



EST. 1960

Willowbrook

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Willowbrook, IL 60527-5594

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Mayor

Frank A. Trilla

Village Clerk

Leroy R. Hansen

Village Trustees

Dennis Baker

Sue Berglund

Umberto Davi

Terrence Kelly

Michael Mistele

Paul Oggerino

Village Administrator

Tim Halik

Chief of Police

Mark Shelton



Proud Member of the
Illinois Route 66 Scenic Byway

AGENDA

REGULAR MEETING OF THE MUNICIPAL SERVICES COMMITTEE TO BE HELD ON MONDAY, MARCH 10, 2014, AT 6:00 P.M. AT THE VILLAGE HALL, 7760 QUINCY STREET, IN THE VILLAGE OF WILLOWBROOK, DUPAGE COUNTY, ILLINOIS.

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MINUTES:
 - a) January 13, 2014 Regular Meeting of the Municipal Services Committee
 - b) February 12, 2014 Special Joint Meeting of the Finance and Administration, Municipal Services, and Public Safety Committees
4. DISCUSSION – Community Electronic Informational Signage (C.E.I.S.)
5. DISCUSSION – Intergovernmental Agreement (IGA) with DuPage County for Mowing of County Rights-of-Ways within Willowbrook Corporate Limits
6. DISCUSSION – Annual Maintenance Contracts:
 - a) Village Hall Janitorial Services Contract
 - b) Landscape Fertilization Contract
7. REPORT – Municipal Services Department:
 - a. January & February Monthly Permit Activity Reports
 - b. December & January Water System Pumpage Reports
8. VISITOR'S BUSINESS
(Public comment is limited to three minutes per person)
9. COMMUNICATIONS
10. ADJOURNMENT

MINUTES OF THE REGULAR MEETING OF THE MUNICIPAL
SERVICES COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON MONDAY,
JANUARY 13, 2014 IN THE VILLAGE HALL, 7760 QUINCY STREET, IN THE
VILLAGE OF WILLOWBROOK, DUPAGE COUNTY, ILLINOIS

1. CALL TO ORDER

Chairman Mistele called the meeting to order at 6:00 PM.

2. ROLL CALL

Those present at roll call were Chairman Michael Mistele, Trustee Suzanne Berglund, Mayor Frank Trilla, Administrator Tim Halik, and Mark Bushhouse from Williams Architects. Absent: None.

3. APPROVAL OF MINUTES

After review of the draft minutes from the November 11, 2013 Regular Meeting of the Municipal Services Committee, Chairman Mistele made a motion to approve the minutes as presented. Trustee Berglund seconded the motion. Motion carried.

4. DISCUSSION – Conceptual Interior Renovation of Village Hall Offices, 835 Midway Drive & Proposed Site Plan, Willowbrook Municipal Complex – Mark Bushhouse, Williams Architects

Administrator Halik summarized for the Committee that on September 9, 2013 the Village Board accepted a proposal from Williams Architects to develop conceptual building/site alteration designs for Phase I of the Village Master Facilities Plan. Halik then introduced Mark Bushhouse from Williams Architects and asked that he present the conceptual plans developed for the 835 Midway property.

Mark Bushhouse presented to the committee members two (2) display boards detailing the conceptual design he had completed based on the space programming updates performed. He described that the main entrance to the new Village Hall will be at the south end of the existing building, and he thought that would work well as it relates to the municipal campus. Mark then reviewed the interior layout including conversion of the current two-story garage space to a new entrance lobby. He advised that if these concepts are approved, the next step would be final design of the alteration. In summary, he added that the project would be extremely cost effective. Chairman Mistele asked whether consideration was given to removing the large electric switchgear located at the south end of the building to allow alternate design options for the lobby. Mark responded that removal of the equipment would be extremely expensive. Mark Bushhouse then distributed a written summary of the budget numbers based on the described scope of renovation. The total project budget is estimated at \$1,189,532 to \$1,537,565, and the scope would include a new back-up generator for the facility. Mayor Trilla asked what the ceiling finish would be for the new lobby area. Mark responded it would either remain open or possibly a tray ceiling. Chairman Mistele asked whether a second protected stairway would be required. Administrator Halik advised that the Village had adopted the 2009 version of the International Building Code, and that item would be researched. Chairman Mistele cautioned that the back-up generator may be undersized. He also asked whether we could include an option for a hydronic heating system to convert from the existing electric space heat. Chairman Mistele also asked whether Christopher B. Burke Engineering could

consider stormwater issues. Administrator Halik advised that he has had early discussions with the Village Consulting Engineer pertaining to stormwater issues relating to this project. He has also discussed the potential use of permeable pavers for parking area renovations and possible grant opportunities to subsidize paying for it. Chairman Mistele concluded by stating that at this stage, the project is appropriately budgeted and will address our long-term space needs. Trustee Berglund asked what the construction timeframe would be for this project. Mark Bushhouse answered 5 to 6 months.

5. REPORT – Municipal Services Department

- a. Administrator Halik reviewed the monthly permit activity report for both November and December 2013 showing that the Village has taken in about \$26,400 in permit revenue for the month of November, and \$8,500 for the month of December. Halik advised that eight months into fiscal year 2013/14, we have taken in approximately 115% of our anticipated FY2013/14 budgeted revenue.
- b. Administrator Halik shared the water system pumpage report. The report indicates that we pumped about 29.2 million gallons in the month of October and 28.5 million gallons in the month of December. At this point, we have pumped about 9% less water this year as compared to the same timeframe last year. However, so far, total pumpage is on track to meet our annual pumpage projection of 395,000,000 gallons.

6. VISITOR'S BUSINESS

(none)

7. COMMUNICATIONS

Trustee Berglund asked for an update on the Village rock salt usage so far this winter. Administrator Halik responded that December and early January have proved challenging to keep streets clear of snow and ice, but our salt usage thus far is not a cause for concern. Although we had a relatively easy winter season last year, we did not reduce our salt allocation from the Illinois CMS program for this year. Halik also stated that the ability to store an additional 500 tons of rock salt through the off season within our salt dome, to use as a reserve, makes all the difference when we experience an expectantly difficult season as this.

8. ADJOURNMENT

Motion to adjourn was made by Chairman Mistele and seconded by Trustee Berglund. The meeting was adjourned at 6:28 PM.

(Minutes transcribed by: Tim Halik, 3/5/14)

MINUTES OF THE SPECIAL JOINT MEETING OF THE MUNICIPAL SERVICES COMMITTEE, THE FINANCE & ADMINISTRATION COMMITTEE AND THE PUBLIC SAFETY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, FEBRUARY 12, 2014 AT 5:30 P.M. IN THE VILLAGE HALL, 7760 QUINCY STREET, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER

The meeting was called to order by Administrator Halik at 5:35 p.m.

2. ROLL CALL

Those present at roll call were Mayor Frank Trilla, Trustees Sue Berglund, Umberto Davi, Terry Kelly, Mike Mistele, Village Administrator Tim Halik, Chief of Police Mark Shelton, Interim Finance Director Carrie Dittman, and Management Analyst Garrett Hummel.

3. REVIEW - Fiscal Year 2014/15 Budget

Administrator Halik began by explaining the purpose of this meeting is to give all Board members a general overview of budget highlights, including revenue assumptions for the coming year, the proposed FY 2014/15 budget, and the proposed five-year plan for each fund. Administrator Halik stated staff prepared the proposed budget with the understanding that we need to continue to closely scrutinize our short and long-term revenue assumptions and to be diligent in managing our expenses, while still working toward our goals. With this in mind, when preparing the individual department budgets, staff assumed no automatic escalation in spending but rather adjusted line-item expenditures as needed to maintain the status quo with regard to programs. Salary increases for non-union employees have not been included in the budget while a 2.5% increase has been included for patrol officers and sergeants.

Administrator Halik continued by explaining that the FY 2014/15 proposed budget includes a General Fund drawdown of reserves of approximately \$317,652 which equates to roughly 21 days of operating expense. Even with the drawdown of reserves, the Village is looking at a projected fund balance of 202 operating days (\$4,267,771) as of April 30, 2015. Administrator Halik indicated that the fund balance does not include the discretionary items which will be discussed during the Board Budget Workshop on March 17th.

The next meeting on the budget schedule will be the Board Budget Workshop I scheduled for March 17, 2014.

Next, Administrator Halik explained that the proposed budget maintains all existing services and programs. Administrator Halik reiterated the General Fund will have 202 days (\$4,267,771) of operating expense in reserves. An operating day for the FY 2014/15 budget equates to roughly \$21,138. Finally, Administrator Halik explained the Five Year Plan used to develop the budget projections include conservative spending on known projects and programs.

An increase of 3% was included in the budget with respect to health

insurance costs although the IPBC has not finalized their numbers for the upcoming year. Administrator Halik commented that the nationwide health care costs have increased roughly 9.4%. Administrator Halik acknowledged that IPBC increase may be a little over 4% as opposed to the 3% that was used for budgeting purposes.

Administrator Halik briefly touched on the Village's two main pension programs (Police Pension & IMRF). He stated the police pension contribution decreased by 0.97% while the IMRF pension contribution decreased by 1.19%. Interim Finance Director Dittman added that the police pension numbers do not include the two new officers.

Interim Finance Director Dittman next took over with a breakdown of the reserve drawdown. Director Dittman stated the Parks & Recreation budget includes \$400,000 for the Willow Pond Park improvement project. The Village is currently under consideration for an OSLAD grant which would require the Village to spend that \$400,000 as a funding match if the Village's grant application is approved.

Director Dittman continued with the General Fund highlights stating staff is projecting an overall revenue increase of 5%, which equates to roughly \$636,802 over the previous fiscal year. Director Dittman continued by examining each individual revenue source. She began with Sales Tax which is projected to have no substantial changes when compared to the prior year. Next was Places of Eating Tax which projected no change from the prior year. Utility Tax is expected to be down about 8% or around \$85,000. Income Tax is expected to increase by about \$61,240 based upon Illinois Municipal League (IML) projections. Amusement Tax is projected to increase by \$57,500. Permit Fees are expected to increase by \$26,000. Administrator Halik commented that the permit fee revenue is already over budget for the current fiscal year. There is no expected change to the level of Red Light Camera Fines. Director Dittman explained the Village will receive \$82,500 in rental income from the tenant at the 825 Midway building. The lease with the tenant expires June 2016. Director Dittman stated video gaming revenue was not included in the budget.

Director Dittman returned to the topic of Village pensions by first elaborating on both the Police and IMRF pensions. The 0.97% decrease in Police Pension contribution translated into \$5,101. The rate of payroll for the Police Pension fund went from 30.1% to 29.28%. With respect to the IMRF pension, the 1.19% decrease equated to approximately \$13,485 while the rate of payroll went from 20.07% to 18.88%. Finally, Director Dittman provided an update on the Sherriff's Law Enforcement Pension (SLEP) program, which the Village is obligated to pay related to a settlement associated with a former Village Police Chief. Director Dittman stated the outstanding balance for the SLEP program was paid in full during FY 2013/14. Fund investment returns exceeded expectations, so no payment is due with respect to the SLEP program.

Administrator Halik next provided an update on the Water Fund. Administrator Halik began by providing a history of the City of

Chicago and the DuPage Water Commission's (DWC) recent water rate increases and the subsequent water rate increases by the Village. As of January 1, 2014, the DWC raised water rates 18% in part due to the City of Chicago's 15% increase on the same date. The Village last increased its local water rates 20% on January 1, 2014. This increase included the continuation of the 6% discount program for residents, including seniors, who pay the minimum water bill (9,000 gallons per quarter). Administrator Halik continued by stating the Village's recent rate increase is intended to cover the 18% DWC rate increase, along with funding three Water Fund capital projects that have been identified for FY 2014/15. These projects include the replacement of approximately 1,700 MTU's due to dead or dying batteries. Administrator Halik explained that MTU's are the grey transmitting boxes that allow the Village to remotely read water usage from resident's water meters. The budget estimate for this project which includes the purchase of the units as well as the installation by an independent contractor is \$285,000. The second project is the first year of the water tank coating project which includes the preparation of specifications and bid documents to sandblast and repaint the Village Hall water tower for a cost of \$20,000. The final Water Fund capital project for this upcoming fiscal year is the replacement of one Public Works vehicle (Truck #76: 2006 Ford F-350 with 81,000 miles) of which the Water Fund will cover half the cost at an amount of \$15,000. Administrator Halik warned the DWC has planned for a 17% water rate increase effective January 1, 2015 therefore the water rate topic will most likely have to be revisited in the coming year.

Administrator Halik next discussed the Motor Fuel Tax (MFT) Fund. He explained there will be approximately \$210,000 available in the MFT fund for use in the FY 2014/15 Road Program. This year's Roadway Maintenance Program includes full-depth patching and overlays of roadways within the Waterford subdivision. Administrator Halik noted the Public Works Department always examines the roads after the winter season to see if any roads are in need of attention that are not on the scheduled program. After completion of this year's program there will still be funding available to continue to build a reserve to be used towards the STP grant funded Clarendon Hills Road project in FY 2016/17.

Director Dittman began the financial performance section of the presentation. Echoing Administrator Halik's overview, Director Dittman explained the proposed budget projects 202 days of operating expense reserve. The FY 2013/14 budget comparatively projected at 169 days. However, the estimated actual FY 2013/14 budget currently projects at 223 days. Director Dittman explained one "Operating Day" in the General Fund for FY 2014/15 projects to be \$21,138. The amount of projected fund balance at 4/30/15 is \$4,267,771. This amount divided by the one "Operating Day" amount of \$21,138 results in the 202 days of operating expense.

Director Dittman highlighted two reasons for the heightened performance for FY 2013/14 the first being that revenues exceeded expectations. General Fund revenues are estimated to come in at

\$709,550 over budget. The four revenue sources that outperformed their budgeted numbers were Sales Tax (\$245,849 over budget); Income Tax (\$100,058 over budget); Building Permits (\$45,000 over budget); and Red Light Camera Fines (\$286,464 over budget). The second reason for the heightened performance during FY 2013/14 was that total General Fund expenditures are being projected at approximately \$135,000 below budget with the Administration, Planning and Public Works departments coming in below budget. Director Dittman noted that \$26,000 of the Electronic Archive Storage Project will be deferred from the FY 2013/14 budget to FY 2014/15.

Administrator Halik took over to discuss larger expenditures by department for the upcoming fiscal year. Administrator Halik commented that the Village Board & Clerk budget along with the Board of Police Commissioners had no significant new expenditures budgeted.

Under the Administration budget, Administrator Halik highlighted the \$26,000 that was carried from last year's Electronic Archive Storage Project as the only significant Administration expenditure in this year's budget.

Next, Administrator Halik stated the Village is in need of a Comprehensive Land Use Plan Update. The Comp Plan update is budgeted under the Planning & Economic Development budget and would include an update for the Southeast Sub-area Plan at a budgeted amount of \$31,500.

The Parks & Recreation budget includes \$400,000 which will be spent as a match if the Village is awarded an OSLAD grant for the Willow Pond Park Renovation. The \$400,000 is for Phase I of the two phase project.

The Finance Department budget does not include funding for the ERP Analysis Project as of yet because staff is waiting for the results from the ERP Assessment. Administrator Halik explained the Village currently uses a financial software called Decision Systems which is a proprietary software. Administrator Halik explained the Village would like to both expand our use of a Village-wide ERP system, and also have a plan in place in case software support for Decision Systems becomes an issue.

The Police Department has several larger expenditures included in this year's budget. Replacement of the Police Chief's vehicle at \$29,365 and the replacement of two squads with SUVs at a cost of \$74,635. Also included in the Police Department budget is one new Patrol Officer at a first year cost of \$69,643.

The Public Works Department includes funding for Year 2 of the EAB Abatement Program where the Village plans to remove and replace roughly 200 trees at a cost of \$168,000. Funding is also included for a replacement vehicle at a cost of \$15,000. This amount represents half the cost of the vehicle replacement, the other half is budgeted for out of the Water Fund.

The Building and Zoning Department does not have any large expenditures planned for this fiscal year.

The Water Fund budget includes \$15,000 for a vehicle replacement. This amount represents half of a vehicle purchase while the other half is budgeted under the Public Works Department. The Village will continue with its fire hydrant replacements at a cost of \$15,000 for this fiscal year. Finally, \$70,000 will be transferred to the Water Capital Improvement Fund.

The Hotel/Motel Tax Fund includes \$37,967 for hotel marketing and promotion.

The Motor Fuel Tax Fund's FY 2014/15 Road Maintenance Program has \$210,000 budgeted.

The Tax Increment Financing (TIF) Fund has \$638,834 in eligible redevelopment costs remaining after which the fund will be closed out.

The Water Capital Improvements Fund has two larger expenditures scheduled for this budget season, the first being the replacements of the failing Meter Transmitting Units (MTU) throughout the Village. The batteries on the Village's MTUs have started to fail. The Village uses the MTUs to read resident's water meters in order to correctly bill residents for their water usage. The estimated cost of this replacement project is \$285,000. The second project is the Year 1 Tank Coating Project at a cost of \$20,000.

The Capital Projects Fund does not have any large expenditures planned for FY 2014/15.

The 2008 Bond Fund has annual debt service payment of \$156,956 due. Trustee Mistele asked if the Village should consider refinancing our 2008 GO Bonds. Director Dittman explained that staff looked into this option and found the Village would only save roughly \$25,000 if done today and that would not necessarily be worth it.

The SSA Bond & Interest Fund has annual debt service payment of \$319,440.

The Land Acquisition, Facility Expansion & Renovation Fund (LAFER) has a remaining balance of \$1.1 million after Phase I of the Master Facilities Plan. Director Dittman commented there is no more planned revenue that will be added to the LAFER Fund unless the Village sells the vacant lot north of the Public Works Building.

Director Dittman next began the topic of the Village's revenues. The FY 2014/15 budget estimates all fund revenues to be about \$13,225,193. The General Fund accounts for roughly 61% of this amount with an estimated \$8,082,537. The three most prominent revenues within the General Fund are Sales Tax at 43% or \$3,450,000 of the General Fund revenues, Utility Tax at 14% or \$1,075,000 of the General Fund revenues, and Income Tax at 10% or \$787,000 of the General Fund

revenues.

Director Dittman continued with an explanation of the Village's expenditures. The FY 2014/15 budget includes \$14,110,153 in expenditures over all funds. Of this amount the General Fund accounts for 60% or \$8,400,189 and the Water Fund accounts for 19% or \$2,621,520.

Director Dittman next highlighted General Fund expenditures by department stating that the Police Department accounts for 55% of General Fund expenditures or \$4,630,000, followed by the Administration Department at 13% or \$1,102,220 and the Public Works Department at 12% or \$998,642.

Chief Shelton gave a brief overview of the Board of Police Commissioners budget stating costs went down roughly 7%.

Administrator Halik presented the Administration budget highlighting increases to the Buildings line-item due to the increased utility costs for the new buildings. Also noted was a \$50,000 decrease to the Legal Services line-item. Overall, Administration expenses went down 9.41%.

Administrator Halik continued with the Planning and Economic Development budget by pointing out a \$31,000 increase to the General Management line-item for the aforementioned comp plan update. The Engineering line-item was also increased as the Village needs more consultant hours from the Planner. Overall, the Planning and Economic Development budget increased 30.99%.

Administrator Halik next presented the Parks & Recreation budget which includes increases to the Maintenance line-item for increased OT for the Public Works employees as well as \$400,000 for the potential grant aided project at Willow Pond. Overall, the Parks & Recreation budget increased about 132%.

Director Dittman took over to present the Finance Department's budget which included a small increase to the General Management line-item to account for the increased hours of the part time front counter receptionists. Overall, the Finance budget increased 2.44%.

Chief Shelton presented the Police Department budget which includes an increase to the Police Administration line-item for the costs associated with a new officer. Increases were also noted in the Police Telecommunications and Police Capital Improvements line-items. Trustee Mistele inquired as to the large decrease in Police Patrol Service line-item. Director Dittman commented that that line-item is used for DEA funded purchases and there were no budgeted purchases at this time but that the line-item could increase if qualifying purchases are requested. Chief Shelton explained the Village has \$128,000 in the DEA fund and \$45,000 in the state fund. Overall, the Police budget increased 3.39%.

Administrator Halik presented the Public Works budget highlighting increases to the snow removal line-item as well as a \$15,000 fuel tank repair project included in the Buildings line-item. Trustee Mistele asked if the Village should get rid of the fuel tanks. Administrator Halik responded that that is a decision which will have to be made moving forward. Mayor Trilla commented the Village should remove the tanks except for maybe an above ground diesel tank for the Public Works Department. Overall, the Public Works budget decreased 10.23%.

Administrator Halik next highlighted the Building & Zoning Department budget including increases to the General Management line-item due to increased overtime hours for the Building Inspector as well as increases to the Inspection Services line-item which is for consultant inspectors. Overall, the Building & Zoning budget increased 11%.

Administrator Halik presented the Water Fund which includes increases to both the Water Production line-item for increased water purchase costs and the Transportation & Distribution line-item for the increasing number of water main breaks. Overall, the Water Fund budget increased about 5%.

Director Dittman briefly went over the Hotel Motel Tax Fund budget which overall decreased roughly 2%. Mayor Trilla noted that there is currently a proposed bill being considered which will allow a 50/50 split of Hotel Motel funding between the Village and the DuPage Convention and Visitors Bureau.

Director Dittman next explained the Motor Fuel Tax (MFT) Fund decreased 13.22% from \$242,000 last year to \$210,000 for this upcoming year. The estimated MFT Fund revenues for the year are \$241,816. The remaining balance of \$31,816 after this year's program will be added to the Village's MFT Fund balance bringing it to \$388,575. This balance will be used to pay the Village's portion of an STP grant for the overlay of Clarendon Hills Road.

Director Dittman presented the Tax Increment Financing (TIF) Fund highlighting an increase to the Redevelopment Costs line-item of \$638,834. This amount will be used for a new traffic light near the bowling alley. Director Dittman also noted there were no principle and interest payments this upcoming year because the TIF has ended. Overall, the TIF Fund increased 40.72%.

Director Dittman explained there were no significant changes to the SSA Bond & Interest Fund budget.

Director Dittman noted the Water Capital Improvements Fund includes a large increase to the Capital Improvements line-item which includes the Village's MTU replacement project, the valve insertion project, and water main replacement funding.

Director Dittman stated there are no planned projects for the Capital Projects Fund.

Director Dittman next stated the Village continues to make payments on the 2008 Bond Fund.

