Requirements

- **1965 US Congress passed Highway Beautification Act (HBA) to control outdoor advertising signs along interstate and federal-aid primary highways**
- **1972 federal-state agreement executed pursuant to HBA**
 - **Regulates size, lighting, and spacing of signs**
 - **Requires states to control signs along interstates and federal-aid primary roads**
 - **Failure to maintain effective control of outdoor advertising in accordance with agreement and the HBA will subject Florida to a 10% loss of federal highway funding (>\$130 million)**
- **Section 479.02, F.S. authorizes the FDOT to administer and enforce the federal-state agreement and the HBA**
- **District program will require selected firm to coordinate with FDOT throughout implementation process**

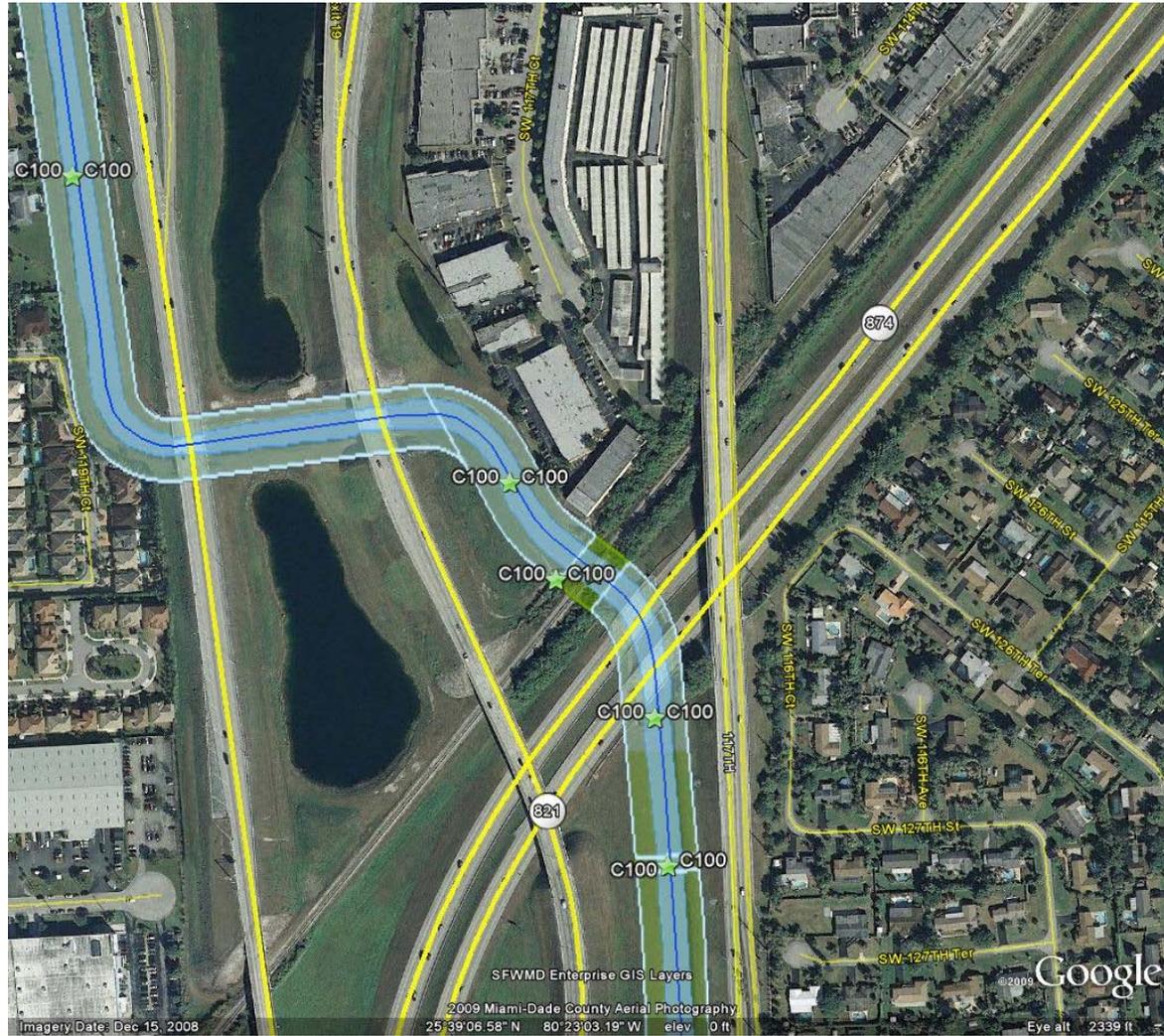


Primary Goals

- Develop program pursuant to SB 1989
- Augment land management budget
- Capitalize on major highways and canal intersects
 - Minimize intrusion into natural areas
- Coordinate with FDOT/local governments



Example Location Site



Outdoor Public Information System (OPIS) Program Guidelines

- **Pilot program primarily on fee-owned rights of way**
 - Board to approve sites
- **Select qualified firm to permit, develop, manage, fund program**
 - One year to construct 10 sites
 - Optional 2nd year to construct 20 more sites
 - 10-year agreement, two 5-year extensions at District's discretion
 - Allowance for Amber/Silver Alerts, Emergency PSAs
 - Minimum 5% annual digital space for other PSAs
 - District to receive at least 15% of total revenues
- **District to own sites and associated facilities**



Schedule

- **July through October 2012 – complete RFP solicitation process**
- **October 2012 – GB authorizes staff to negotiate and execute lease agreement with selected firm for the development of 10 of 20 potential sites**
- **August 2013 – Selected firm completes construction of 10 sites and begins managing sites**



Outdoor Public Information System

QUESTIONS