Director Dittman stated the LAFER fund has \$1,063,157 included in the Village Hall Remodel line-item for the work that will be done at the 835 Midway site.

Administrator Halik concluded the meeting by reminding the Village Board of the Board Budget Workshop, which is scheduled for March 17, 2014. At the workshop, staff will present discretionary items which are not currently in the budget and were not presented tonight. Finally, he thanked all meeting attendees for their time and efforts in the budget preparation.

4. VISITOR'S BUSINESS

There were no visitors present at the meeting.

5. ADJOURNMENT

Motion to adjourn was made by Trustee Mistele. Trustee Davi seconded the motion.

The meeting was adjourned at 7:15 p.m.

(Minutes transcribed by: Garrett Hummel)

**MUNICIPAL SERVICES COMMITTEE MEETING
AGENDA ITEM SUMMARY SHEET**

AGENDA ITEM DESCRIPTION

**DISCUSSION – COMMUNITY ELECTRONIC INFORMATIONAL SIGNAGE
(C.E.I.S.)**

COMMITTEE REVIEW

- Finance/Administration
- Municipal Services
- Public Safety

Meeting Date:

March 10, 2014

- | | |
|---|---|
| <input checked="" type="checkbox"/> Discussion Only | <input type="checkbox"/> Approval of Staff Recommendation (for consideration by Village Board at a later date) |
| <input type="checkbox"/> Seeking Feedback | <input type="checkbox"/> Approval of Staff Recommendation (for <u>immediate</u> consideration by Village Board) |
| <input type="checkbox"/> Regular Report | <input type="checkbox"/> Report/documents requested by Committee |

BACKGROUND

The company Community Electronic Informational Signage (C.E.I.S.), based in Austin Texas, contacted the Village in January 2014 to provide information and request an opportunity to present their municipal gateway sign product. These attractive "Welcome to Willowbrook" monument signs could be placed at prominent locations throughout the community at no expense to the Village. The signs contain an integral L.E.D. screen which would be used to display community messages, weather advisories, amber alerts, and advertisements.

Mayor Trilla contacted the company and arranged a meeting with a CEIS representative which occurred in February to learn more about the product, view examples and discuss possibilities for Willowbrook.

REQUEST FOR FEEDBACK (if any)

Mayor Trilla will attend the Municipal Services Committee on March 10, 2014 to share what he has learned from the CEIS representative and answer any questions or concerns that the committee members may have.

STAFF RECOMMENDATION

None at this time – discussion only.

3 January, 2014

City of Willowbrook, Illinois
7760 Quincy St.
Willowbrook, IL 60527

Dear City Officials,

We are pleased to inform you of a great opportunity! Our company develops Community Electronic Information Signage for municipalities. We develop these small modern, aesthetically designed, landscaped monument style signs entirely at our own expense.

These beautiful gateway signs displaying "Welcome to Willowbrook, Illinois" will differentiate your city, implying "we are friendly and open for business" and provide valuable information & emergency alerts. The signs utilize state of the art L.E.D. technology and is connected to cellular wireless network to update information in real time.

By having direct web access to update the sign's content your government can get VITAL information immediately out to the public, including amber alerts with photos, disaster information, events, public service announcements, meetings, and any other content helpful to your citizens and visitors.

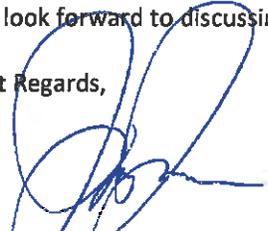
We are able to meet setback, vision clearance and any other development regulations. Our company can assist any ordinance modifications that may be necessary to ensure legal deployment of this tremendous asset.

Recently, the advantages of digital signs for police departments were discussed by Retired Chief of Police Neil Mahan in "The Police Chief" magazine. Over 51 criminals have been brought to justice directly from the use of this powerful medium.

Please find the enclosed information packet.

We look forward to discussing this further with you. Please call us at your earliest convenience.

Best Regards,



John W. Lockridge
(727) 415-0225


[send to a friend](#) 

Digital Billboards and Law Enforcement Agencies: A New, High-Tech Partnership

By Neil Mahan, Chief of Police (Retired), Janesville, Wisconsin



In Janesville, Wisconsin, police are using digital billboards as the latest high-tech tool to help close cases and assist the department in its outreach efforts. This new way to get a message out to the public is available at no cost to the department and with very little effort. These billboards might also be available in other communities; if so, agencies should not hesitate to take advantage of them.

Janesville is a town of approximately 63,000 in south central Wisconsin, not far from the Wisconsin-Illinois state line. The Janesville Police Department (JPD) consists of 104 sworn officers and 15 civilian employees. Like many departments of its size, the JPD finds itself faced with increasing service demands and decreasing funding sources. Each year the department responds to approximately 68,000 calls for service. A significant number of those calls, including about 350 missing-person calls, are an excellent fit for the use of digital billboards.

Program Origins

Janesville has an active Crime Stoppers program, which has proven invaluable by providing many tips from community members that have led to arrests and the location of missing adults and juveniles. Communicating safety concerns to the public is one of the JPD's most important objectives.

In early 2008, the JPD was approached by Lamar Advertising Company regarding a possible partnership. Lamar had installed a network of digital billboards in Janesville in August 2007. Digital billboards are like conventional billboards except that they rotate static advertisements every 8–10 seconds and can be updated by computer. Those improvements mean the advertising copy can be changed remotely and very quickly.

The service that Lamar provides to the JPD is free; the only condition of use is that the company must have a "flip," or advertisement slot, available for the JPD to use. Thus far, every public safety message the department has asked to be posted on runaways, missing persons, wanted fugitives, or emergency notifications has been posted within hours or even minutes, in some cases. The department provides electronic mail bulletins, or Lamar technicians construct the messages from telephone information the department provides. Lamar has made using the billboards easy and convenient, and it even offers after-business hours access to its technicians.

Sergeant Brian Donohue and Officer Chad Sullivan of the JPD are the personnel assigned as contacts for the billboard company. Both have remarked about Lamar's helpful personnel and the quick results the billboards generate.

Partnership Results

The partnership with Lamar that allows Janesville public safety messages to be posted on the town's six digital billboards has been an unmitigated success. For example, an elderly female suffering from Alzheimer's disease wandered away from family at a local shopping mall and was found by a citizen using the digital billboard information. In addition, when spring floods along the Rock River posed significant danger to the public, billboards were used to post warnings about the danger.

Since the beginning of the partnership, the JPD has placed 15 wanted individuals on digital billboards and has seen resolution on 13 of the 15. Those resolutions are coming from a variety of sources. In one case, an officer from another jurisdiction saw the face and name on the billboard and informed the department that the wanted individual was already in jail. In another case, a citizen responded that an individual was in prison in Utah, and the department was then able to put a detainer on that suspect.

The embarrassment factor is high for the friends and families of featured suspects. The mother of one individual wanted for drug crimes saw his picture on digital billboards; when she got home, she called the suspect (who was out of state at college) and told him he would be turning himself in when he was home over break. The suspect did as his mother told him, and the case was successfully resolved.

In terms of sheer numbers, calls to Crime Stoppers have tripled since the JPD began using digital billboards to publicize wanted suspects and other types of law enforcement initiatives. Lamar has worked with the department to post an anti-dog fighting message and an antigraffiti message, both of which have been quite successful.

The digital billboards have been used even to promote law enforcement-related public service. During the 2008 National Night Out, digital billboards highlighted demonstrations and other activities the department was conducting. There was a significant increase in the number of participants in Night Out events in 2008.

"For any department where there are digital billboards, if you're not using them, you're missing out on a piece that is invaluable in solving crimes, capturing fugitives, and keeping the community safe," said Officer Sullivan. "Other departments should contact the local billboard company and say they saw a program in other

jurisdictions to partner with the police department and ask if this is something we can do here.”

Use in Other Jurisdictions

Not all communities have digital billboards—the technology is still relatively new—but in jurisdictions that do have access, billboards present a no-cost advantage to law enforcement agencies.

In Janesville, the partnership was actually initiated by Lamar, meaning that the JPD had to do very little to get the system up and running. However, the department has helped other jurisdictions establish their own partnerships and has found, by and large, that outdoor advertising companies have been more than willing to help. Agencies seeking to establish a partnership in their communities should speak to the general manager of a local outdoor advertising company. Most digital billboards have a sign of some kind identifying the company posted directly on the billboard (such as Lamar, Clear Channel Outdoor, CBS Outdoor, or another company). One phone call could lead to having a new, valuable tool to help fight local crime.

To conclude, the JPD has found digital billboards to be a boon to public safety in Janesville, and the department wholeheartedly recommends the program to other jurisdictions with access to digital billboards. This type of partnership can require very little effort on the part of the agency involved and can cost nothing. In these tight budget times, such high-profile, low-cost messaging should appeal to any law enforcement agency.

For more information about establishing a digital billboard partnership, readers can contact Officer Chad Sullivan at 608-755-3100 or the Outdoor Advertising Association of America at 202-833-5566. ■

[Top](#)

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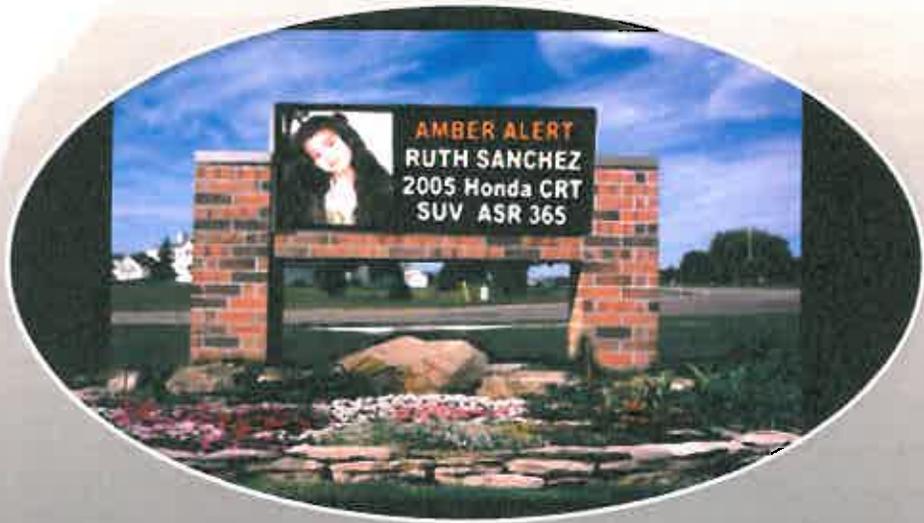
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Community Electronic Information Signage

Digital Informational Signs
AT NO COST to your municipality
Alert and inform citizens when needed subsidized by advertising.

c·e·i·s

COMMUNITY ELECTRONIC INFORMATIONAL SIGNAGE

Jwlock44@msn.com

727-415-0225

A Unique Opportunity

Digital signs do more than display advertisements—they provide an array of communication possibilities. From crime fighting alerts to up-to-the-minute weather advisories, or even a last minute fundraiser for a local charity. Digital signs can offer more flexibility than other mediums. Today, experts estimate that 90 percent of adults see an out-of-home sign in their area every month. They reach the public much more reliably than television content.

Technology

These small signs are equipped with ambient light sensors to ensure the least amount of brightness (Nits) needed for existed time of day and weather conditions. We have automatic emergency off switch in case of malfunction. Our displays at night run lower than 500 nits to ensure no significant brightness to impact drivers.

Regulation

Our company adheres to the strict standards put forth by the Outdoor Advertising Association of America including all state requirements that regulate signage.

Pennsylvania Mayor Endorses Digital Billboards as Good for the Community

Mayor Ed Pawlowski of Allentown, Pennsylvania enthusiastically supported the installation of a digital billboard in downtown Allentown because he saw it as a way to revitalize the inner city and promote safety. "Due to the ability to rapidly change and deliver information," Mayor



Pawlowski wrote in a letter explaining his support for digital billboards, "electronic message boards have assisted local law enforcement with AMBER Alerts, emergency information about public safety and traffic information."

Digital Billboards Help Find Missing Children

When four children from Middleton, Wisconsin, went missing digital billboards displayed AMBER Alerts to help find them. Days later the children were found. According to police, they recovered the children thanks to a motorist who recognized them from the AMBER Alert.

Digital Billboards Alert Public of Escaped Convict

While serving a 19.5-year sentence, drug kingpin David Green escaped from prison in Elkton, Ohio. America's Most Wanted teamed up with the Outdoor Advertising Association of America to alert the public. The two organizations broadcasted wanted posters on several billboards through the Cleveland area to alert the public and help catch this criminal.

FREQUENTLY ASKED QUESTIONS:

HOW MANY CEIS SIGNS ARE OFFERED TO EACH COMMUNITY AT NO COST?

We require a minimum of two (2) CEIS signs for each municipality. Suggested placements include municipality or privately owned property located at the major entrances to your community. We can provide additional locations upon review with your authorized agents.

HOW ARE WE ABLE TO OFFER CEIS SIGNS AT NO COST?

The initial cost of building the CEIS sign structure including the electronic components will be at our expense. However, there is ongoing CEIS support, including 24-hour technical support, public service agencies (PSA) and general maintenance. We offset these operating expenses by utilizing local and regional advertising to create income to offset the costs. We anticipate a total of seven (7) announcements per CEIS location. The signs will give the community direct access to community messaging, including amber alerts, municipal concerns, and other PSA's.

HOW ARE PUBLIC SERVICE ANNOUNCEMENTS DETERMINED?

Public Service Announcements (PSA) are received through national agencies such as The Department of Missing and Exploited Children for Amber Alerts, NOAA and local weather agencies for Severe Weather Alerts and the Department of Homeland Security for National Security Announcements. A vital PSA, which affects your community, will take precedence on all CEIS locations in your community. The length of the initial PSA broadcast is determined by each agency due to the severity of each issue. It is typical for a PSA to rotate with your community and advertising broadcasts for the duration of time necessary.

HOW DO WE BROADCAST OUR COMMUNITY ANNOUNCEMENTS?

Your authorized agent will be provided contact information for CEIS representatives who can provide support with your broadcasts.

HOW SMALL IS A CEIS ELECTRONIC DISPLAY?

CEIS is a monument style structure designed to compliment any community design requirements. The typical LED screen display will be 8' x 12' (96 square feet), allowing clear visibility of each message. Messages are programmed to rotate every 8 seconds providing maximum exposure to consumers. Initial PSA alerts are the exception.



What is CEIS?

CEIS was created to address the needs of communities specifically in the areas of Public Service Announcements (PSA) and community civic messages. CEIS is a monument-style sign, designed to compliment any current surrounding, including historic or themed environments. Vital public service announcements include AMBER Alerts, Severe Weather Warnings, National Security Warnings and Disaster Announcements pertaining to individual communities. Community civic messages may include broadcasts from your community's leaders and authorized representatives. These broadcasts may include welcoming announcements, community sponsored events, and even places of interests to direct tourism.

"Due to the ability to rapidly change and deliver information," Mayor Pawlowski wrote in a letter explaining his support for digital billboards, "electronic message boards have assisted local law enforcement with AMBER Alerts, emergency information about public safety and traffic information."

-Mayor Pawlowski

c.e.i.s

CEIS Monuments in Your Community

Digital signs are the most significant new addition to outdoor sign technology, capable of reaching mass audiences with multiple messages. Every day there is increasing evidence of the benefits of community electronic signage in law enforcement, disaster planning, and weather alerts.

We understand that municipalities may be sensitive to traditional outdoor signage. Our monument signs are beautifully landscaped. We utilized high-quality rock, brick, or stucco facades incorporating wood, metal, water or other features on a site by site basis. The signs include "Welcome to the City of...", the date of incorporation or other details the municipality would like.



Our legal team can assist your municipality to update your zoning ordinance to enable the use of this technology in your jurisdiction.



Ads rotate every 8 seconds providing the travelling public information. High resolution L.E.D. signage provides easy to read great looking graphics. Cities across the U.S. are excited to partner with us to better inform their citizens.



With more economical rates on advertising, non-profits are able to utilize space on our signs, helping their various missions.



Since 2007 over 34 criminals have been apprehended from using digital billboards across the United States. Many of these are violent criminals including murder, armed robbery, rapists and child predators.



Typical advertisements are directional, informative to current specials, or brand introduction. This is an example how the message on the sign above fades into the next image, showing 7 different slots. No adult-oriented businesses, tobacco products, or alcoholic beverages will ever be advertised on our community signs.



Given the flexibility of our scheduling software, specific community messages can be displayed immediately prior to events.

Digital Signage Saves Lives, Brings Community Together: *Free to Your Community*

EMERGENCY IN YOUR CITY

In the event of an emergency, one of the greatest challenges for a local government is to disseminate important information quickly to a large number of people. Conventional media used in emergency situations requires one to sit in front of a television, radio, or computer with the hope that most people will be on the channel or website containing the relevant information. How many people will that be? One hopes that it will be 30 or 40% of your community, but how do you reach the rest of your constituency? From crime-fighting alerts to timely weather advisories, community information saves lives.

Digital signs are the most recent and reliable solution for quickly disseminating critical information to large numbers of people.

In reviewing your municipality's traffic studies, you were undoubtedly startled by the number of people who travel in one hour on your busiest roads. Imagine the effectiveness of a digital sign with an AMBER Alert containing a child's picture, relevant facts, and phone numbers posted on your busiest roads during rush hour **within minutes of the release of the alert**. When one minute can save a life, a digital sign will make a difference to you, the family, and your community.

FIGHTING CRIME IN REAL LIFE

Due to the success of Pennsylvania's use of digital signs, the Federal Bureau of Investigation is seeking a system of digital signs to flash "hot pursuit" and "most wanted" bulletins in communities nationwide. Mayor Ed Pawloski of Allentown, Pennsylvania stated, "Electronic message boards have assisted law enforcement with AMBER Alerts, emergency information about public safety and traffic information."

According to AMBER Alert Wisconsin, their multimedia approach to notifying the public of missing children has resulted in **14 children being found**. The digital signage component of their plan and was recognized by the Wisconsin Attorney General J.B. Van Hollen as being directly related to the success of their AMBER Alert system.

America's Most Wanted announced on May 1, 2008, that the FBI has teamed up with outdoor digital advertisers in the Twin Cities to put Terrence Washington's mug on 16 digital signs. Washington broke out of his Nashville,

Tennessee prison cell and is traveling the country, as will the digital displays in pursuit of him. America's Most Wanted frequently touts the benefits of digital signage in searching for fugitives.

DISASTER ALERTS

During the tragic Minnesota bridge collapse in 2007, digital signs displayed emergency messages within 15 minutes. The following day, when officials converged on Minneapolis to inspect the damage, they noticed the signs. Speaking on national TV on August 2, US Senator Amy Klobuchar (D-MN) cited the emergency messaging on digital signs as a positive community response:

"When Senator Coleman and I landed, we're driving in . . . and there were already billboards at 9:00 in the morning -- actual billboards -- telling people where to go for alternative

routes."

LIFE SAVING SIGNS ARE FREE

The life saving benefit of immediate communication to your municipality is without charge to the city or to taxpayers. The initial cost of building the community electronic informational signage is paid by our company. However, to offset the maintenance of the signage, which includes 24-hour technical support, advertising will be used to offset the cost. There are seven broadcast announcements per sign location. The partnership enables this community service to be a benefit to all and, most of all, helps to keep the public safe and informed.

CITY COMMUNICATION ADVANTAGE

Whether it is to share an upcoming community event or emergency communication, digital signage will provide instant communication to your citizens. In addition, by giving local businesses a venue for advertising, digital signage can contribute to your economic development—a welcome enhancement in any business-friendly municipality.

Digital signage is a versatile communication tool which is free to your taxpayers, yet gives control to your public relations department. This unique opportunity is available to save lives, bring your community together, and enhance the economics of your city.

"Findings...show that people don't act on one warning.....The challenge of public warning is not going away."

-Art Botterell

*Community Warning System
Manager, Contra Costa County,
California*



INFORM

ENSURE YOUR CITIZENS ARE GIVEN INFORMATION QUICKLY, SAFELY, AS ESTECIALLY, AND MOST OF ALL FREE.

These signs are significantly smaller than traditional advertising signage yet sized to be adequate for vital communication.

Since the inception in 1997 amber alert has been credited for the successful recovery of more than 399 children.

Our experience includes over 42 years in the commercial sign industry throughout the continental United States.

c.e.i.s

COMMUNITY ALERT SIGNAGE (CHAD) (AMBER) (FREE)

jwlock44@msn.com

727-415-0225

COMMUNITY ELECTRONIC
INFORMATION SIGNAGE (C.E.I.S.)

c.e.i.s

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Nashville, TN 37204

www.ceisigns.com

Statement of Confidentiality & Non-Disclosure

This document contains proprietary and confidential information. All data submitted to The Town of Vestal is provided in reliance upon its consent not to use or disclose any information contained herein except in the context of its business dealings with C.E.I.S. The recipient of this document agrees to inform present and future employees of Town of Vestal who view or have access to its content of its confidential nature.

The recipient agrees to instruct each employee that they must not disclose any information concerning this document to others except to the extent that such matters are generally known to, and are available for use by, the public. The recipient also agrees not to duplicate or distribute any material contained herein without the express written consent of C.E.I.S.

C.E.I.S. retains all title, ownership and intellectual property rights to the material and trademarks contained herein, including all supporting documentation, files, marketing material, and multimedia.

BY ACCEPTANCE OF THIS DOCUMENT, THE RECIPIENT AGREES TO BE BOUND BY THE AFOREMENTIONED STATEMENT.



EXECUTIVE SUMMARY

C.E.I.S. is pleased to present the Town of Vestal with this business proposal for the C.E.I.S. project. We understand the Digital information sign market and the issues facing the Town of Vestal and recognize the unique opportunity that we can provide.

We believe that the Community Informational Signage market is in the very early stages and that we are uniquely positioned to successfully implement, manage and support the project in the Town of Vestal.

Having duly examined your situation, we are confident that our proposed service will effectively address your needs. Our goal is to provide the Town of Vestal with two (2) digital information signs that can be utilized by the Town to provide up to the minute information to the citizens of the community.

These signs will be erected, built and supported by our company. The construction, support, maintenance along with the **following benefits to the Town of Vestal will be free of charge.**

***Public Service Announcements**

***Amber Alerts from the Department of Missing and Exploited Children**

***Severe Weather Announcements from NOAA and local weather agencies**

***Department of Homeland Security and National Security Announcements**

***Law Enforcement Applications**

Our unique ability to construct, support and maintain these signs is based on our successful track record developing over 2,500 signs in over 15 different states throughout the United States, makes us an invaluable partner in the Community Electronic Information Sign market.

We look forward to forming a mutually rewarding relationship with the Town of Vestal.

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3.1.1 Tony Lockridge

3.1.2 Bill Lockridge

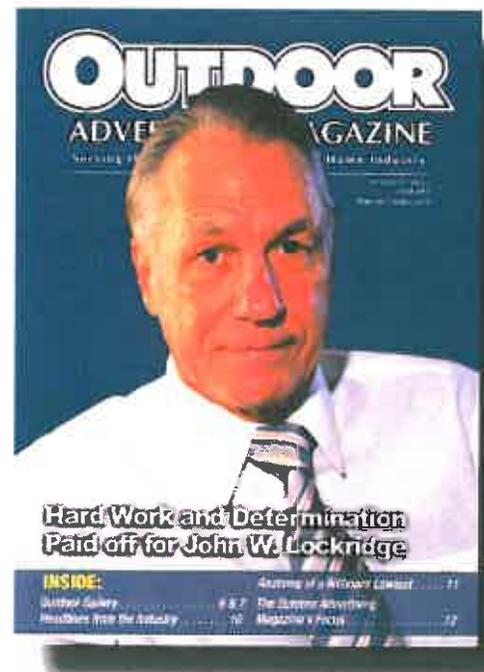
3.1.3 Marcie Lockridge-Kretzmer

4. Why Choose Us

4.1 Benefits of Our Proposed Plan

This year, Bill was featured in the Outdoor Advertising Magazine.

He is one of only 3 people that have the honor and distinction to grace the front cover.



1. Company Background

1. C.E.I.S. a DBA subsidiary of LOCKRIDGE OUTDOOR ADVERTISING COMPANY BACKGROUND

Lockridge Outdoor (www.lockridgeoutdoor.com) is an industry leader in the permitting, building, development, advertising sales and operations in both the digital billboard and static billboard markets.

Lockridge Outdoor Advertising has developed and placed billboards in Utah, Indiana, Illinois, Idaho, Ohio, Kentucky, Iowa, Alabama, Georgia, New Mexico, California, Pennsylvania, Oregon, Washington, Texas and Florida along with digital billboards in Pennsylvania and Washington State.

Mission Statement:

To serve both the interests of public and private groups, C.E.I.S achieves both governmental desires of sign requirements and restrictions, while provided much need information to citizens. This is accomplished by having multiple advertisers with affordable rates to increase success of any size business.

*Digital Signs- design, construction, site procurement, development advertising sales

*C.E.I.S Systems- Sign design, site procurement, legal and code issues, development, updating community messages, amber alerts and PSA'S as well as advertising sales.

2. Identification of Needs & Opportunity

2. IDENTIFICATION OF NEEDS & OPPORTUNITY

2.1 Town of Vestal Needs

C.E.I.S. understands the needs of Town of Vestal to be such:

General requirements:

- 2.1.0 Timeline
- 2.1.1 Safety
- 2.1.2 Dimensions and specifications of structure
- 2.1.3 Legal Team
- 2.1.4 Zoning Ordinance Addition: Gateway Signs
- 2.1.5 Understanding Digital Technology
- 2.1.6 C.E.I.S. Information Brochure
- 2.1.7 Operating Agreement
- 2.1.8 Proposed Locations

Technical Requirements:

- 2.1.9 Power systems and backup systems
- 2.1.10 Diagnostic Performance
- 2.1.11 Electrical Plan

LED Hardware and Software

- 2.1.12 Formetco

Letters of Recommendation

- 2.1.13 Local business owners/residence letters of support

Police Chief

- 2.1.14 Law Enforcement testimonial

See attached documentation for descriptions of above information.

2.1.0 Timeline

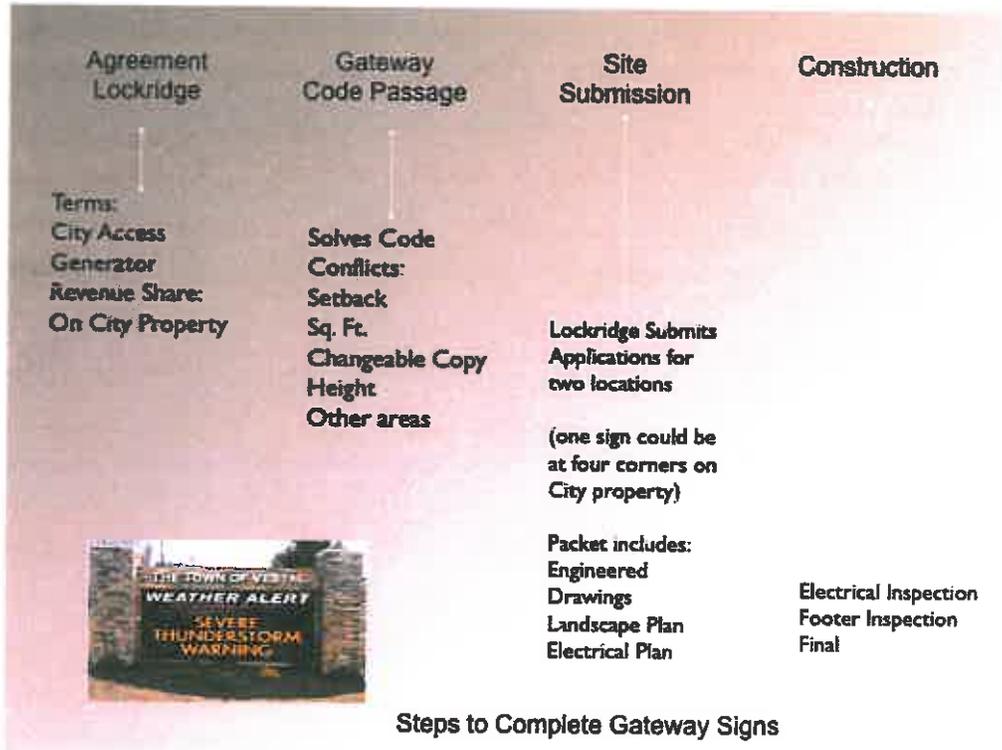


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TRAFFIC SAFETY: AN OAAA ISSUE BRIEF

Background

Motorists can be distracted by a variety of factors -- in and out of vehicles. Critics of outdoor advertising -- without providing supportive data -- claim that billboards cause traffic accidents.

Position

Years of studies, expert testimony, as well as state and federal court decisions, point to no correlation between outdoor advertising and traffic accidents. Common sense also leads to this conclusion.

Meaningful improvements to traffic safety are derived from proper road design and repair, and removal of hazards from the road.

MESSAGE POINTS

- No evidence exists that billboards cause traffic accidents.**

*Traffic safety experts have studied the relationship between outdoor advertising and traffic accidents since the 1950's, finding no scientific or authoritative evidence that billboards are linked to traffic accidents.

A 2004 study conducted by the Center for Crash Causation and Human Factors at Virginia Tech's Transportation Institute (VTTI) found billboards do not measurably affect driving performance. The study concluded that a driver's performance, speed maintenance, and lane keeping were not measurably impaired in any way along highways and other roads with billboards.

Another major independent study commissioned by the American Automobile Association (AAA) Foundation for Traffic Safety (Phase I, released in 2001) concluded that "some items -- such as CB radios, billboards, and temperature controls -- are not significant distractions."

In Phase II of the study (released in 2003), billboards were not mentioned at all as a distraction. Phase I and II of the study were based on monitoring eye movements along with selected "contextual" and "outcome" variables, including: presence of passengers in the vehicle, light conditions, weather conditions, roadway type, traffic level, vehicle position, hand position, and driver performance. Phase I and II of the study were based on monitoring eye movements.

* With advances in technology, billboard messages can move. These signs are known as tri-visions. The Federal Highway Administration says changeable message billboards are safe. On April 2, 2002, the Federal Highway Administration published its' decision in the Federal Register to amend the Oregon Federal/State Agreement allowing tri-vision signs adjacent to controlled routes. This decision culminates three years of bureaucratic gamesmanship and resolves a long-sought advance for the outdoor advertising industry. The FHWA states that even though the agency is concerned with the safety of the motoring public, that "Tri-vision signs do not appear to compromise the safety of the motoring public," (Federal Register, April 2, 2002, Volume 67, Number 63, pages 15661-15662; U.S. DOT/FHWA Notice of Amended Federal/State agreement, FHWA Docket No. FHWA - 2001 - 9706).

* The U.S. Department of Transportation, state transportation agencies and property/casualty insurance statistics indicate no correlation between billboards and traffic accidents.

* A sampling of local law enforcement agencies has found no evidence that drivers' accidents were caused by billboards.

* Government -- via state transportation agencies -- routinely uses roadside signs and

TRAFFIC SAFETY: AN OAAA ISSUE BRIEF

message boards to provide information to motorists, including information intended to enhance safety.

- Real gains in traffic safety come from proper design and maintenance of roads, and reduction of roadway hazards.**

A comprehensive study released in December 2001 by The Road Information Program (TRIP) said urban fatalities are typically caused by poor road conditions and mistakes by drivers.

The TRIP report identified these steps to improve safety:

- Provide medians or median barriers to separate traffic, when practical.
- Build or widen lanes on major routes to 12 feet.
- Repair potholes and improve pavement conditions to reduce sudden swerving.
- Improve intersection safety by building turn lanes, clearly marking lanes, improving signalization, improving lighting and using larger lettering on street signs and directional signs.
- Reduce road-side hazards such as trees and utility poles.
- De-ice roads in bad weather.

- Studies show that billboards can improve safety conditions along highways.**

*Safety experts indicate that advertising signs in rural areas can reduce driver boredom, which many believe contributes to highway safety.

*Surveys of drivers and road users show that the lighting provided by billboards provide security and visibility to many motorists.

TRAFFIC SAFETY RESEARCH & ANALYSIS

Citations:

* Virginia Tech Transportation Institute, Center for Crash Causation and Human Factors, "Driving Performance in the Presence and Absences of Billboards," prepared by Suzanne E. Lee, Erik C.B. Olsen, and Maryanne C. DeHart, (2004); prepared for the Foundation for Outdoor Advertising Research and Education.

* AAA Foundation for Traffic Safety, "The Role of Driver Distraction in Traffic Crashes," prepared by Jane C. Stutts, Ph.D., Donald W. Reinfurt, Ph.D., Loren Staplin, Ph.D., and Eric A. Rodgman, B.S., University of North Carolina Highway Safety Research Center, Chapel Hill, NC., 2003 (Phase II).

(Available by visiting the OAAA website, Members only section, click Research and Studies link/Traffic Safety)

* AAA Foundation for Traffic Safety, "The Role of Driver Distraction in Traffic Crashes," prepared by Jane C. Stutts, Ph.D., Donald W. Reinfurt, Ph.D., Loren Staplin, Ph.D., and Eric A. Rodgman, B.S., University of North Carolina Highway Safety Research Center, Chapel Hill, NC., 2001 (Phase I).

(Available by visiting the AAA Foundation website, <http://aaafoundation.org>)

* Anderson, Pamela K., "An Independent Analysis of the Impact of Outdoor Advertising (Billboards) Upon Traffic Safety," December 12, 2001.

TRAFFIC SAFETY: AN OAAA ISSUE BRIEF

* Andreassend D.C., "Traffic Accidents and Advertising Signs," Australian Research Board, Report No. AIR 000-213, July, 1984.

* Blanche, E.E. "The Roadside Distraction," Traffic Safety 65(11), pp. 24-25, 36-37; 1965.

* Burbaris Traffic Associates letter to Barrett Outdoor: A traffic engineer review stating that there is no substantial evidence of a correlation between billboards and traffic accidents, April 13, 1993.

* Getting Home Safely: Strategies to make our communities safer for motorists, pedestrians and bicyclists," prepared by The Road Information Program (TRIP is a non-profit that researches transportation, sponsored by insurance companies, the transportation industry and labor unions), Washington, D.C., December 2001.

* Hollahan, C.J., Relationship between roadside signs and traffic accidents: a field investigation. Council for Advanced Transportation Studies: University of Texas, Research Report 54, 1977.

* Hulbert, Slade. "Urban Billboards and Traffic Safety,"

* Lauer, A. and McMonagle, C., "Do Roadside Signs Affect Accidents?" Traffic Quarterly 9(3), pp. 322-329, 1955.

* Market Feedback Analytics, "Study Into Relationship Between Motor Vehicle Accident Rate and Outdoor Advertising." Perth, Australia, October 1979

* Minnesota DOT, Research approves a 5 year experimental program for changeable message signs, 1994.

* Morrison, Bruce J. and Dainoff, Marvin J. "Factors Determining Selective Attention Among Competing Stimuli During Varying

Workload, Research Proposal," Miami University Psychology Department.

* New South Wales Planning and Environment Commission, Report of the Outdoor Advertising Policy Committee, New South Wales, Australia, October 1977.

* North Carolina Highway Safety Research Center, "Do Billboards Cause Accidents?" The Accident Reporter, February 1974.

* United States Congress, Outdoor Advertising and Traffic Safety, Congressional Record, 88th Congress; 9 May 1963, 109, Part 6-House. Washington D.C. (Comments on Madigan-Hyland Report by Blanche, E.E.)

BILLBOARDS DON'T CAUSE TRAFFIC ACCIDENTS

Statistics from the Department of Transportation indicate no correlation between billboards and traffic accidents.

Two separate DOT/FHWA research studies over twenty years apart (1980 and 2001) performed literature reviews of the safety

impacts of electronic billboards and variable message signs. Neither research report offered any conclusion that billboards are linked to traffic accidents. Likewise, both reports recommended that more research is needed.

Further, an article in "Policy Watch," published in the *Journal of Public Policy and Marketing* concluded that because there are no credible studies demonstrating that changeable message technology poses a threat to motorist safety, that attempts to consider new regulations on billboards is unnecessary.

Fatality Statistics

Consider the four states that have banned billboards altogether: Alaska, Hawaii,

TRAFFIC SAFETY: AN OAAA ISSUE BRIEF

Maine, and Vermont. The automobile fatality rate in these states is higher than other more populous states.

California had virtually the same number of fatalities per 100,000 drivers in 1987 as Vermont, and that rate is greater than Massachusetts. Alaska's fatality rate was greater than New York's, and Maine's greater than Pennsylvania. Hawaii had a fatal accident rate higher than Connecticut, Rhode Island, or New Jersey.

This information, provided by DOT's Fatal Accident Reporting System 1987, reinforces an earlier study conducted in California. The Dr. Slade Hulbert Report, researched in conjunction with UCLA, determined that

there is no "evidence that urban billboards are distracting motorists and thereby creating a traffic hazard."

Most fatal crashes (77 percent) occur on two-lane roads, while only 14 percent of fatal crashes occur on roads with four or more lanes, according to analysis published in 2002 by the American Association of State Highway Transportation Officials (AASHTO).

TRAFFIC SAFETY REPORTS AND EXPERT WITNESS LETTERS

A compendium of traffic safety reports and expert witness letters is noted below:

* "Safety and Environmental Design Considerations in the Use of Commercial

Electronic Variable-Message Signage," June, 1980, Federal Highway Administration, Report No. FHWA/RD-80/51, 96 pages.

* "Electronic Advertising Along Highways-Concern for Traffic Safety," by Jerry Wachtel, FHWA, Public Roads, Vol. 45, No. 1 June 1981.

* "Traffic Accidents and Advertising Signs," Australian Road Research Board, Report No. AIR 000-213, by D. C. Andreassend, July, 1984.

* "The Highway Safety Issue Revisited," Outdoor Advertising Association of America, June, 1970.

* "The Motorist and Outdoor Advertising," and "How Standardized Poster Panels and Painted Bulletins Help the Driver," by Dr. A.R. Lauer, September, 1954.

* Review of U.S. Department of Transportation Fatality Rates per Licensed Drivers by State, 1987 statistics, by OAAA, 1990.

* Letter summarizing the "Relationship Between Roadside Signs and Traffic Accidents: A Field Investigation," January, 1978, by Charles Holahan, Univ. of Texas, Council for Advanced Transportation Studies.

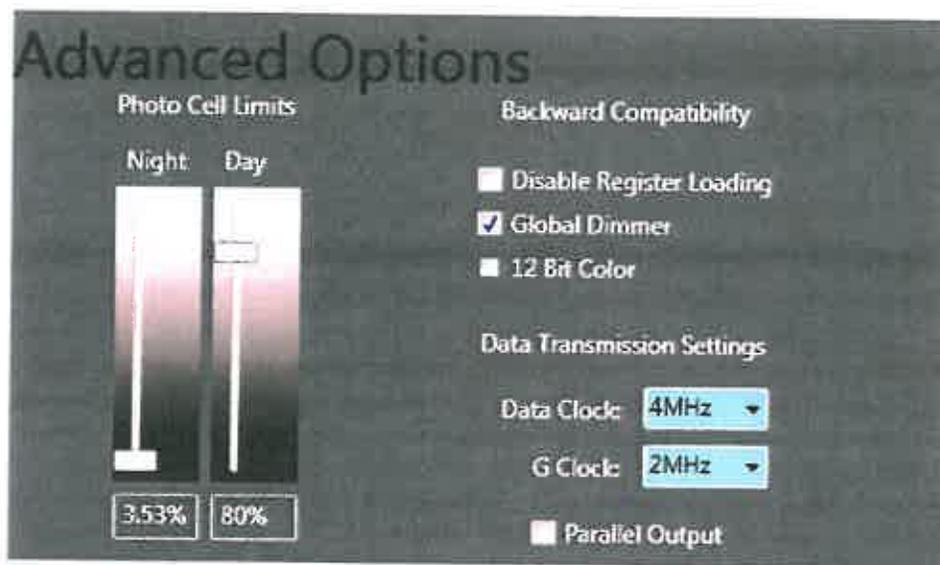
* Minnesota DOT research approving a 5-year experimental program for changeable-message signs, 1994.

October 22, 2013

Optical Measurement Analysis

Formetco has been providing billboard components for over 40 years and supply digital signage for 8 years.

Each Formetco digital signage contains a photodiode that regulates brightness based on the ambient light conditions at the sign. The minimum and maximum brightness range is adjustable to meet the specific requirements for the sign location. The brightness range can be adjusted remotely.



The brightness maximum daytime and minimum nighttime range setting is set during the initial sign setup. The photodiode then regulates brightness between the upper and lower limits based on ambient light conditions local to the sign. The billboard face will not exceed .3fc above ambient light as measured at 350 feet based on a 672 square foot sign.

The brightness of a LED sign is typically measured in NIT's. NIT's is a measurement based upon the illumine value over a specific area, in this case, *Candela* per sq/meter. There is no direct conversion from Foot Candles to NIT's. A close formula is Nits's = FC x 10.76. This conversion is made available for reference to compare different units of measure to existing code units of measure.

Traffic Safety

- No evidence exists that billboards cause traffic accidents
- Traffic safety experts say that digital billboards are not linked with accidents
- FHWA agrees with the Nevada DOT that billboards do not compromise traffic safety
- Statistics from the Department of Transportation indicate no correlation between billboards and traffic accidents

Background: Motorists can be distracted by a variety of factors -- in and out of vehicles. Critics of outdoor advertising -- without providing supportive data -- claim that billboards cause traffic accidents.

Position: Years of studies, expert testimony, as well as state and federal court decisions, point to no correlation between outdoor advertising and traffic accidents. Common sense also leads to this conclusion.

Meaningful improvements to traffic safety are derived from proper road design and repair, and removal of hazards from the road.

Message Points: Traffic safety experts have studied the relationship between outdoor advertising and traffic accidents since the 1950's, finding no scientific or authoritative evidence that billboards are linked to traffic accidents.

- A study from South Carolina shows that digital billboards are not associated with traffic accidents. The South Carolina Department of Transportation reviewed accident data for six months after installation of three digital billboards in 2006 compared to the same timeframe during the prior year.

"The study based on the period of review does not highlight a problem with the digital billboards. Also, as of August 28, 2007, the South Carolina Department of Transportation (SCDOT) has not received any complaints in regard to the digital billboards," said Deputy State Highway Engineer Dipak M. Patel, on September 6, 2007.

- The Foundation for Outdoor Advertising Research & Education (FOARE)* sponsored these studies because of the need for an empirical assessment of digital billboards and traffic safety. The test market was Cleveland, OH. Award winning researchers with decades of experience working for government and private sector clients conducted this comprehensive research.
- The first study was conducted by one of the nation's leading research institutes on transportation and driving performance: the Virginia Tech Transportation Institute (VTTI).
- The VTTI study found that digital billboards were considered safety-neutral in design and operations from a human factors perspective.
- The driver's mean glance in the direction of a digital billboard is less than one second.
- The VTTI study pointed to the need for analysis of accident data.
- To complement VTTI's human factors research, FOARE commissioned Tantara Associates, consulting engineers based in Philadelphia. These engineers conducted both a temporal and spatial analysis of the traffic and accident data near seven digital billboards on Interstate routes in

Safety and Environmental Design Considerations in the Use of Commercial Electronic Variable-Message Signage," June, 1980, Federal Highway Administration, Report No., FHWA/RD-80/51, 96 pages

Lighting of Digital Billboards:

To control brightness levels on digital billboards, the signs are equipped with light sensors, which measure the amount of light available in the surrounding environment. In the brightest sun, the billboard is at its brightest to provide the necessary contrast to let the billboard be legible. At night, the billboard is much dimmer to adjust to surrounding light conditions. The billboards use the minimum amount of light necessary to provide legible copy, a practice which meets federal criteria and the lighting industry's standards.

<http://www.aaa.org/legislativeandregulatory/digital/aboutdigitalbillboardtechnology.aspx>

Our Approach in working with the Town of Vestal

- Assist with Ordinance for Gateway Signs
- Prohibition of animation – digital copy would have to remain static
- No increase or permitting of any billboards
- Provisions for public/community benefit messaging, including coordination with Office of Emergency Services (OES)
- State permit requirement – when applicable
- Restriction of digital copy change to 8 seconds
- Addressing lighting time limitations and maximum permitted light emissions
- Propose small signs that are aesthetically pleasing
- Conformance to adopted Community Plans and Community Design Guidelines
- Prohibition of digital signs within sensitive areas with proper spacing from other LED signs and Residential Use Zones

2.1.2 Dimensions and Specifications of Structure

2.1.2 Dimensions and Specifications of Structure



2.1.3 Legal Team

2.1.3

Legal Team

E. Adam Webb

Adam is the managing partner at Webb, Klase & Lemond and works as a litigator in the state and federal courts of Georgia and numerous other states. He has been admitted to practice before all Georgia trial and appellate courts, the United States District Courts for the Middle and Northern Districts of Georgia and the Northern District of Illinois, the Circuit Courts of Appeal for the Second, Fourth, Sixth, Seventh, Eighth, Ninth, and Eleventh Circuits, and the United States Supreme Court. Adam is an experienced litigator who has handled a large variety of commercial litigation. Adam has become known as one of the nation's foremost First Amendment litigators, with a specialization in representing those seeking to challenge government restrictions on signs. More recently, Adam has developed an expertise in litigating against major corporations on behalf of consumers. Adam has a passion for excellence and believes in total dedication to serving clients. This attitude has led to extraordinary results for many of the firm's clients.

Adam completed his undergraduate degree at Harvard University in Cambridge, Massachusetts and graduated cum laude in 1993 with a specialty in Government. At Harvard, Adam was a leader in a number of student organizations, including the Undergraduate Council, Model United Nations, and various political organizations.

Adam then attended the University of Georgia School of Law in Athens, Georgia and graduated cum laude in 1996. While at the Law School, Adam received a number of honors. For example, he was named an Editor of the Georgia Law Review.

After graduation from law school, Adam worked as a commercial litigator with one of the nation's foremost First Amendment law firms, Dow, Lohnes & Albertson, PLLC. He represented numerous media entities, including newspapers, television and radio stations, and outdoor advertising companies. He left the firm in 2002 to start his own firm. In 2008, Webb, Klase & Lemond was founded bringing together the resources and personnel to provide the highest caliber of legal representation.

**2.1.4 Zoning Ordinance
Addition: Gateway Signs**

WEBB, KLAUSE & LEMOND, LLC

ATTORNEYS AT LAW

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(770) 444-9325 • (770) 217-9950 (facsimile)

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(770) 444-0773

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Adam@WebbLLC.com

October 8, 2013

Re: **Vestal Sign Code – Proposed Amendment**

To Whom It May Concern:

The following language has been developed for insertion in the Vestal code:

Gateway Signs – The Board recognizes the need for limited additional signage at the gateways to the Town. Such signage is needed to present public announcements, emergency messages (such as Amber Alerts and road closures), and messages for the Town. Based on this need, two such gateway signs shall be allowed along Vestal Parkway (Hwy 434) between the Town limits and downtown, one on each side of downtown. Such signs must meet the following conditions:

- the base or columns must be of a stone or masonry design;
- height shall not exceed 9 feet;
- the signs shall include the message “Welcome to the Town of Vestal” or similar gateway message approved by the Board for traffic entering the Town;
- an electronic display measuring no more than 7 feet by 15 feet may be included and such display may face one or both directions of traffic, so long as a portion of the messages appearing on such displays are dedicated to public and/or emergency messages pursuant to written agreement with the Town.

If you have any questions or require additional information, please do not hesitate to contact me.

Sincerely,

E. Adam Webb

E. Adam Webb

EAW/ss

**2.1.5 Understanding
Digital Technology**

About Digital Billboard Technology

High-tech

Digital technology is changing the delivery of information

Facts vs. Myths

On billboards, digital technology produces static images which are changed via computer (typically every six or eight seconds), providing a non-manual way to change billboard "copy." Digital billboards do not scroll, flash, or feature motion pictures.

Nationwide, there are an estimated 450,000 billboard faces. A tiny fraction of the overall total is digital. Yet this small subset of billboard inventory offers new advantages, giving advertisers and communities unmatched versatility and flexibility in reaching wide audiences.

Advertisers can change their messages quickly, including multiple times in one day. For example, a restaurant can feature breakfast specials in the morning and dinner specials in the evening. A Realtor can feature individual houses for sale and change the creative content when the house sells. Print and broadcast news media use digital billboards to deliver headlines, weather updates, and programming information.

Law enforcement and other public safety officials use digital billboards to reach mass audiences quickly. The image of a missing person or emergency information can be displayed in minutes.

To control digital billboards, brightness levels on signs are equipped with light sensors, which measure the amount of light available in the surrounding environment. In the brightest sun, the billboard is at its brightest to provide the necessary contrast to let the billboard be legible. At night, the billboard is much dimmer to adjust to surrounding light conditions. The billboards use the minimum amount of light necessary to provide legible copy, a practice which meets federal criteria and the lighting industry's standards.



Regulated

Billboards – digital and conventional – are heavily regulated. To keep pace with technology, the federal government has said that roadside billboards (off-premise signs) could use “changeable-message” technologies as long as these signs don’t scroll or flash.

On September 25, 2007, the [Federal Highway Administration](#) (FHWA) issued clear guidance, affirming that states could continue to authorize digital billboards:

“Proposed laws, regulations, and procedures that would allow permitting CEVMS (changeable electronic variable message signs) subject to acceptable criteria ... do not violate a prohibition against “intermittent” or “flashing” or “moving” lights as those terms are used in the various FSAs (federal state agreements) that have been entered into during the 1960s and 1970s.”

Industry practices conform to federal guidance, such as display times and lighting. FHWA recommends an eight-second display time. Federal guidelines say digital billboards should “adjust brightness in response to changes in light levels so that the signs are not unreasonably bright for the safety of the motoring public.”

Most states allow digital billboards — along with a growing number of cities and towns from Los Angeles to Roanoke — with regulations on size, lighting, and spacing.

As a form of self-regulation, the OAAA Code of Industry Principles includes clauses against animation and excess lighting.

A Sample of State and Local Ordinance Language for Digital Billboards

Florida

Section 14-10.0009 F.A.C., Chapter 479

The FL DOT interprets the lighting provisions of the State/Federal Agreement (as enunciated in Section 14-10.0009 F.A.C.) and Chapter 479, F.S. to allow the permitting of off-premise, changeable message signs under the following conditions: 1) Changeable message signs will be permitted regardless of the technology that is used, except, if such signs contain, include or are illuminated by any flashing, intermittent, or moving light or lights (other than signs giving public service information such as time, date, temperature, weather, or similar information), they are prohibited;

Allentown, PA

1319.04C

Flashing, blinking, mechanically moving, twinkling or animated signs of any type are prohibited. This provision shall not restrict signs with **electronically changing messages that do not flash**. This prohibition is not intended to include off-premise signs which are commonly referred to as “tri-vision” signs that are located within 200 feet of the right of way of, and intended or designed to be viewed from Interstate Route 78 or US Route 22.

OAAA Code of Principles on Digital Billboards

- We are committed to ensuring that the commercial and noncommercial messages disseminated on standard-size digital billboards will be static messages and the content shall not include animated, flashing, scrolling, intermittent or full-motion video elements (outside established entertainment areas).
- We are committed to ensuring that the ambient light conditions associated with standard-size digital billboards are monitored by a light sensing device at all times and that display brightness will be appropriately adjusted as ambient light levels change.

Appropriate Lighting

The outdoor advertising industry has established guidelines after commissioning research by Dr. Ian Lewin, a former chairman of the Illuminating Engineering Society of North America (IESNA). Digital billboards, according to the standards, should have lighting levels no more than 0.3 foot candles above the level of surrounding ambient light conditions.

Accepted

In 2008, Arbitron, the media research firm, set out to answer a relatively simple question: what does the public think of digital billboards. In the first study of its kind, the Arbitron researchers found people are aware of and positively inclined toward this new technology.

The Arbitron study focused on the metro area of Cleveland, OH, where digital billboards have been operating since 2005. Through telephone surveys, researchers found "the vast majority of commuters (more than four out of five) feel the digital signs provide an important community Service."

More than half of the commuters polled had noticed digital billboards in the past month. The vast majority of those commuters remembered at least one ad running on the boards. More than eight out of ten people said digital billboards help the community with emergency information, while the majority said they were attractive. Meanwhile Cleveland City Councilman Joe Cimperman described digital billboards as modern and tech-savvy:

"Digital billboards are right in line with the whole cityscape. They communicate that we are a city that embraces technology. We actually have some of the newest state-of-the-art, cutting edge advertising," Cimperman said.

Among younger demographics, digital billboards are an even bigger hit. The Arbitron study found 60 percent of those 18-34 found digital billboards to be attractive, while 86 percent agreed digital billboards help the community with emergency information. And perhaps most tellingly of all, 77 percent of 18-34 year olds said digital billboards are a cool way to advertise, according to the study.

Digital billboards are a step up for communities looking to modernize their outdoor advertising. The public finds them useful, attractive, and "cool."



Traffic Safety

New technologies prompt questions about safety. Studies of contemporary digital billboards have found them to be safety neutral and not correlated with traffic accidents.

Specifically, two studies funded by the Foundation for Outdoor Advertising Research and Education looked at digital billboards and driver distraction from two different angles. The first was performed by the Virginia Tech Transportation Institute (VTTI), an academic traffic safety research institute used by government agencies and the private sector. Researchers analyzed the eye glances of drivers along with driving factors such as lane changes and speed. Randomly selected people drove specially equipped cars which monitored when their eyes glanced toward digital billboards, conventional billboards and other objects. The study found the average glance toward a digital billboard was less than a second.

This finding is important, because a separate study released in 2006 by VTTI identified a two-second threshold for increased risk due to distraction: "Glances totaling more than two seconds for any purpose increase near-crash/crash risk by at least two times that of normal, baseline driving." Therefore, the typical glance toward a digital billboard is under the threshold.

The study identifying a two-second threshold has a long name: "The Impact of Driver Inattention on Near-Crash/Crash Risk: an Analysis Using the 100-Car Naturalistic Driving Study Data." Virginia Tech performed this study for the National Highway Traffic Safety Administration. This exhaustive study also said: "Short, brief glances away from the forward roadway for the purpose of scanning the driving environment are safe and actually

decrease near-crash/crash risk."

Accident records also say digital billboards are not a traffic safety risk. A comprehensive study was performed by Tantala and Associates, a consulting engineering firm based in Philadelphia which has performed analytical research for government. Researchers examined three years of accident data for highways in the Cleveland, OH, metro area. This area is a good test site because seven digital billboards have been operating since 2005, and because accident data is available from the state Department of Transportation. An analysis of accident records from 18 months before the digital billboards were installed and 18 months afterwards showed "digital billboards have no statistical relationship with the occurrence of Accidents."

This analysis looked at various view zones, or distances, from the digital billboards. Likewise, this study accounted for other factors such as deer hits and weather conditions (known as "bias factors?"). No matter how the accident data were analyzed, the conclusion was the same: digital billboards are not related to accidents.

Several states have also performed their own studies on digital billboards, looking at accident data near digital billboards. Transportation officials in Virginia, [South Carolina](#), and West Virginia reported digital billboards have not caused traffic safety problems. Local officials also have reviewed accident records:

"The electronic billboards have gone up on city streets, eight of them, and since they've been up over the last several months, we have had no instances that they have contributed to any driver inattention that has resulted in a collision. So I don't believe that that's an issue."
—[RICHARD WILES, CHIEF OF POLICE OF EL PASO, TX](#), IN TESTIMONY BEFORE THE TEXAS TRANSPORTATION COMMISSION (DECEMBER 6, 2007)

The Federal Highway Administration notes there was "no scientific evidence" causing the government to believe digital billboards are unsafe. Other changeable message signs, such as tri-action billboards, have been in operation for decades. Likewise, FHWA said there is no evidence these changeable message signs represent a safety hazard to drivers.

Effective

Digital billboards are proving to be a boon for advertisers, particularly local advertisers. The vast majority of all advertisers on billboards (77.1%) are locally owned businesses, marketing to their friends and neighbors within a community. Because they can be updated instantaneously via computer, digital billboards give advertisers an unparalleled ability in media to reach a mass audience quickly and cost effectively.

In a recent study conducted by respected research firm Arbitron, more than half of the respondents said they found digital billboards attractive. Likewise, 64 percent of all people polled said that digital billboards are "a cool way" to advertise. When young adults 18 to 34 years old were asked the same question, favorable reaction rose to 77 percent among the respondents. Nearly 70 percent of the young adults also believed that digital billboards provide useful information.

Nearly one in five viewers discussed an ad seen on a digital billboard with other people. The study found that 83 percent of all respondents can recall at least one advertisement on a digital billboard and 65 percent of viewers can recall at least two ads. Over a third of all travelers who noticed digital billboards noted a radio station message while nearly as many people noticed a television program advertised.

Across the country, media outlets are heavy users of digital billboards as a way to increase brand recognition for newspapers and television stations. In addition to the traditional branding forms such as highlighting anchor teams, digital billboards give media outlets a new kind of flexibility. Many television stations and newspapers choose to use the billboards to highlight news stories. In Toledo, OH, the daily newspaper announced a major local court decision via digital billboards – within minutes. Broadcasters also use digital billboards to draw attention to programming, with advertisements changing to highlight different shows.

"The ability to tap into the marketplace at such incredible exposure levels no doubt contributed to our ratings victory." Shelia Obermeyer, WCPO Channel 9, Cincinnati, OH

"They gave us the ability to keep our message fresh with a rotation of layouts on the same design. They also gave us the opportunity to keep our message timely." Scott Hunsicker, Reading Phillies, Reading, PA

"When we run the boards, we see the sales. It has been very effective. Finally, advertising that works." Chip White, The Works, Wyomissing, PA



Public Service

On August 1, 2007, at 6:19 pm, a downtown bridge for I-35W in Minneapolis collapsed, killing almost a dozen people and creating a dangerous situation for drivers. Within minutes, a digital billboard network in the area had switched from showing advertising copy to informing drivers about the collapse. Later that evening, the digital billboards advised motorists to take alternate routes.

Indeed, digital billboards represent such a potential boost to public safety, Homeland Security Secretary Michael Chertoff has instructed FEMA to "Explore other ways digital billboards might be employed as an effective enhancement to our Nation's disaster response efforts."

Law enforcement officials across the United States also recognize the unique abilities of digital billboards to inform citizens about dangers to the community, and to seek information. Digital billboards are used to display AMBER Alerts to help find missing children. Time is critical in resolving child abductions; digital billboards can deliver quick information to motorists.

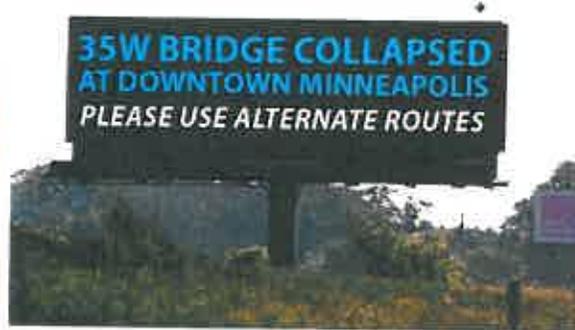
Additionally, federal, state, and local law enforcement officials have entered into partnerships with outdoor advertising companies to show the images of wanted fugitives and other suspected criminals on digital billboards. The FBI is using digital billboards across the country, with dramatic results that started with a pilot project in Philadelphia.

"When Senator Coleman and I landed, we're driving in . . . and there were already billboards at 9:00 in the morning -- actual billboards -- telling people where to go for alternative routes." -- Senator Amy Klobuchar (D-MN)

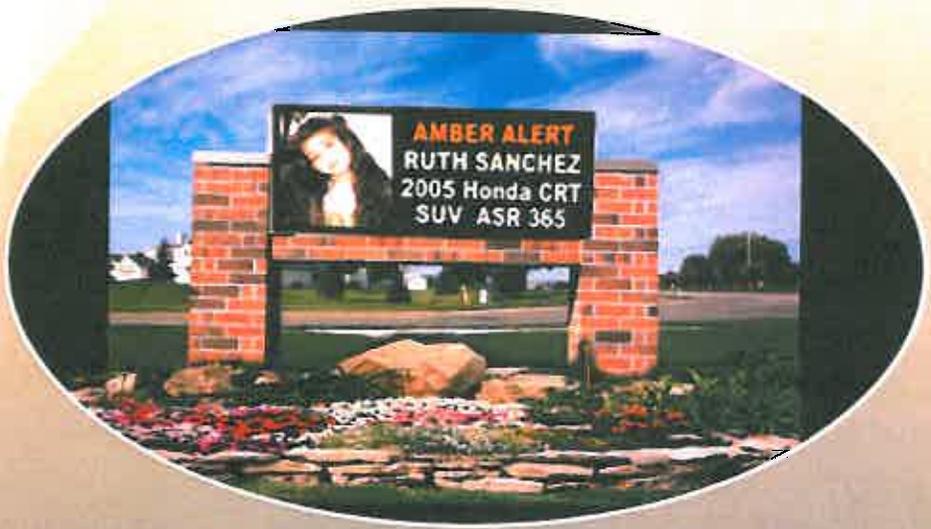
"Digital billboards have been effective in supplementing existing emergency-information systems and ... have the potential to further improve our ability to inform our citizens in times of disaster." - Secretary Michael Chertoff, Department of Homeland Security

"You can place them near the scene of the crime. You can place them near the scene of the problem. And as a result, the people seeing the billboard are going to be people who should have some familiarity with the Problem." -- Michael Mason, FBI

"The posting on the boards contribute to an environment where the criminal feels pressure that they have no where to go." -- Sheriff Michael Haley, Washoe County, NV.



Source: <https://www.oaaa.org/legislativeandregulatory/digital/aboutdigitalbillboardtechnology.aspx>



Community Electronic Information Signage

Digital Informational Signs
AT NO COST to your municipality
Alert and inform citizens when needed subsidized by advertising.

c·e·i·s

COMMUNITY ELECTRONIC INFORMATIONAL SIGNAGE

Jwlock44@msn.com

727-415-0225

c.e.i.s

COMMUNITY ELECTRONIC INFORMATIONAL SIGNAGE

A Unique Opportunity

Digital signs do more than display advertisements—they provide an array of communication possibilities. From crime fighting alerts to up-to-the-minute weather advisories, or even a last minute fundraiser for a local charity. Digital signs can offer more flexibility than other mediums. Today, experts estimate that 90 percent of adults see an out-of-home sign in their area every month. They reach the public much more reliably than television content.

Technology

These small signs are equipped with ambient light sensors to ensure the least amount of brightness (Nits) needed for existed time of day and weather conditions. We have automatic emergency off switch in case of malfunction. Our displays at night run lower than 500 nits to ensure no significant brightness to impact drivers.

Regulation

Our company adheres to the strict standards put forth by the Outdoor Advertising Association of America including all state requirements that regulate signage.

Pennsylvania Mayor Endorses Digital Billboards as Good for the Community

Mayor Ed Pawlowski of Allentown, Pennsylvania enthusiastically supported the installation of a digital billboard in downtown Allentown because he saw it as a way to revitalize the inner city and promote safety. "Due to the ability to rapidly change and deliver information," Mayor



Pawlowski wrote in a letter explaining his support for digital billboards, "electronic message boards have assisted local law enforcement with AMBER Alerts, emergency information about public safety and traffic information."

Digital Billboards Help Find Missing Children

When four children from Middleton, Wisconsin, went missing digital billboards displayed AMBER Alerts to help find them. Days later the children were found. According to police, they recovered the children thanks to a motorist who recognized them from the AMBER Alert.

Digital Billboards Alert Public of Escaped Convict

While serving a 19.5-year sentence, drug kingpin David Green escaped from prison in Elkton, Ohio. America's Most Wanted teamed up with the Outdoor Advertising Association of America to alert the public. The two organizations broadcasted wanted posters on several billboards through the Cleveland area to alert the public and help catch this criminal.

FREQUENTLY ASKED QUESTIONS:

HOW MANY CEIS SIGNS ARE OFFERED TO EACH COMMUNITY AT NO COST?

We require a minimum of two (2) CEIS signs for each municipality. Suggested placements include municipality or privately owned property located at the major entrances to your community. We can provide additional locations upon review with your authorized agents.

HOW ARE WE ABLE TO OFFER CEIS SIGNS AT NO COST?

The initial cost of building the CEIS sign structure including the electronic components will be at our expense. However, there is ongoing CEIS support, including 24-hour technical support, public service agencies (PSA) and general maintenance. We offset these operating expenses by utilizing local and regional advertising to create income to offset the costs. We anticipate a total of seven (7) announcements per CEIS location. The signs will give the community direct access to community messaging, including amber alerts, municipal concerns, and other PSA's.

HOW ARE PUBLIC SERVICE ANNOUNCEMENTS DETERMINED?

Public Service Announcements (PSA) are received through national agencies such as The Department of Missing and Exploited Children for Amber Alerts, NOAA and local weather agencies for Severe Weather Alerts and the Department of Homeland Security for National Security Announcements. A vital PSA, which affects your community, will take precedence on all CEIS locations in your community. The length of the initial PSA broadcast is determined by each agency due to the severity of each issue. It is typical for a PSA to rotate with your community and advertising broadcasts for the duration of time necessary.

HOW DO WE BROADCAST OUR COMMUNITY ANNOUNCEMENTS?

Your authorized agent will be provided contact information for CEIS representatives who can provide support with your broadcasts.

HOW SMALL IS A CEIS ELECTRONIC DISPLAY?

CEIS is a monument style structure designed to compliment any community design requirements. The typical LED screen display will be 8' x 12' (96 square feet), allowing clear visibility of each message. Messages are programmed to rotate every 8 seconds providing maximum exposure to consumers. Initial PSA alerts are the exception.



What is CEIS?

CEIS was created to address the needs of communities specifically in the areas of Public Service Announcements (PSA) and community civic messages. CEIS is a monument-style sign, designed to compliment any current surrounding, including historic or themed environments. Vital public service announcements include AMBER Alerts, Severe Weather Warnings, National Security Warnings and Disaster Announcements pertaining to individual communities. Community civic messages may include broadcasts from your community's leaders and authorized representatives. These broadcasts may include welcoming announcements, community sponsored events, and even places of interests to direct tourism.

"Due to the ability to rapidly change and deliver information," Mayor Pawlowski wrote in a letter explaining his support for digital billboards, "electronic message boards have assisted local law enforcement with AMBER Alerts, emergency information about public safety and traffic information."

-Mayor Pawlowski

c.e.i.s

CEIS Monuments in Your Community

Digital signs are the most significant new addition to outdoor sign technology, capable of reaching mass audiences with multiple messages. Every day there is increasing evidence of the benefits of community electronic signage in law enforcement, disaster planning, and weather alerts.

We understand that municipalities may be sensitive to traditional outdoor signage. Our monument signs are beautifully landscaped. We utilized high-quality rock, brick, or stucco facades incorporating wood, metal, water or other features on a site by site basis. The signs include "Welcome to the City of..." the date of incorporation or other details the municipality would like.



Our legal team can assist your municipality to update your zoning ordinance to enable the use of this technology in your jurisdiction.



Ads rotate every 8 seconds providing the travelling public information. High resolution L.E.D. signage provides easy to read great looking graphics. Cities across the U.S. are excited to partner with us to better inform their citizens.



With more economical rates on advertising, non-profits are able to utilize space on our signs, helping their various missions.



Since 2007 over 34 criminals have been apprehended from using digital billboards across the United States. Many of these are violent criminals including murder, armed robbery, rapists and child predators.



Typical advertisements are directional, informative to current specials, or brand introduction. This is an example how the message on the sign above fades into the next image, showing 7 different slots. No adult-oriented businesses, tobacco products, or alcoholic beverages will ever be advertised on our community signs.



Given the flexibility of our scheduling software, specific community messages can be displayed immediately prior to events.

Digital Signage Saves Lives, Brings Community Together: *Free to Your Community*

EMERGENCY IN YOUR CITY

In the event of an emergency, one of the greatest challenges for a local government is to disseminate important information quickly to a large number of people. Conventional media used in emergency situations requires one to sit in front of a television, radio, or computer with the hope that most people will be on the channel or website containing the relevant information. How many people will that be? One hopes that it will be 30 or 40% of your community, but how do you reach the rest of your constituency? From crime-fighting alerts to timely weather advisories, community information saves lives.

Digital signs are the most recent and reliable solution for quickly disseminating critical information to large numbers of people.

In reviewing your municipality's traffic studies, you were undoubtedly startled by the number of people who travel in one hour on your busiest roads. Imagine the effectiveness of a digital sign with an **AMBER Alert** containing a child's picture, relevant facts, and phone numbers posted on your busiest roads during rush hour **within minutes of the release of the alert**. When one minute can save a life, a digital sign will make a difference to you, the family, and your community.

FIGHTING CRIME IN REAL LIFE

Due to the success of Pennsylvania's use of digital signs, the Federal Bureau of Investigation is seeking a system of digital signs to flash "hot pursuit" and "most wanted" bulletins in communities nationwide. Mayor Ed Pawloski of Allentown, Pennsylvania stated, "Electronic message boards have assisted law enforcement with AMBER Alerts, emergency information about public safety and traffic information."

According to AMBER Alert Wisconsin, their multimedia approach to notifying the public of missing children has resulted in **14 children being found**. The digital signage component of their plan and was recognized by the Wisconsin Attorney General J.B. Van Hollen as being directly related to the success of their AMBER Alert system.

America's Most Wanted announced on May 1, 2008, that the FBI has teamed up with outdoor digital advertisers in the Twin Cities to put Terrence Washington's mug on 16 digital signs. Washington broke out of his Nashville,

Tennessee prison cell and is traveling the country, as will the digital displays in pursuit of him. America's Most Wanted frequently touts the benefits of digital signage in searching for fugitives.

DISASTER ALERTS

"Findings...show that people don't act on one warning....The challenge of public warning is not going away."

-Art Botterell

*Community Warning System
Manager, Contra Costa County,
California*

During the tragic Minnesota bridge collapse in 2007, digital signs displayed emergency messages within 15 minutes. The following day, when officials converged on Minneapolis to inspect the damage, they noticed the signs. Speaking on national TV on August 2, US Senator Amy Klobuchar (D-MN) cited the emergency messaging on digital signs as a positive community response:

"When Senator Coleman and I landed, we're driving in . . . and there were already billboards at 9:00 in the morning -- actual billboards -- telling people where to go for alternative

routes."

LIFE SAVING SIGNS ARE FREE

The life saving benefit of immediate communication to your municipality is without charge to the city or to taxpayers. The initial cost of building the community electronic informational signage is paid by our company. However, to offset the maintenance of the signage, which includes 24-hour technical support, advertising will be used to offset the cost. There are seven broadcast announcements per sign location. The partnership enables this community service to be a benefit to all and, most of all, helps to keep the public safe and informed.

CITY COMMUNICATION ADVANTAGE

Whether it is to share an upcoming community event or emergency communication, digital signage will provide instant communication to your citizens. In addition, by giving local businesses a venue for advertising, digital signage can contribute to your economic development—a welcome enhancement in any business-friendly municipality.

Digital signage is a versatile communication tool which is free to your taxpayers, yet gives control to your public relations department. This unique opportunity is available to save lives, bring your community together, and enhance the economics of your city.



INFORM

ENSURE YOUR CITIZENS ARE GIVEN INFORMATION QUICKLY, SAFELY, AND MOST OF ALL FREE.

These signs are significantly smaller than traditional advertising signage yet sized to be adequate for vital communication.

Since the inception in 1997 amber alert has been credited for the successful recovery of more than 399 children.

Our experience includes over 42 years in the commercial sign industry throughout the continental United States.

c.e.i.s

COMMERCIAL ELECTRONIC SIGNAGE SOURCE

jwlock44@msn.com

727-415-0225

OPERATING AGREEMENT

THIS OPERATING AGREEMENT (“Agreement”) is entered into by and between the Town of Vestal, New York (“Town”) and CEIS, LLC (“CEIS”).

RECITALS

WHEREAS the Town recognizes the need for gateway signage and the benefits of using such signage to communicate information of interest to the general public, including Amber Alerts and other emergency public safety messages;

WHEREAS CEIS desires to operate signs in the Town;

WHEREAS the Parties desire to enter into this Agreement to leverage their strengths and meet their goals.

Therefore, in light of the foregoing and based upon the exchange of valuable consideration by and between the Parties to this Agreement, the Parties hereby agree as follows:

At its own expense, CEIS will construct two gateway signs along Vestal Parkway (Hwy 434) between the Town limits and downtown, one on each side of downtown.

The signs shall possess the following characteristics:

- Each sign shall include a static portion displaying the message “Welcome to the Town of Vestal.”
- The signs shall also include separate portions with one or more sign faces each measuring no more than 105 square feet in area. Such faces may utilize electronic LED-type technology at the discretion of CEIS and at CEIS’ expense; and
- The signs will each stand no more than 10 feet in height, as measured from grade or road grade, whichever is greater.

All costs, expenses, and liabilities incurred in conjunction with the construction of the signs, including the installation of mutually agreeable landscaping surrounding the signs, shall be paid by CEIS and, at all times, CEIS shall be the owner of the signs.

The Town grants to CEIS the exclusive right for a term of 20 years to operate the signs. During this 20-year term, CEIS shall be responsible for operating and maintaining the signs. All costs associated with the operation of the signs during the 20-year term shall be paid by CEIS. This Agreement shall automatically renew for successive 20-year renewal terms unless written notice is submitted by either party to the other party at least 90 days prior to expiration of the initial term or any renewal term hereof.

CEIS agrees to operate the signs in accordance with the following conditions:

- All portions of the signs shall be kept in an attractive and well-maintained state; however, all landscaping surrounding any sign on Town property shall be maintained by the Town;
- Any electronic messages on the sign shall change no more frequently than every eight seconds, with message changes being accomplished in two seconds or less;
- Any electronic faces shall be equipped with the appropriate technology to handle power outages;
- Every month, CEIS shall donate, at no cost to the Town, at least 14% of the available space in the signs' advertising rotation for messages of the Town's choosing. The Town shall be allowed this free advertising for the entire tenure of CEIS' operation of the signs but the Town can never sell the space for financial payments or other commercial gain;
- At no cost to the Town, CEIS will reasonably assist the Town in designing up to six digital images in each calendar year for the messages that the Town wishes to display;
- The signs shall be made available as soon as possible after receiving notice from any Town law enforcement agency for display of emergency public safety messages, to include Amber Alerts for missing children or persons, disaster evacuation guidance, or other emergency situations. Such messages shall be promptly included in the advertising rotation and shall remain in effect for 24 hours or such lesser time as requested by law enforcement; and
- The signs shall never contain obscene material nor advertise any adult matter, tobacco products, or casinos. The Town shall not otherwise restrict the content of the signs, which may advertise nonprofit/charitable causes, commercial messages, governmental and noncommercial messages, and other copy of CEIS' choosing.

The Town agrees not to erect or allow any signs, buildings, structures, or blockages of any kind which will obstruct or hinder the signs to motorists on Hwy 434, or obstruct CEIS' ingress or egress to the signs. In the event that Town-controlled trees or vegetation grow to visually obscure or obstruct access to the signs, CEIS is authorized to trim or remove such new growth at its own expense.

CEIS shall obtain, and keep in full force and effect at all times during the term of this agreement, a policy of liability insurance, with an insurer satisfactory to the Town, for the protection of the Parties against liability arising out of the signs or their operations. The liability limits of the policy shall be a general liability insurance policy in the amount of at least \$3,000,000. This policy shall name the Town as an additional insured.

If the area of either or both signs is taken by eminent domain, the affected sign may be relocated. Moreover, if either or both signs are damaged by an act of God or otherwise, CEIS shall be permitted to repair the damage.

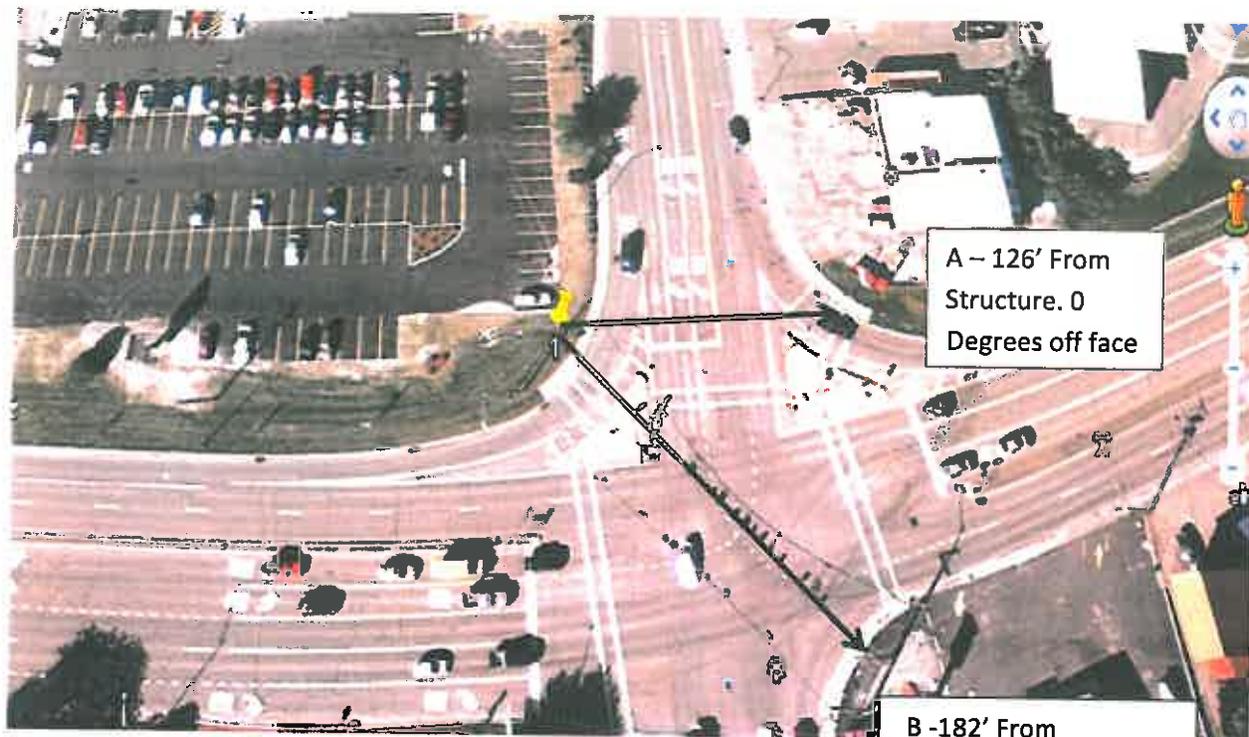
2.1.8 Proposed Locations

2.1.8 Proposed Locations



We are proposing one Gateway sign, out the five possible locations above, on private property and one location located at city property, either at 4 corners on the Park property or the Museum. These two signs would be the only 2 Gateway signs existing in the Town.





A - 126' From Structure. 0 Degrees off face

B - 182' From Structure. 90 degrees off face.

Location	Distance	Degrees off face	Foot Candles @ Relative 3% Night Brightness - White Content, Above Ambient
A	126	0	Less than .2
B	182	90	Less than .1

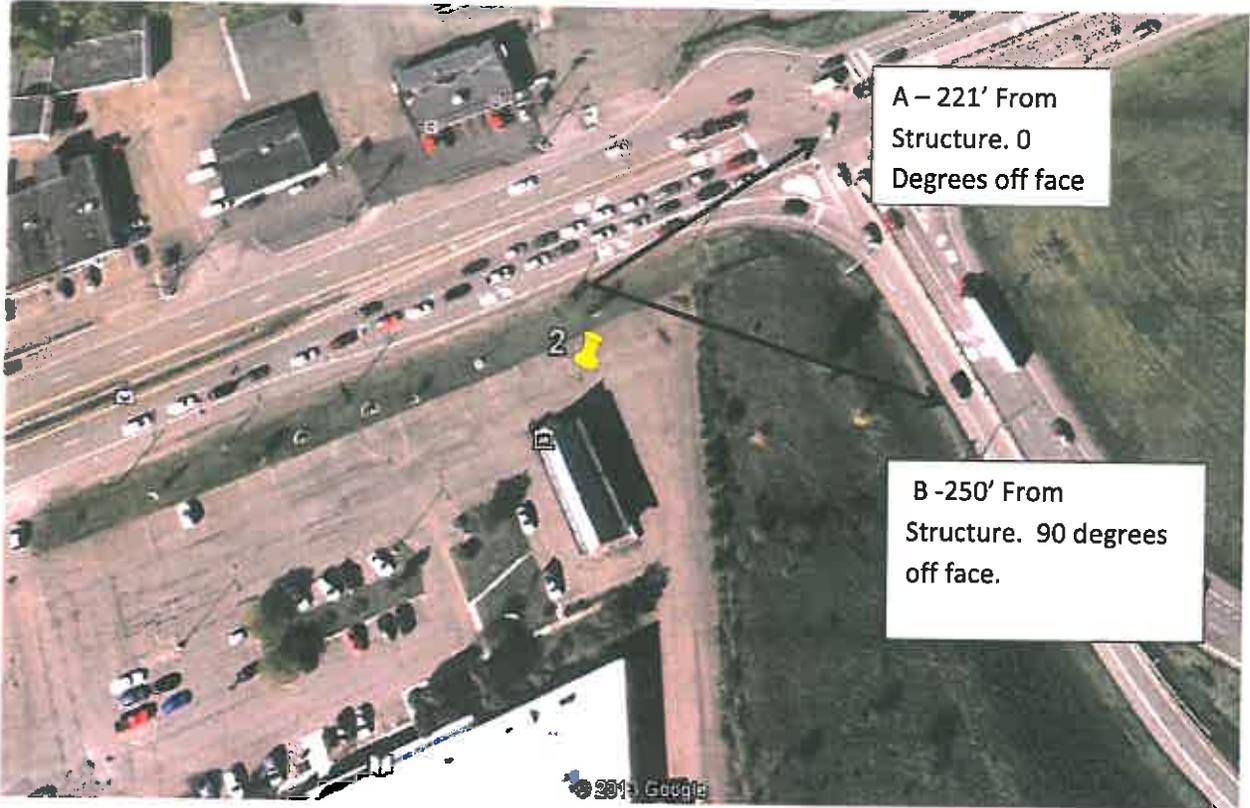
Standard Operating Parameters -

Formetco F4X Digital Boards

Maximum Daytime NIT's (as measured 1 foot from the face) - 7500 NIT's

Typical Nighttime Output (as measured 1 foot from the face) - 225 NIT's

Ambient Light Required for full brightness as measured at the photocell - 1800 Foot Candles.



Location	Distance	Degrees off face	Foot Candles @ Relative 3% Night Brightness – White Content, Above Ambient
A	221	0	Less than .2
B	259	90	Less than .1

Standard Operating Parameters –

Formetco F4X Digital Boards

Maximum Daytime NIT's (as measured 1 foot from the face) – 7500 NIT's

Typical Nighttime Output (as measured 1 foot from the face) - 225 NIT's

Ambient Light Required for full brightness as measured at the photocell – 1800 Foot Candles.



Location	Distance	Degrees off face	Foot Candles @ Relative 3% Night Brightness – White Content, Above Ambient
A	154	0	Less than .2
B	145	90	Less than .1

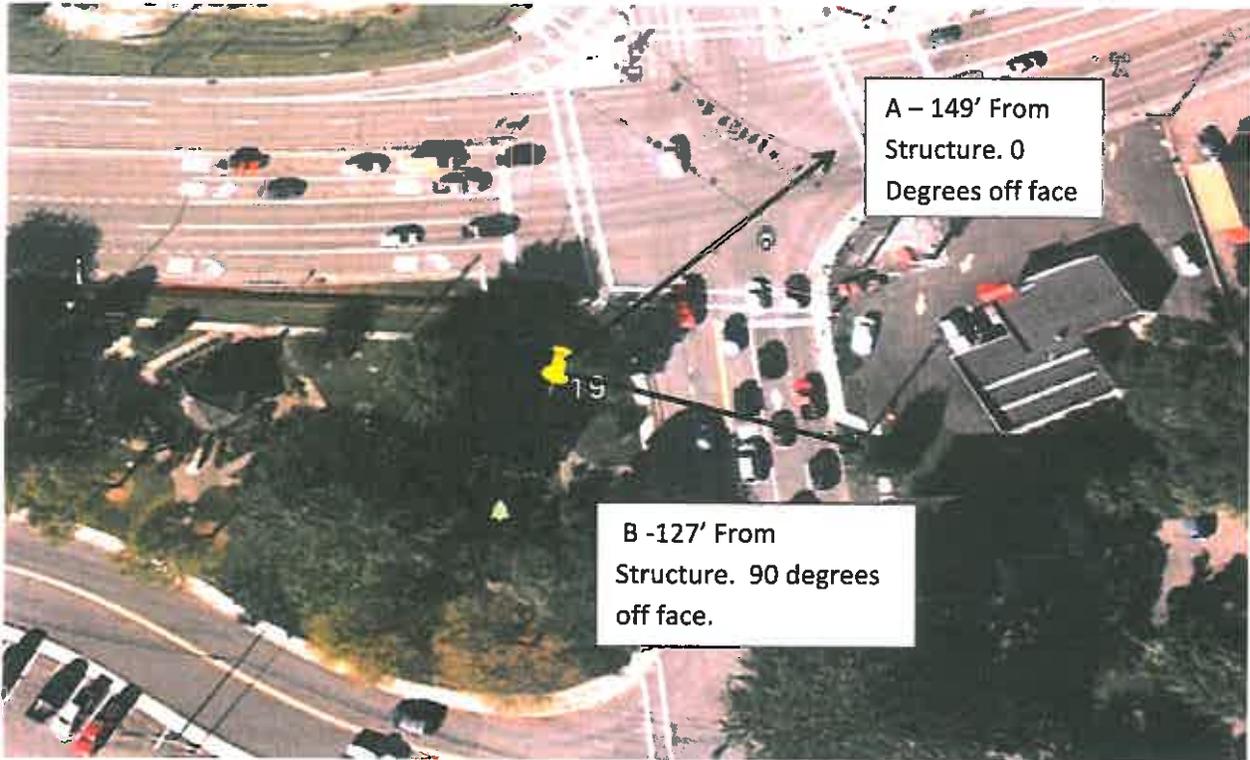
Standard Operating Parameters –

Formetco F4X Digital Boards

Maximum Daytime NIT's (as measured 1 foot from the face) – 7500 NIT's

Typical Nighttime Output (as measured 1 foot from the face) - 225 NIT's

Ambient Light Required for full brightness as measured at the photocell – 1800 Foot Candles.



Location	Distance	Degrees off face	Foot Candles @ Relative 3% Night Brightness – White Content, Above Ambient
A	149	0	Less than .2
B	127	90	Less than .1

Standard Operating Parameters –

Formetco F4X Digital Boards

Maximum Daytime NIT's (as measured 1 foot from the face) – 7500 NIT's

Typical Nighttime Output (as measured 1 foot from the face) - 225 NIT's

Ambient Light Required for full brightness as measured at the photocell – 1800 Foot Candles.

2.1.9 Power Systems and Backup Systems

Models: **8.5/12RES**

KOHLER POWER SYSTEMS

Multi-Fuel
LP Vapor/Natural Gas

ISO 9001
KOHLER
POWER SYSTEMS
NATIONALLY REGISTERED



The Kohler® Advantage

- **The Smart Choice**
Known for its reliability, the Kohler 12 kW generator set was named a "Best Buy" as well as the highest-rated generator in a leading consumer magazine in October, 2006
- **Powerful**
Exclusive Powerboost™ technology allows the Kohler 12 kW generator to start and run a typical 4 ton (48,000 BTU) central air conditioner, while still running other home appliances and electronics *
- **Cleaner Power for Sensitive Electronics**
Protects sophisticated electronics with clean, stable power that exceeds strict utility requirements and IEEE standards for total harmonic distortion (THD)
- **Faster Response**
Kohler generator sets restore power in as little as 10 seconds
- **Quiet**
Quiet operation: 65 dB(A) at 7 m maintains neighborhood solitude
- **Premium Five-Year Limited Warranty**

Standard Features

- **ADC-RES Advanced Digital Control**
 - Designed for today's most sophisticated electronics
 - Electronic speed control responds quickly to varying household demand
 - Digital voltage regulation protects your sensitive electronics from harmonic distortion and unstable power quality
 - LED display shows system status and setup information
- **Engine Features**
 - Kohler Command PRO® OHV engine with hydraulic valve lifters for reliable performance without routine valve adjustment or lengthy break-in requirements
 - Digital Spark Advance Module (DSAM) optimizes engine performance for natural gas and LP vapor fuels (12RES only)
 - Simple field conversion between natural gas and LP vapor fuels while maintaining emission certification
- **Designed for Easy Installation**
 - Polymer base eliminates the need for a concrete mounting pad, reducing installation time and cost
 - Fuel and electrical connections through the enclosure wall eliminate the need for stub-ups through the bottom
 - Load connection terminal block allows easy field wiring
 - Designed for outdoor installation only
- **Certifications**
 - California Air Resources Board (CARB)-certified for both LP vapor and natural gas (60 Hz models)
 - Meets Environmental Protection Agency (EPA) nonstationary unit requirements (60 Hz models)
 - UL 2200 listed (60 Hz models)
 - Approved for stationary standby applications in locations served by a reliable utility source

Generator Ratings

Model	Voltage	Phase	Hz	Alternator	Standby Ratings			
					Natural Gas		LP Gas	
					kW/kVA	Amps	kW/kVA	Amps
8.5RES	120/240	1	60	2F4	7.0/7.0	29	8.5/8.5	35
8.5RES	115/230	1	50	2F4	6.3/6.3	27	7.5/7.5	33
12RES	120/240	1	60	2F4	10.4/10.4	43	12.0/12.0	50
12RES	115/230	1	50	2F4	9.3/9.3	40	10.5/10.5	46

RATINGS: Standby ratings apply to installations served by a reliable utility source. All single-phase units are rated at 1.0 power factor. The standby rating is applicable to variable loads with an average load factor of 80% for the duration of the power outage. No overload capacity is specified at this rating. Ratings are in accordance with ISO-3046/1, BS5514, AS2788, and DIN 6271. GENERAL GUIDELINES FOR DERATING: ALTITUDE: Derate 4% per 305 m (1000 ft.) elevation above 153 m (500 ft.). TEMPERATURE: Derate 1.5% per 5.5°C (10°F) temperature increase above 16°C (60°F). Availability is subject to change without notice. The generator set manufacturer reserves the right to change the design or specifications without notice and without any obligation or liability whatsoever. Contact your local Kohler Co. generator distributor for availability.

* Due to the cycling operation of many electrical appliances, the generator set may not run all appliances simultaneously. Check the appliance manufacturer's specifications for actual power requirements. Consult a Kohler® Power Systems professional for your exact residential power system requirements.

Application Data

Engine

Engine Specifications	60 Hz	50 Hz
Manufacturer	Kohler	
Engine: model, type		
8.5RES	CH20 4-Cycle	
12RES	CH740 4-Cycle	
Cylinder arrangement	V-2	
Displacement, L (cu. in.)		
8.5RES	0.624 (38)	
12RES	0.725 (44)	
Bore and stroke, mm (in.)		
8.5RES	77 x 67 (3.03 x 2.64)	
12RES	83 x 67 (3.27 x 2.64)	
Compression ratio		
8.5RES	8.5:1	
12RES	9.0:1	
Main bearings: quantity, type	2, Parent Material	
Rated rpm	3600	3000
Max. engine power at rated rpm, kW (HP)		
CH20, LP vapor	11.5 (15.4)	10 (14.0)
CH20, natural gas	10.0 (13.4)	9.1 (12.2)
CH740, LP vapor	17.6 (23.6)	15.8 (21.2)
CH740, natural gas	15.3 (20.5)	13.8 (18.5)
Cylinder head material	Aluminum	
Valve material	Steel/Stellite®	
Piston type and material	Aluminum Alloy	
Crankshaft material	Heat Treated, Ductile Iron	
Governor: type	Electronic	
Frequency regulation, no load to full load	Isochronous	
Frequency regulation, steady state	±0.5%	
Air cleaner type	Dry	

Engine Electrical

Engine Electrical System		
Ignition system	Electronic, DSAM	
Starter motor rated voltage (DC)	12	
Battery charger, ampere rating	6	
Battery (purchased separately):		
Ground	Negative	
Volts (DC)	12	
Battery quantity	1	
Recommended cold cranking amps (CCA) rating for -18°C (0°F)	525	

Exhaust

Exhaust System	60 Hz	50 Hz
Exhaust flow at rated kW, m ³ /min. (cfm)		
8.5RES	3.3 (115)	2.7 (96)
12RES	3.8 (135)	3.2 (113)
Exhaust temperature at rated kW, dry exhaust, °C (°F)	760 (1400)	

Lubrication

Lubricating System		
Type	Full Pressure	
Oil capacity (with filter), L (qt.)	1.9 (2.0)	
Oil filter: quantity, type	1, Cartridge	
Oil cooler	Integral	

Operation Requirements

Cooling Air	8.5ES		12RES	
	60 Hz	50 Hz	60 Hz	50 Hz
Total inlet air, m ³ /min. (cfm)	27.8 (980)	23.2 (820)	28.0 (990)	23.4 (825)
Cooling air, m ³ /min. (cfm)	26.9 (950)	22.4 (790)	26.9 (950)	22.4 (790)
Combustion air, m ³ /min. (cfm)	0.9 (33.4)	0.8 (28.0)	1.1 (39.2)	0.9 (32.6)

Fuel Requirements

Fuel System		
Fuel types	Natural Gas or LP Vapor	
Fuel supply inlet	1/2 NPT	
Fuel supply pressure, kPa (in. H ₂ O):		
Natural gas	1.2-2.7 (5-11)	
LP	1.7-2.7 (7-11)	

Pipe Length, m (ft.)	8.5RES		12RES	
	Natural Gas (132,000 Btu/hr.)	LP Vapor (180,000 Btu/hr.)	Natural Gas (193,000 Btu/hr.)	LP Vapor (203,000 Btu/hr.)
8 (25)	3/4	1/2	3/4	3/4
15 (50)	3/4	3/4	1	3/4
30(100)	1	1	1	1
46(150)	1	1	1 1/4	1
61(200)	1	1	1 1/4	1

% Load	8.5RES		12RES	
	60 Hz	50 Hz	60 Hz	50 Hz
Natural Gas, m ³ /hr. (cfh)				
100%	3.7 (132)	3.3 (118)	5.4 (193)	4.8 (173)
75%	3.2 (113)	2.9 (101)	4.7 (163)	4.2 (148)
50%	2.6 (93)	2.3 (83)	3.5 (124)	3.1 (108)
25%	2.2 (77)	1.9 (69)	2.6 (93)	2.4 (84)
LP Vapor, m ³ /hr. (cfh)				
100%	2.0 (72)	1.7 (61)	2.3 (81)	2.1 (74)
75%	1.3 (45)	1.1 (38)	2.1 (75)	1.9 (68)
50%	1.0 (36)	0.9 (31)	1.8 (60)	1.5 (53)
25%	0.8 (29)	0.7 (25)	1.2 (45)	1.1 (40)
LP Vapor, kg/hr. (lb./hr.)				
100%	3.7 (8.4)	3.2 (7.1)	4.3 (9.4)	3.9 (8.6)
75%	2.4 (5.2)	2.1 (4.4)	3.9 (8.7)	3.6 (7.9)
50%	1.9 (4.2)	1.7 (3.6)	3.4 (7.0)	2.8 (6.2)
25%	1.5 (3.4)	1.3 (2.9)	2.2 (5.2)	2.1 (4.7)

LP vapor conversion factors:

8.58 ft.³ = 1 lb.
0.535 m³ = 1 kg
36.39 ft.³ = 1 gal.

Nominal fuel rating:

Natural gas: 37 MJ/m³ (1000 Btu/ft.³)
LP vapor: 93 MJ/m³ (2500 Btu/ft.³)

Alternator

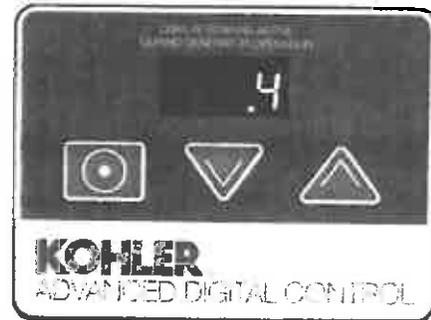
Alternator Features

- Compliance with NEMA, IEEE, and ANSI standards for temperature rise
- Self-ventilated and dripproof construction
- Vacuum-impregnated windings with fungus-resistant epoxy varnish for dependability and long life
- Superior voltage waveform and minimum harmonic distortion from skewed alternator construction
- Digital voltage regulator with $\pm 1.5\%$ no-load to full-load RMS regulation
- Rotating-field alternator with static exciter for excellent load response
- Skewed generator construction produces a smooth AC waveform

Alternator Specifications

Specifications	PowerBoost™ Generator 1-Phase
Manufacturer	Kohler
Output reconnectable	120/240
Type	2-Pole, Rotating Field
Leads, quantity	4
Voltage regulator	Digital
Insulation:	NEMA MG1-1.66
Material	Class H
Temperature rise	Class H
Bearing: quantity, type	1, Sealed Ball
Coupling	Direct
Amortisseur windings	Full
Voltage regulation, no-load to full-load RMS	$\pm 1.5\%$
One-step load acceptance	100% of Rating
Peak motor starting kVA @ 240 V:	
8.5RES	23
12RES	32

ADC-RES Controller



Controller Features

- Membrane keypad:
 - Arrow keys step through generator set status displays
 - Password-protected access to system configuration and adjustment menus
 - System voltage/frequency selection and engine configuration
 - Voltage, gain, and engine speed adjustment
- LED display:
 - Engine runtime, hours
 - Output voltage, VAC
 - Output frequency, Hz
 - Battery voltage, VDC
 - Crank cycle status
 - Setup information
 - Software version
 - Faults
- Faults displayed:
 - High battery voltage
 - High engine temperature
 - Low battery voltage
 - Low oil pressure
 - Overcrank
 - Overfrequency
 - Overspeed
 - Overvoltage
 - Underfrequency
 - Undervoltage
- Compact controller integrally mounted to the generator set
- Remote two-wire start/stop capability
- Digital isochronous governor to maintain steady-state speed at all loads
- Digital voltage regulation: $\pm 1.5\%$ RMS no-load to full-load
- Automatic start with programmed cranking cycle
- Field-upgradeable application software
- Front-access DB9 connector for software upgrade on the junction box
- Generator set master switch (Run/Off-Reset/Auto) on the junction box

Standard Features

- ADC-RES Advanced Digital Control
- Battery cables
- 6-amp battery charger
- CARB- and EPA-certified fuel system
- Critical silencer
- Designed for outdoor installation only
- Five-year limited warranty
- Fuel solenoid valve and secondary regulator
- Integral vibration isolation
- Line circuit breaker
- Multi-fuel system, LP vapor/natural gas, field-convertible
- Oil drain extension with shutoff valve
- Polymer base
- Rodent-resistant construction
- Sound-deadening, flame-retardant foam per UL 94, class HF-1
- Sound enclosure, quiet 65 dB(A) operation

Available Accessories

Electrical System

- Battery
- Battery heater
- Field-connection terminal block
- Relay kit: auxiliary run relay and common fault relay

Fuel System

- Gas strainer
- Braided stainless steel flexible fuel line

Maintenance

- Maintenance kit (air and oil filters)
- General maintenance literature kit
- Overhaul literature kit
- Production literature kit

Starting Aids

- Carburetor heater, 120 VAC (recommended for reliable starting at temperatures below 0°C [32°F])

Transfer Switch

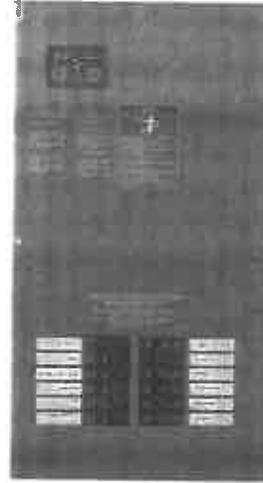
- Kohler automatic transfer switch

Miscellaneous Accessories

- _____
- _____
- _____
- _____
- _____

Available Accessories

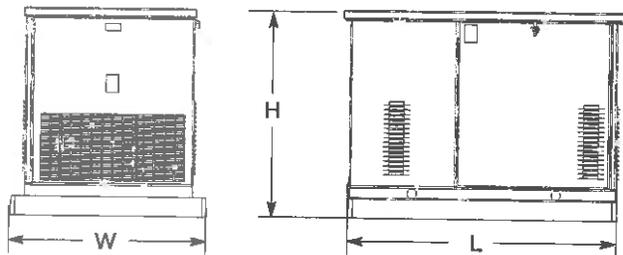
Model RDT Automatic Transfer Switch



- UL listed
- 100, 200, or 400 amps
- 200 amp service entrance-rated model also available
- 240 VAC/60 Hz or 220 VAC/50 Hz
- Available with or without built-in load center
- Equipped with MPAC™ 500 microprocessor-based controls
- User-friendly controller interface with easy-to-read international symbols
- See specification sheet G11-98 for more information

Dimensions and Weights

Overall Size, L x W x H:	1123 x 726 x 804 mm (44.2 x 28.6 x 31.6 in.)
Weight:	182 kg (400 lb.)
Shipping weight:	195 kg (430 lb.)



NOTE: This drawing is provided for reference only and should not be used for planning installation. Contact your local distributor for more detailed information.

DISTRIBUTED BY:

**2.1.10 Diagnostic
Performance**



2.1.10 Diagnostic Performance

1. Continuous Tile Scan
2. Continuous scanning of power supplies
3. Scanning the LED screen for any noise on the screen, self-correcting software
4. Monitors the operation of the Internet connection. Has the ability to automatically power cycle the modem and router in the control box to reset the internet connection.
5. Monitors and report internet connection problems.
6. Monitors the operation of the computer, has the ability to remotely power cycle the computer.
7. Monitors if data is being sent out from the computer to the LED Digital Billboard.
8. Has the ability to power cycle the web cam.
9. Monitors the temp in the sign and the temp in the control box in comparison to ambient temp.
10. Monitors electrical service, will send an alert if power is lost to the sign.
11. Monitors voltage, will send alerts if voltage is high or low, records power surges.
12. Provide a web cam for remote visual inspection of the LED Digital Billboard

US



OUR MISSION IS TO PROVIDE
THE HIGHEST QUALITY
SERVICE TO OUR INDUSTRY
WHILE CONTINUING TO
DEVELOP THE MOST
INNOVATIVE PRODUCTS

OUR 44 YEAR HISTORY IN OUTDOOR INNOVATION

At Formetco, each aspect of developing, making, distributing, marketing and selling a product is connected and collaborative. Formetco's approach to innovation "Innovation Intersection" connects employees with inventors, engineers, creatives, suppliers, entrepreneurs and customers throughout the innovation process. To use outdoor advertising goes beyond new product development; It's our history.

Formetco was founded in 1968 as a metal billboard poster panel supplier. By listening to the needs of the industry, Formetco's product line grew to include bulletin faces, safety equipment, posting supplies, scaffold, lighting, timers and nearly 1,500 other specialty Outdoor Advertising Products. Formetco created a legacy of quality and innovation on every product that has been designed and built over the last 44 years.

In 1997 AdTech was founded and rapidly became the world's leading supplier of TriFace signage. By 2002 AdTech had captured nearly 85% of all US Sporting Facility Tri-Face business. AdTech manufactured the industry's first LED billboard lighting system and the first wireless Internet based control system for Tri-Faces. AdTech then partnered with Formetco to market their products to The Outdoor Advertising Industry and quickly became the number one supplier of Tri-Face Billboards globally.

In 2006 Formetco purchased AdTech and its Research and Development operation in Minnesota to focus on both companies' growing digital signage divisions. Formetco's engineering team has designed both the operating platform and scheduling system for EMC's and The F4X Digital Billboard.

The company now has 110 employees with offices in Atlanta, Minneapolis and Youngstown. Formetco has over 250,000 square feet of manufacturing under roof in Atlanta along with its 24/7 365 day a year service team.

ARE AND WHERE WE WANT TO BE

OUR MISSION

It is this passion and commitment that propels us to continuously strive to do better for our customers by exceeding all requirements and expectations.

We are Solution-Minded, Performance-Driven, and Customer-Focused. We are committed to continually improve the effectiveness and enhance our business, products, solutions, customer relationships, and industry recognition.

OUR VALUES

Our values are simple. We are driven to deliver the highest quality products and the most superior service to our industry that we can. We create ongoing win-win partnerships with our customers and our suppliers. We educate our customers and help build small business.

OUR RESPONSABILITIES

It is our responsibility to ensure that the Outdoor Industry is looked upon as an asset. Delivering products which are unobtrusive and reliable ensure that our industry continues to thrive. We wish to better the future of our employees and our industry and set yearly goals to continue this movement.

OUR CUSTOMERS

Formetco structures are the first choice for Outdoor Industry Leaders. Our products have a reputation in the industry of being highly reliable and durable through years of service. Our customer's are the largest outdoor advertising companies in the world. These Fortune 500 companies have come to expect nothing but the best from Formetco. We continue this trend as we expand our international market share.

GREEN INITIATIVE

Formetco has began to start utilizing materials and resources to help reduce the overall environmental impact of our outdoor products. Recycle programs are one of the first steps to ensure this initiative is successful. Most of our products are made of easily recyclable steel components. Formetco is even working with several organizations on integrating a recycling program for our LED digital signs. We have taken it a step further during a renovation to our building to use eco-friendly materials, lights, and other improvements to help not only reduce operating costs and improve employee health but contribute to the overall initiative we have set.

WE PRIDE OURSELVE'S ON OUR BRANDS AND WHAT THEY REPRESENT

For nearly half a century Formetco has been bringing new products to our industry. The reputation of each one of these products stands on its own. We take every measure to ensure that our product does not only meet a need that the outdoor industry has but also has unique properties which can break through the norm, and exceed the original expectations.

Formetco's Tri-Face unit became the best selling system in the world. Formetco's QuickFlex system has been recognized as the fastest means of installing a poster. The F4X digital sign is quickly gaining ground as becoming the highest image quality digital sign available.

But we take it further than product development. Each brand contains service that is unmatched in its class. Formetco's foundation was built upon service and quality and all of brands continue to reflect that message.

**2.1.13 Local Business Owners/
Residents Letters of Support**

Schaffer Darpino Rugs

114 Vestal Pkwy E.

Vestal, NY 13850

(607) 785-1114

October 1, 2013

Town of Vestal

605 Vestal Pkwy W

Vestal, NY 13850

Re: C.E.I.S. Digital Signs

Our business has been a part of the Vestal community since 1969. We currently use TV, Radio and print advertising. We are excited to hear that we may have the opportunity to advertise on an affordable and versatile digital gateway sign.

Marcie Kretzmer owned and operated a local business for many years and I have found her to be a highly effective and competent businessperson.

I have seen the design of the monument, along with the landscaping, I have also seen digital signs in other communities, and after reviewing the traffic safety reports, I think these monuments and signs would be a safe, attractive and informative asset to the Town of Vestal.

Very Truly Yours,

Mike Darpino

Mrs. Betty Engle
217 Brooks Avenue
Vestal, NY 13850

October 11, 2013

Mr. John Schaffer
Town of Vestal Supervisor
605 Vestal Parkway West
Vestal, NY 13850

Dear Mr. Schaffer,

I am writing to you to support Mrs. Marcie Kretzmer and CEIS (Community Electronic Information Signs) to be allowed to proceed with plans for gateway signs at the entrances to Vestal on the Vestal Parkway.

I have known Mrs. Kretzmer for ten years as a very involved parent and former PTO officer at Clayton Avenue Elementary School. Mrs. Kretzmer is known for her enthusiasm and organizational skills. As an organizer of the Vestal volunteer group named Vestal Beautification, I have spoken with her many times regarding our desire to make Vestal a welcoming and attractive community. I believe the tasteful signs by CEIS would benefit our town's appearance as well as be informative.

During the summer, my husband and I have travelled through Amsterdam NY many times and always noted how inviting their gateway sign was. The designation of a new town with community information and attractive landscaping such as CEIS proposes would add to the value of our Vestal community. If you would like to contact me I can be reached at 748-6808. Thank you.

Sincerely,

Mrs. Betty Engle

C.E.I.S.
Marcie Kretzmer
Sales and Marketing Director
824 E. Circle Dr.
Vestal, NY 13850
(607)759-7560

October 23, 2013

To the officials of the Town of Vestal,

As a business operator in the Town of Vestal, I totally agree to the C.E.I.S. program (Community Electronic Information Signage) with all of its advantages and is a great idea for the town and business owners. Most importantly, the advantage for community awareness and imperative information in a real time format, including Amber Alerts, Police, FBI notifications, Severe weather announcements and community agenda formats.

Sincerely,



SCHULTZ'S VESTAL SERVICE CENTER, INC.
320 Front Street
Vestal, New York 13850
(607) 785-7510



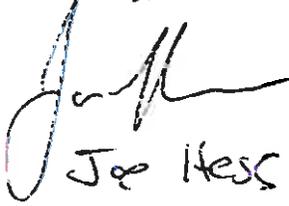
C.E.I.S.
Marcie Kretzmer
Sales and Marketing Director
824 E. Circle Dr.
Vestal, NY 13850
(607)759-7560

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Sincerely,


Joe Hess



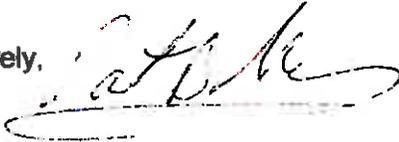
C.E.I.S.
Marcie Kretzmer
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October 23, 2013

To the officials of the Town of Vestal,

As a business operator in the Town of Vestal, I totally agree to the C.E.I.S. program (Community Electronic Information Signage) with all of its advantages and is a great idea for the town and business owners. Most importantly, the advantage for community awareness and imperative information in a real time format, including Amber Alerts, Police, FBI notifications, Severe weather announcements and community agenda formats.

Sincerely,



BAKER'S PLUMBING & HEATING
1140 Front Street
Vestal, NY 13850
(607) 754 - 6376



C.E.I.S.
Marcie Kretzmer
Sales and Marketing Director
824 E. Circle Dr.
Vestal, NY 13850
(607)759-7560

October 23, 2013

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Sincerely,



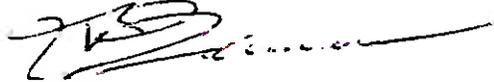
C.E.I.S.
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Sincerely,



Barbells at Binghamton
245 Vestal Pwy. E.
Vestal, NY 13850
607-766-5115



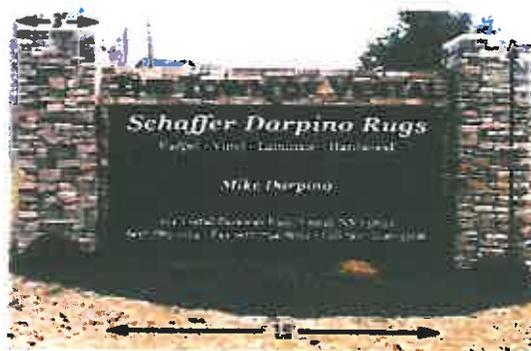
C.E.I.S.
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Sincerely,



Correion J...

BC BICYCLES INC.

C.E.I.S.
Marcie Kretzmer
Sales and Marketing Director
824 E. Circle Dr.
Vestal, NY 13850
(607)759-7560

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Sincerely,

Scott Phillips, Co
Red Lobster, Vestal Parkway



October 11, 2013

Greg Winsor
California Grill, LLC.
912 Vestal Parkway East
Vestal, NY 13850

Re: Reference for Marcie Kretzmer

To Whom It May Concern:

It is my understanding that a project for sharing information and informing the local community of critical information via an electronic medium is being considered.

I fully support such a project and have discussions with a multitude of people within our Vestal community who share similar support for this idea.

We have specifically interfaced with the Kretzmer family on a variety of projects supporting the local community. Most of these projects were "not for profit" activities and there was no compensation of any kind.

Our interaction with Marcie Kretzmer has been nothing other than positive and outstanding. She is recognized in the community as a local proponent of community enhancing ideas and conducts herself with the fullest integrity.

Marcie is a source of positive energy that creates or draws out the positive energy of others. She is an asset to any team or project as she is a strong leader and team builder.

Marcie comes with our strongest support and recommendation due to her proven track record in the effort to help make Vestal a better place to live.

Sincerely,

Greg Winsor
California Grill, LLC. Owner

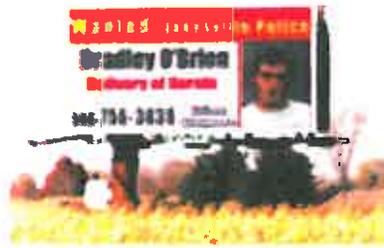
**2.1.14 Law Enforcement
Testimonial**



send to a friend 

Digital Billboards and Law Enforcement Agencies: A New, High-Tech Partnership

By Neil Mahan, Chief of Police (Retired), Janesville, Wisconsin



In Janesville, Wisconsin, police are using digital billboards as the latest high-tech tool to help close cases and assist the department in its outreach efforts. This new way to get a message out to the public is available at no cost to the department and with very little effort. These billboards might also be available in other communities; if so, agencies should not hesitate to take advantage of them.

Janesville is a town of approximately 63,000 in south central Wisconsin, not far from the Wisconsin-Illinois state line. The Janesville Police Department (JPD) consists of 104 sworn officers and 15 civilian employees. Like many departments of its size, the JPD finds itself faced with increasing service demands and decreasing funding sources. Each year the department responds to approximately 68,000 calls for service. A significant number of those calls, including about 350 missing-person calls, are an excellent fit for the use of digital billboards.

Program Origins

Janesville has an active Crime Stoppers program, which has proven invaluable by providing many tips from community members that have led to arrests and the location of missing adults and juveniles. Communicating safety concerns to the public is one of the JPD's most important objectives.

In early 2008, the JPD was approached by Lamar Advertising Company regarding a possible partnership. Lamar had installed a network of digital billboards in Janesville in August 2007. Digital billboards are like conventional billboards except that they rotate static advertisements every 8–10 seconds and can be updated by computer. Those improvements mean the advertising copy can be changed remotely and very quickly.

The service that Lamar provides to the JPD is free; the only condition of use is that the company must have a "flip," or advertisement slot, available for the JPD to use. Thus far, every public safety message the department has asked to be posted on runaways, missing persons, wanted fugitives, or emergency notifications has been posted within hours or even minutes, in some cases. The department provides electronic mail bulletins, or Lamar technicians construct the messages from telephone information the department provides. Lamar has made using the billboards easy and convenient, and it even offers after-business hours access to its technicians.

Sergeant Brian Donohoue and Officer Chad Sullivan of the JPD are the personnel assigned as contacts for the billboard company. Both have remarked about Lamar's helpful personnel and the quick results the billboards generate.

Partnership Results

The partnership with Lamar that allows Janesville public safety messages to be posted on the town's six digital billboards has been an unmitigated success. For example, an elderly female suffering from Alzheimer's disease wandered away from family at a local shopping mall and was found by a citizen using the digital billboard information. In addition, when spring floods along the Rock River posed significant danger to the public, billboards were used to post warnings about the danger.

Since the beginning of the partnership, the JPD has placed 15 wanted individuals on digital billboards and has seen resolution on 13 of the 15. Those resolutions are coming from a variety of sources. In one case, an officer from another jurisdiction saw the face and name on the billboard and informed the department that the wanted individual was already in jail. In another case, a citizen responded that an individual was in prison in Utah, and the department was then able to put a detainer on that suspect.

The embarrassment factor is high for the friends and families of featured suspects. The mother of one individual wanted for drug crimes saw his picture on digital billboards; when she got home, she called the suspect (who was out of state at college) and told him he would be turning himself in when he was home over break. The suspect did as his mother told him, and the case was successfully resolved.

In terms of sheer numbers, calls to Crime Stoppers have tripled since the JPD began using digital billboards to publicize wanted suspects and other types of law enforcement initiatives. Lamar has worked with the department to post an anti-dog fighting message and an antigraffiti message, both of which have been quite successful.

The digital billboards have been used even to promote law enforcement-related public service. During the 2008 National Night Out, digital billboards highlighted demonstrations and other activities the department was conducting. There was a significant increase in the number of participants in Night Out events in 2008.

"For any department where there are digital billboards, if you're not using them, you're missing out on a piece that is invaluable in solving crimes, capturing fugitives, and keeping the community safe," said Officer Sullivan. "Other departments should contact the local billboard company and say they saw a program in other

jurisdictions to partner with the police department and ask if this is something we can do here.”

Use in Other Jurisdictions

Not all communities have digital billboards—the technology is still relatively new—but in jurisdictions that do have access, billboards present a no-cost advantage to law enforcement agencies.

In Janesville, the partnership was actually initiated by Lamar, meaning that the JPD had to do very little to get the system up and running. However, the department has helped other jurisdictions establish their own partnerships and has found, by and large, that outdoor advertising companies have been more than willing to help. Agencies seeking to establish a partnership in their communities should speak to the general manager of a local outdoor advertising company. Most digital billboards have a sign of some kind identifying the company posted directly on the billboard (such as Lamar, Clear Channel Outdoor, CBS Outdoor, or another company). One phone call could lead to having a new, valuable tool to help fight local crime.

To conclude, the JPD has found digital billboards to be a boon to public safety in Janesville, and the department wholeheartedly recommends the program to other jurisdictions with access to digital billboards. This type of partnership can require very little effort on the part of the agency involved and can cost nothing. In these tight budget times, such high-profile, low-cost messaging should appeal to any law enforcement agency.

For more information about establishing a digital billboard partnership, readers can contact Officer Chad Sullivan at 608-755-3100 or the Outdoor Advertising Association of America at 202-833-5566. ■

[Top](#)

From The Police Chief, vol. LXXVII, no. 3, March 2009.
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515 North Washington St., Alexandria, VA USA 22314 phone: 703.836.6767 or 1.800.THE IACP fax: 703.836.4543
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2.2 The Opportunity

The Town of Vestal has the opportunity to provide, **FOR NO COST**, the community with a method to keep people informed with current and vital information.

1. Emergency information
 - a. Flood
 - Location of supplies, clothing, furniture, food
 - Safety information (e.g. Power Lines)
 - b. Town Hall Meeting times and locations
 - c. Road Closings
2. Amber Alerts and Silver Alerts
3. Public Service Announcements
4. Community Events
5. Inexpensive and flexible, high-tech vehicle for local Small Business owners to reach Vestal customers
6. Postings to assist Police Department
 - a. Missing persons, fugitives or emergency notifications.
(See back up documentation 2.1.14)

The C.E.I.S. Team



John W. (Bill) Lockridge

Bill started the Lockridge Sign Company in 1970 in a small town in Northern Indiana. Mr. Lockridge started as a sign painter and gradually manufactured all types of commercial signs. In 1974 he started to paint large billboard signs in four bordering States for Whiteco as a sub-contractor. In 1978 The Lockridge Sign Company became the Lockridge Outdoor Advertising Company and built over 110 billboard signs throughout the entire Northern and Central part of Indiana. The Company was sold in 1983.

Mr. Lockridge moved to the State of Florida and became a billboard development company. During this time, Bill helped Young Outdoor, Rite Media, Headrick, Perma, DeLite, Lamar, Hudgens, Webb, RTM, Marathon, and Del Outdoor all expand their outdoor markets.

The Lockridge Company has complete knowledge of Industry regulations, leasing, permitting and overseeing complete construction aspects of all types of advertising structures.

In 2001 he added his son into the business and eventually Jon A. (Tony) Lockridge started his own outdoor company, Lockridge Outdoor Advertising, LLC. The Lockridge Company and Lockridge Outdoor Advertising, LLC combined have developed over 2,400 billboard locations including several modern LED digital signs throughout the United States. Bill Lockridge was honored with being on the front cover of the industries Outdoor Advertising Magazine with a story about his beginnings in the industry, history, and his *Grit* that always got the job done.

Bill's most recent focus is his C.E.I.S. PROGRAM (Community Electronic Informational Signage), which was developed to help communities in many aspects of Informational Signage via Digital Gateway Signs for the Municipality.



Marcie Lockridge-Kretzmer

Marcie joined Bill and Tony in 2012. Her passion for creativity led her to pursue graphic design and Photoshop.

Marcie has owned and operated her own business with over 6 years of experience. She has extensive experience in sales. Marcie spends considerable time and effort in supporting local needs and charitable functions.

With her strong involvement in the community, assisting local merchants, many of whom Marcie knows personally, with creating memorable messages for small businesses to grow their business.

Her volunteer work includes:

Relay for Life: Raising over \$45,000 in three years.

Clayton Avenue Elementary as Co-President for 3 years.

Marcie serves the Building & Planning team. In addition, she was directly involved in the implementation of the Do Right Program.

Marcie is currently serving as District Council Representative for Clayton Avenue Elementary.

Marcie currently serves on the board for VRYSA.

Finally, Marcie is on the Vestal School Foundation Boards.



Tony Lockridge- Owner Lockridge Outdoor Advertising

For over 11 years, Tony has owned and operated Lockridge Outdoor Advertising. Lockridge Outdoor has developed projects throughout the U.S. Tony has significant experience navigating difficult legal environments in order to be successful in creating new business opportunities. Tony's core functions included development and management of teams during projects, legal review, permitting, leasing and purchasing commercial and industrial property, negotiating with municipalities and state government authorities, and managing large construction operations. During this time, Tony helped develop over \$22 million dollars of outdoor advertising assets. In 2007 Lockridge Outdoor broke industry records by successfully creating a new advertising plant of 117 structures in less than 8 months. Tony aggressively engages information technology in order to lead sign development in the U.S. Lockridge has key industry relationships with the best of breed in all relevant areas, including law, digital manufactures, structures/fabrication and installation professionals.

Prior to this, Tony served 7 years in the U.S. Army. Coming from a family of Veterans, Tony specifically holds dear the United States Constitution and all rights contained. These include our Freedom of Speech and the Constitutions strict restriction on land taking without just compensation. Congress should treat property taken through Regulation the same as property taken through physical seizure. As American's we should be allowed to use our land to create value for ourselves and express our ideas freely without limitation.

Tony's education includes an Executive MBA Cum Laude from the "David Eccles School of Business" at the University of Utah. George Washington University, in Medical Laboratory Science, and Bachelors in Science from the University of Maryland University College in Business Management.

4. Why Choose Us

4.1 Advantages to doing business with our company

- 1) We offer Smaller Signs than traditional advertising companies
- 2) Aesthetically superior
- 3) Investment by Lockridge in excess of 180,000 for (2) Gateway Signs
 - 1) Dedicated space to municipality for local announcements, police, school, fire department, town information
- 4) Competitive pricing for local business ads.
 - 1) Currently only one billboard advertising company available to local businesses.
 - 2) With an additional company selling digital billboard advertising would promote healthy competition that will benefit your local business owners.
- 5) Local sales and support provided by a Vestal resident, Marcie Kretzmer.
- 6) C.E.I.S. provided:
 - 1) The Concept - No charge to municipality
 - 2) The design - exceeding all national requirements for sizing and safety along with an aesthetically pleasing landscaped monumental sign.
 - 3) Locations - Researched many possible locations, have leases pending board approval
 - 4) Legal work necessary to amend the ordinance to protect the town from being inundated with billboards

Our Community



info@ceisigns.com

C.E.I.S.
2110 Ranch Rd. 620 S.
P.O. Box 341432
Austin, TX 78734
(727)415-4332

www.ceisigns.com

**MUNICIPAL SERVICES COMMITTEE MEETING
AGENDA ITEM SUMMARY SHEET**

AGENDA ITEM DESCRIPTION

**DISCUSSION –
Intergovernmental Agreement (IGA) with DuPage County for Mowing of
County Rights-of-Ways within Willowbrook Corporate Limits**

COMMITTEE REVIEW

- Finance/Administration
- Municipal Services
- Public Safety

Meeting Date:

March 10, 2014

- Discussion Only
- Approval of Staff Recommendation (for consideration by Village Board at a later date)
- Seeking Feedback
- Approval of Staff Recommendation (for immediate consideration by Village Board)
- Regular Report
- Report/documents requested by Committee

BACKGROUND

The Village has, for many years, elected to accept the turf maintenance responsibilities upon the Kingery Highway (Illinois Route 83) right-of-way. The Village awards an annual maintenance contract to a landscaping company to mow and trim the approximate 25 acres of turf throughout the growing season. The Village performs this work without reimbursement from IDOT, in an effort to improve the aesthetics of the corridor.

In 2012, staff explored a reimbursement mowing arrangement with DuPage County to maintain the turf areas upon the 75th Street right-of-way from Kingery Highway to Sheridan Drive. At the time, the Village had received several complaints from residents and businesses regarding the quality of mowing performed in that area. The thought was that the Village could add this area onto our existing Kingery Highway mowing contract and again, improve the aesthetics of the area. The County responded that a mowing contract was already in place, which did not expire until after the 2013 mowing season. However, the county advised that after the contract expires they would be willing to consider entering into a new agreement with Willowbrook, since the property in question was within Willowbrook's corporate limits.

REQUEST FOR FEEDBACK

Now that the previous contract has expired, DuPage County DOT has recently contacted the Village to gauge our interest in such a mowing arrangement. In addition, the county has requested that we also consider taking on the mowing and trimming of the sections of Plainfield Road, Madison Street, and 63rd Street within the Village corporate limits. In total, including the section of 75th Street, approximately 24 acres of turf areas. An Intergovernmental Agreement (draft attached) would include the Village arranging for the mowing of these areas throughout the turf growing season, and monetary reimbursement by DuPage County. Staff has already confirmed the accuracy of the county's acreage calculation, and is working with our current mowing contractor to determine prices and their ability to take on the additional areas.

STAFF RECOMMENDATION

Staff is seeking the Committee's authorization to continue our feasibility analysis on this project. If it is determined that such an arrangement is viable, we will work with the Village Attorney on the format of the IGA, which will ultimately be brought before the Village Board for consideration.

Village of Willowbrook Mowing Agreement

Roads Limits and Acreage Covered

AgreeParty	Id	CofHwy	HwyName	From	To	StnFrom	StnTo	Street Side	AREA
Village of Willowbrook	38001	38	63rd Street	IL 83	Madison Street	103000	105350	North	0.809
Village of Willowbrook	38002	38	63rd Street	IL 83	Madison Street	102600	105300	South	0.907
Village of Willowbrook	38003	38	63rd Street	IL 83	550 ft East of IL 83	102550	103050	Median	0.195
Village of Willowbrook	38004	38	63rd Street	Western Ave	IL 83	98200	102300	South	1.079
Village of Willowbrook	38005	38	63rd Street	Western Ave	IL 83	98100	102250	North	1.418
			63rd Street Total						4.408
Village of Willowbrook	33001	33	75th Street	W of Sheridan Dr	IL 83	102550	106450	North	2.608
Village of Willowbrook	33002	33	75th Street	W of Sheridan Dr	IL 83	102550	106450	South	3.497
Village of Willowbrook	33003	33	75th Street	W of Sheridan Dr	IL 83	102550	106450	Median	2.402
			75th Street Total						8.507
Village of Willowbrook	8003	8	Madison Street	Plainfield Road	Joliet Rd	99050	104800	West	1.881
Village of Willowbrook	8004	8	Madison Street	Plainfield Road	Joliet Rd	99050	104720	East	2.023
Village of Willowbrook	8001	8	Madison Street	63rd Street	Plainfield Road	96350	98950	West	1.728
Village of Willowbrook	8002	8	Madison Street	63rd Street	Plainfield Road	95300	98900	East	1.805
			Madison Street Total						7.438
Village of Willowbrook	31002	31	Plainfield Road	IL 83	Garfield Ave	100660	106400	South	1.585
Village of Willowbrook	31001	31	Plainfield Road	IL 83	Garfield Ave	100660	106400	North	1.644
			Plainfield Road Total						3.230
			Grand Total						23.582

RECEIVED
FEB 25 2014
 VILLAGE OF
 WILLOWBROOK



DRAFT
INTERGOVERNMENTAL AGREEMENT
BETWEEN THE COUNTY OF DU PAGE AND
THE VILLAGE OF WILLOWBROOK
FOR MOWING ALONG COUNTY ROADS AND RIGHTS OF WAY

This intergovernmental agreement (hereinafter referred to as "Agreement"), entered into as hereinafter set forth, by and between the County of DuPage, a body corporate and politic of the State of Illinois (hereinafter referred to as the "COUNTY") and the Village of Willowbrook (hereinafter referred to as the "VILLAGE"), a municipal corporation. The COUNTY and the VILLAGE are hereinafter individually referred to as a "party" or together as the "parties."

WITNESSETH

WHEREAS, the COUNTY and the VILLAGE are authorized by the 1970 Illinois Constitution, Article VII, Para. 10 and the Intergovernmental Cooperation Act 5 ILCS 220/1 et seq., to contract with each other; and

WHEREAS, the VILLAGE agrees to mow grass along certain roads and rights of way which are within the maintenance jurisdiction of the COUNTY and within the corporate limits of the VILLAGE as follows (hereinafter referred to as "COUNTY MOWING"):

COUNTY MOWING:

<u>Route Number</u>	<u>Highway Name</u>	<u>Location</u>
38	63rd	
8	Madison St.	
31	Plainfield Road	
33	75 th Street	north and south right-of-way (including median) from one lot west of Sheridan Road to IL 83

; and

WHEREAS, the COUNTY and the VILLAGE have determined that it is in the best interest of the citizens of DuPage County and the residents of the Village of Willowbrook for the VILLAGE to provide mowing along the above listed County Highways subject to the following GENERAL CONDITIONS AND SPECIFICATIONS:

GENERAL CONDITIONS

1. The VILLAGE shall visit the site of the proposed work, and shall investigate, examine and familiarize itself with the premises and conditions relating to the mowing to be done in order that it may understand the difficulties and restrictions required to complete the mowing to be done under this Agreement.
2. The VILLAGE shall furnish all labor, materials, equipment and transportation necessary to complete five (5) mowing cycles and up to two (2) intermediate mowing(s) as necessary per year for three (3) years under the terms and conditions herein set forth. All materials and equipment shall be in strict compliance with the specifications hereinafter set forth; however, if no specifications are set forth for particular materials or equipment such material or equipment shall be of such specifications as are reasonably necessary and appropriate to carry out the terms and conditions of this Agreement. All labor and transportation shall be performed in accordance with the highest professional and technical standards in the field.
3. At the sole option of the COUNTY, the VILLAGE shall furnish all labor, materials, equipment and transportation necessary to complete additional mowing cycles, on any portion or portions of said COUNTY MOWING, under the terms and conditions herein set forth. The COUNTY shall give written notice to the VILLAGE of the portion or portions of roads and rights of way to be mowed not less than seven (7) days prior to the required starting date.
4. The safety of persons and property of the VILLAGE, the COUNTY, and the general public is of primary concern, and shall take priority over all other terms and conditions of this Agreement.
5. All equipment and materials furnished by the VILLAGE shall meet or exceed all safety standards for mowing prescribed by O.S.H.A. The VILLAGE agrees, covenants, and understands that the VILLAGE bears sole liability for any injury or damage caused by the VILLAGE under this Agreement and that the COUNTY shall not accept any liability whatsoever from the VILLAGE except where any injury or damage is caused by the COUNTY.
6. The VILLAGE shall, at all times, fully indemnify, hold harmless and defend the COUNTY, County Officers, agents, employees and board members from any and all claims and demands, actions and causes of action of any character whatsoever, made by any person or party on account of negligent or malicious acts of the VILLAGE, their contractors or persons otherwise associated with the VILLAGE growing out of the performance of the terms and conditions of this Agreement.
7. At all times during the period of this Agreement, the VILLAGE and, if applicable, their contractor shall maintain the

following insurance coverage(s), or be self-insured to cover the following:

- (a) **Worker's Compensation Insurance** in the statutory amounts.
- (b) **Employer's Liability Insurance** in an amount not less than one million dollars (\$1,000,000.00) each accident/injury and one million dollars (\$1,000,000.00) each employee/disease.
- (c) **Commercial (Comprehensive) General Liability Insurance** with a limit of not less than three million dollars (\$3,000,000) total; including limits of not less than two million (\$2,000,000) dollars per occurrence and one million (\$1,000,000) dollars excess liability in the annual aggregate injury/property damage.
- (d) **Commercial (Comprehensive) Automobile Liability Insurance** with minimum limits of at least one million (\$1,000,000) dollars Combined Single Limit (Each Accident).
- (e) The coverage limits required under subparagraphs (c) and (d) above may be satisfied through a combination of primary and excess coverage. The VILLAGE shall not allow any contractor to commence work until all the insurance coverage(s) required under this insurance section have been obtained. Satisfactory evidence of contractor's insurance including endorsements shall be provided by the VILLAGE to the COUNTY immediately upon request. Additionally, the VILLAGE shall include in all of its contracts a statement expressly declaring the COUNTY to be a third-party beneficiary of the insurance requirements provided for in this insurance section.
- (f) It shall be the duty of the VILLAGE to provide to the COUNTY, copies of the VILLAGE's Certificates of Insurance, as well as all applicable coverage(s) and endorsements, before the work that is a part of this Agreement can proceed.
- (g) The insurance required to be purchased and maintained by the VILLAGE and if applicable, their contractor, shall be provided by an insurance company acceptable to the COUNTY, and licensed to do business in the State of Illinois; and shall include at least the specific coverage and be written for not less than the limits of the liability specified herein or required by law or regulation whichever is greater; and shall be so endorsed that the coverage afforded

will not be canceled or materially changed until at least sixty (60) days prior written notice has been given to the COUNTY except for cancellation due to non-payment of premium for which at least fifteen (15) days prior written notice (five days allowed for mailing time) has been given to the COUNTY. If the CONSULTANT is satisfying insurance required through a combination of primary and excess coverage, the CONSULTANT shall require that said excess/umbrella liability policy include in the "Who is Insured" pages of the excess/umbrella policy wording such as "Any other person or organization you have agreed in a written contract to provide additional insurance" or wording to that affect. The CONSULTANT shall provide a copy of said section of the excess/umbrella liability policy upon request by the COUNTY.

- (h) It is the duty of the VILLAGE to immediately notify the COUNTY if any insurance required under this Agreement has been cancelled, materially changed, or renewal has been refused, and the VILLAGE shall immediately suspend all work in progress and take the necessary steps to purchase, maintain and provide the required insurance coverage. If a suspension of work should occur due to insurance requirements, upon verification by the COUNTY of the required insurance coverage, the COUNTY shall notify the VILLAGE that the VILLAGE can proceed with the work that is a part of this Agreement. Failure to provide and maintain the required insurance coverage could result in the immediate cancellation of this Agreement, and the VILLAGE shall accept and bear all costs that may result from the cancellation of this Agreement due to the VILLAGE's or if applicable, their contractor's failure to provide and maintain the required insurance.

- (i) The VILLAGE's and if applicable, their contractor's insurance as required by paragraphs (c) and (d) above shall name the COUNTY, its officers, and employees as additional insured parties. The Certificate of Insurance/endorsements shall state: "The County of DuPage, its officers, and employees are named as additional insured(s) as defined in the Commercial (Comprehensive) General Liability Insurance and Commercial (Comprehensive) Automobile Liability Insurance policies with respect to claims arising from the VILLAGE's performance under this Agreement. The Endorsements must also be provided naming the County of DuPage c/o DuPage County Division of Transportation, 421 N. County Farm Road, Wheaton, IL 60187, as an additional insured. This additional

insured is to be on a primary and non-contributory basis."

- (j) If the VILLAGE will be using their own forces for the work covered in this Agreement, the VILLAGE shall inform the COUNTY in writing following execution of this Agreement. If, however, the VILLAGE will be hiring a contractor for the work covered in this Agreement, the VILLAGE shall inform the COUNTY in writing following execution of this Agreement and shall provide a copy of said contract to the COUNTY upon request.
8. The terms and conditions of this Agreement may be amended or supplemented by written statement of the parties to make such amendment or supplement. The parties agree that no oral change orders will be allowed and that no claim based upon any purported oral change order shall be made.
 9. The terms and conditions of this Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.
 10. All State and Federal Laws insofar as applicable to COUNTY contracts shall be hereby specifically made a part of this Agreement as set forth herein.
 11. This Agreement shall be governed by the laws of the State of Illinois. The forum for resolving any disputes concerning the parties' respective performance, or failure to perform, under this Agreement, shall be the judicial circuit court for DuPage County.
 12. In the event, any provisions of this Agreement is held to be unenforceable or invalid for any reason, the enforceability thereof shall not affect the remainder of the Agreement. The remainder of this Agreement shall be construed as if not containing the particular provision and shall continue in full force, effect, and enforceability, in accordance with its terms.
 13. This Agreement may be terminated at any time by submission to the other party of written thirty (30) days advance notice served by certified or registered mail, return receipt requested, properly addressed with postage prepaid and said notice shall be effective upon receipt as verified by the United States Postal Service, to the following addresses:

FOR THE VILLAGE:

Tim Halik
Village Administrator
Village of Willowbrook
7760 Quincy Street
Willowbrook, IL 60527

FOR THE COUNTY:

Christopher C. Snyder, P.E.
Director of Transportation/County Engineer
DuPage County Division of Transportation
421 N. County Farm Road
Wheaton, IL 60187

14. This Agreement shall remain in full force and effect after execution by the parties as set forth below until November 15, 2016, unless terminated by thirty (30) days written notice to the other party as referenced above.

SPECIFICATIONS

1. All grassy areas heretofore set out in COUNTY MOWING shall be mowed from the edge of shoulder or back of curb to the right of way line. Median and island areas are also included as part of this Agreement and shall be mowed back to back of curb.
2. Grass shall be mowed to the height of three (3) inches.
3. All mowing shall be performed in a manner to produce a finished appearance which is acceptable to the COUNTY. Such acceptability shall be based upon the reasonable application of professional standards in the mowing industry. The opinion of the DuPage County Division of Transportation Highway Operations Manager shall constitute prima facie evidence of a reasonable application of such professional standards.
4. Hand-cutting or cutting along fences and guardrails is included as part of the Agreement.
5. Hand-cutting around landscaping and other obstructions within the right of way shall be part of this contract. Grass cuttings shall not be allowed on roadways or curbs. Large grass clumps shall not remain on cut areas. Such cuttings or clumps shall be removed or blown clean.
6. Pick up of typical roadway trash (bottles, cans, paper, plastic bags, and miscellaneous small debris) will be the responsibility of the VILLAGE and shall be included in the cost of mowing. Any areas where materials are encountered that would not be classified as "typical roadway trash" should be referred to the DuPage County Highway Operations Manager for removal.
7. Damage caused by the VILLAGE to turf areas shall be repaired to the satisfaction of the DuPage County Highway Operations Manager prior to payment for the cycle in which damage occurred.

8. The VILLAGE shall protect all work sites with proper traffic control as specified in the current "Manual of Uniform Traffic Control Devices" and applicable standards as included in these special provisions, and appropriate at any particular site. The safety of employees and the public shall be of primary concern.
9. Roadways shall be kept open to traffic in both directions at all times. The loading and unloading of materials and/or equipment shall be done in a protected area completely off the traveled roadway. If it is necessary for a slow moving piece of equipment to travel for a short distance along the roadway, this piece of equipment shall be accompanied by a properly equipped escort vehicle during the entire time that it occupies any portion of the traveled roadway. The escort vehicle shall be equipped with an amber-colored, rotating-type warning light mounted on or above the cab of the escort vehicle. The escort vehicle shall also be equipped with two (2) amber colored flashing lights mounted to the rear of the escort vehicle at a minimum height of six (6) feet.
10. No equipment or material shall be stored on the pavement or shoulders at any time.
11. The starting date for each year's mowing cycle shall be no later than the following:

First Mowing - May 1
Second Mowing - June 1
Third Mowing - July 1
Fourth Mowing - August 1
Fifth Mowing - September 15
Two (2) intermediate mowings are to be completed as weather and grass conditions warrant.
12. The COUNTY shall pay the VILLAGE \$_____ within forty-five (45) days of receipt of invoice after the completion of each mowing cycle of _____ acres.
13. **The VILLAGE shall endeavor to submit a final invoice for all mowing no later than November 15th of each year for the term of this Agreement.**
14. Additions or deductions to the mowing acres may be required during the mowing season and will be done at the sole discretion of the COUNTY. Additions or deductions will be made to the payment due for a mowing cycle at a unit price of One Hundred Dollars per acre (\$100.00 per acre). The DuPage County Division of Transportation will notify the VILLAGE in writing, of any additions or deductions made in the mowing cycle acres.

WHEREAS, this Agreement may be executed in two or more counterparts, each of which shall be deemed an original and all of which shall be deemed one in the same instrument.

WHEREAS, this Agreement shall become effective on the day on which both parties hereto have executed this document.

IN WITNESS WHEREOF, the parties hereto have each caused this Agreement to be executed by their duly authorized officers and to be attested to and their corporate seals to be hereunder affixed.

COUNTY OF DU PAGE

Signed this _____ day of _____, 2014 at Wheaton, Illinois.

Daniel J. Cronin, Chairman
DuPage County Board

ATTEST:

Gary A. King, County Clerk

VILLAGE OF WILLOWBROOK

Signed this _____ day of _____, 2014, at Willowbrook, Illinois.

Frank Trilla, Mayor

ATTEST:

Leroy R. Hansen, Village Clerk

**MUNICIPAL SERVICES COMMITTEE MEETING
AGENDA ITEM SUMMARY SHEET**

AGENDA ITEM DESCRIPTION

**DISCUSSION – ANNUAL MAINTENANCE CONTRACTS:
VILLAGE HALL JANITORIAL SERVICES CONTRACT**

COMMITTEE REVIEW

- Finance/Administration
- Municipal Services
- Public Safety

Meeting Date:
March 10, 2014

- Discussion Only
- Approval of Staff Recommendation (for consideration by Village Board at a later date)
- Seeking Feedback
- Approval of Staff Recommendation (for immediate consideration by Village Board)
- Regular Report
- Report/documents requested by Committee

BACKGROUND

The Village's Janitorial Services contract includes the routine cleaning of the Village Hall building. This contract was put out to public bid in 2011. At that time, the low bid was received by Eco Clean Maintenance, Inc. and the contract was awarded to them. Eco Clean has provided the service to the Village since that time. The following is a history of the contract prices charged to the Village by Eco Clean:

CONTRACT TERM	VENDOR	CONTRACT PRICE	% CHANGE
FY 2011-2012	Eco Clean Maintenance, Inc.	\$17,388.00/yr. (\$1,449.00/mo.)	-
FY 2012-2013	Eco Clean Maintenance, Inc.	\$17,388.00/yr. (\$1,449.00/mo.)	0%
FY 2013-2014	Eco Clean Maintenance, Inc.	\$17,388.00/yr. (\$1,449.00/mo.)	0%

Staff is pleased with the services provided by Eco Clean. We have contacted them to discuss another contract extension. Eco Clean has offered a one-year contract with no increase in price. Therefore, the cost of the FY 2014/2015 season would remain \$17,388/year, or \$1,449/month.

STAFF RECOMMENDATION

Staff would recommend that the competitive bidding process for this particular maintenance contract be waived and a new one-year contract be offered to Eco Clean Maintenance with no increase in price. If the committee concurs, this item will be placed on a future Board agenda for consideration.



ECO CLEAN MAINTENANCE, INC.

March 3, 2014

Tim Halik
Village Administrator
Village of Willowbrook
7760 Quincy Street
Willowbrook, IL 60527



Re: Cleaning Services Contract Extension

Dear Mr. Tim Halik:

We are pleased to inform that Eco-Clean Maintenance, Inc. would be willing to extend the contract for an additional year at no additional increase in the contract price.

If you have any questions, please do not hesitate to contact our office.

Truly yours,

Eric Grabowski

**MUNICIPAL SERVICES COMMITTEE MEETING
AGENDA ITEM SUMMARY SHEET**

AGENDA ITEM DESCRIPTION

**DISCUSSION – ANNUAL MAINTENANCE CONTRACTS:
LANDSCAPE FERTILIZATION CONTRACT**

COMMITTEE REVIEW

- Finance/Administration
- Municipal Services
- Public Safety

Meeting Date:

March 10, 2014

- Discussion Only Approval of Staff Recommendation (for consideration by Village Board at a later date)
- Seeking Feedback Approval of Staff Recommendation (for immediate consideration by Village Board)
- Regular Report Report/documents requested by Committee

BACKGROUND

The Village's Landscape Maintenance Services contract includes turf fertilization and herbicide treatment of Village rights-of-ways, parks, and specified facilities (e.g., water tower sites, Village Hall, etc.). This contract was put out to public bid in April of 2013. At that time, the low bid was received by TruGreen LP and the contract was awarded to them. TruGreen LP has provided the service to the Village since that time.

CONTRACT TERM	VENDOR	CONTRACT PRICE	% CHANGE
FY 2013/14	TruGreen LP	\$19,970.00/yr.	-

Staff is pleased with the services provided by TruGreen LP. We have contacted them to discuss a contract extension. TruGreen LP has offered a one-year contract with no increase in price. Therefore, the cost of the FY 2014/2015 season would remain \$19,970.00 per year.

STAFF RECOMMENDATION

Staff would recommend that the competitive bidding process for this particular maintenance contract be waived and a new one-year contract be offered to TruGreen LP with no increase in price. If the committee concurs, this item will be placed on a future Board agenda for consideration.



Larry Belcher

219.406.3257



Customer Information

Bill To:

VILLAGE OF WILLOWBROOK

7760 QUINCY ST
WILLOWBROOK, IL 60527
USA

Service Location:

7760 QUINCY ST
WILLOWBROOK, IL 60527
USA

Detail of Charges

Service Location	Line Item Description	Round #	Total Price
VILLAGE OF WILLOWBROOK	Lawn Service	1	\$16,140.00
	Weather Permitting / As Needed		
	Subtotal		\$16,140.00
	Total Sales Tax Amount		\$0.00
	Grand Total		\$16,140.00



EST. 1960

Willowbrook

7760 Quincy Street
Willowbrook, IL 60527-5594

Phone: (630) 323-8215 Fax: (630) 323-0787 www.willowbrook.il.org

Mayor

Frank A. Trilla

Village Clerk

Leroy R. Hansen

Village Trustees

Dennis Baker

Sue Berglund

Umberto Davi

Terrence Kelly

Michael Mistele

Paul Oggerino

Village Administrator

Tim Halik

Chief of Police

Mark Shelton

MONTHLY REPORT
MUNICIPAL SERVICES DEPARTMENT
Permits issued for the month of January, 2014

Alarm System	2
Build Out	2
Demo	1
Drywall Repair	1
Hiring Trailer	1
Interior Demo	1
Minor Electric	1
Plan Review	3
Reoccupancy	2
Temporary Sign	1
TOTAL	15
Final Certificates of Occupancy	2
Temporary Certificates of Occupancy	1
Permit Revenue for January 2014	\$ 19,495.36
Total Revenue Collected for Fiscal Year To Date	\$ 192,394.94
Total Budgeted for Fiscal Year 2013/14	\$ 150,000.00
Total Percentage of Budgeted Revenue Collected to Date	128.26

Respectfully submitted,

Timothy Halik
Village Administrator

TH/jp



Proud Member of the
Illinois Route 66 Scenic Byway

MUNICIPAL SERVICES DEPARTMENT

PERMIT REVENUE

Fiscal Year 2013/14

MONTH	CURRENT FISCAL YEAR	PRIOR FISCAL YEAR
MAY	\$ 21,169.24	\$ 33,083.60
JUNE	\$ 19,335.70	\$ 30,569.43
JULY	\$ 48,123.47	\$ 11,471.85
AUGUST	\$ 17,977.86	\$ 14,433.22
SEPTEMBER	\$ 18,865.93	\$ 28,145.41
OCTOBER	\$ 12,371.02	\$ 6,068.00
NOVEMBER	\$ 26,381.46	\$ 8,590.80
DECEMBER	\$ 8,539.90	\$ 14,215.08
JANUARY	\$ 19,495.36	\$ 27,201.63
FEBRUARY		\$ 7,918.18
MARCH		\$ 19,167.39
APRIL		\$ 32,909.32
COLLECTED REVENUE	\$ 192,394.94	\$ 223,573.91
BUDGETED REVENUE	\$ 150,000.00	\$ 110,000.00
REVENUES COLLECTED-(OVER)/UNDER BUDGET	\$ (42,394.94)	\$ (123,573.91)
PERCENTAGE OF BUDGETED REVENUE COLLECTED	128.26	212.34

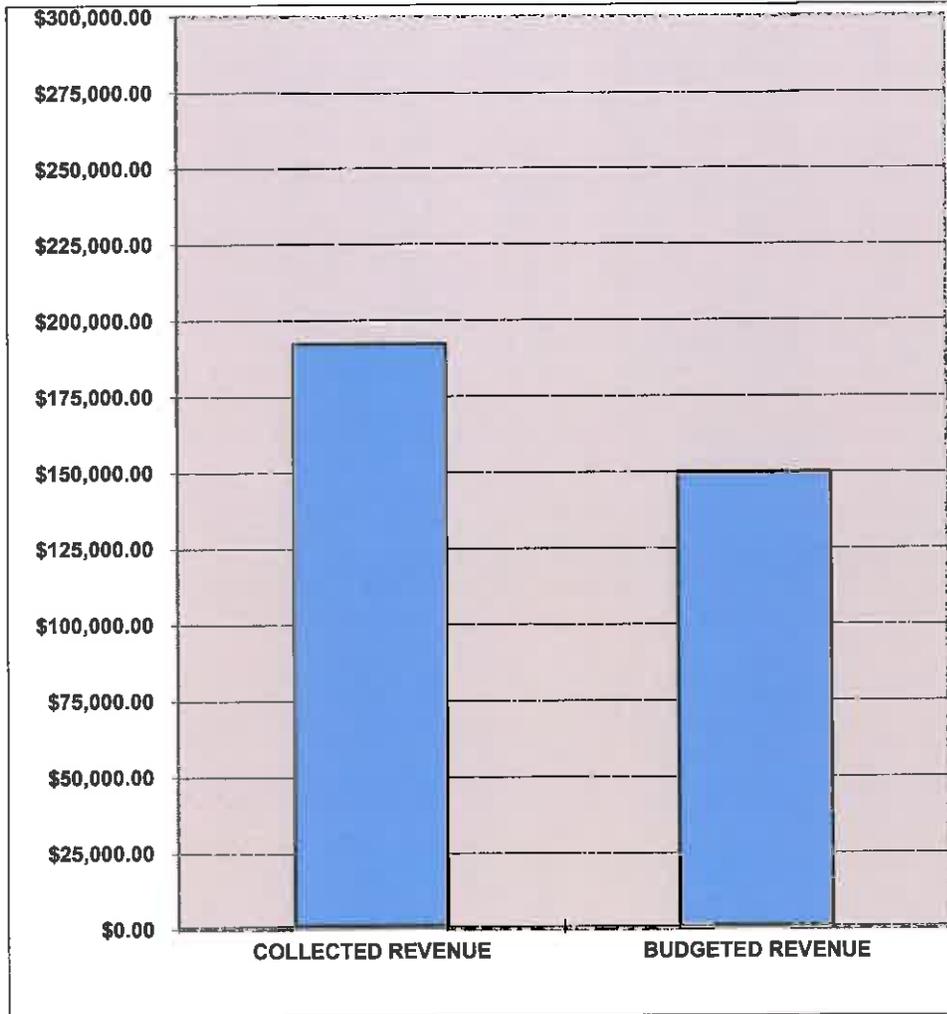
MUNICIPAL SERVICES DEPARTMENT

PERMIT REVENUE

	Fiscal Year 13/14	Fiscal Year 12/13
COLLECTED REVENUE	\$ 192,394.94	\$ 233,573.91
BUDGETED REVENUE	\$ 150,000.00	\$ 110,000.00

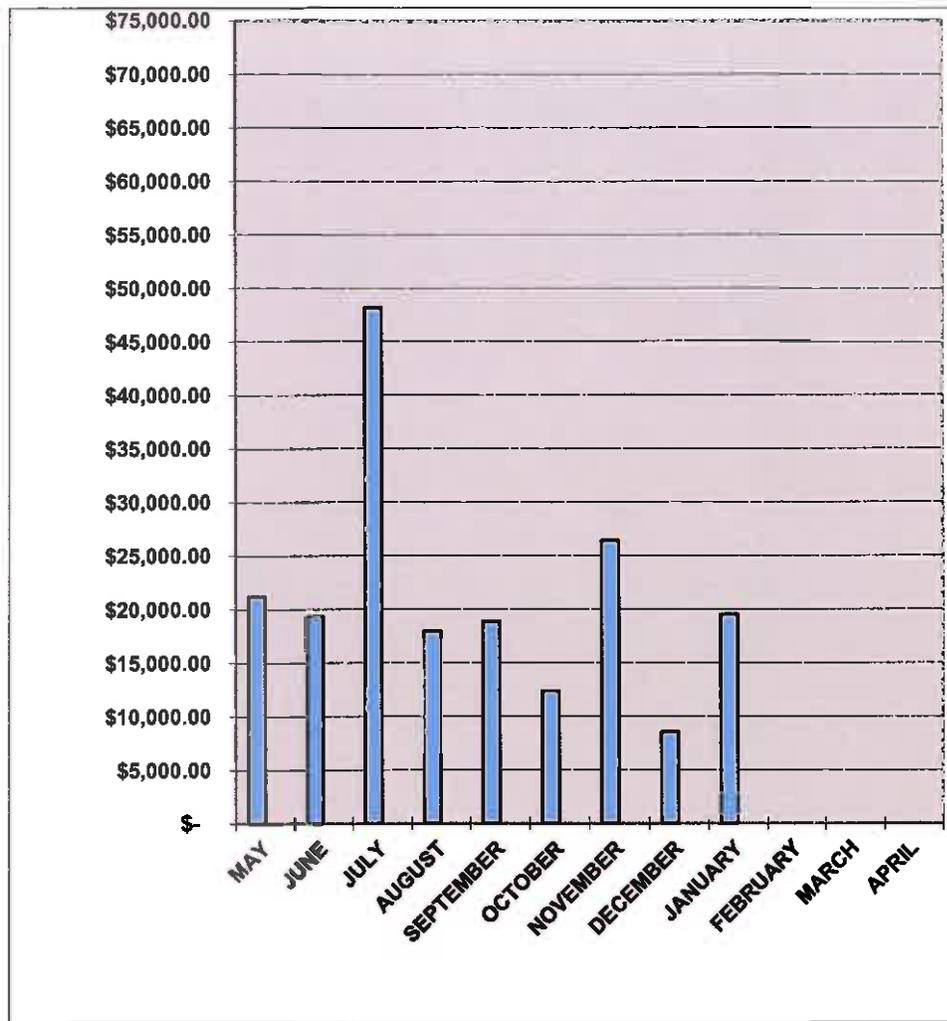
MUNICIPAL SERVICES DEPARTMENT

PERMIT REVENUE



MUNICIPAL SERVICES DEPARTMENT

PERMIT REVENUE



2012-13-14

Permit	Date Issued:	Name:	Address:	Permit Purpose:	Business Name:	Fee:	RES / COMM:	Date Released:	Date Permit Expires:	Valuation:
14-018	01/23/14	Michelle D'Aguiar	242 Lincoln Oaks Dr	Alarm system		\$ 50.00	R	01/23/14	01/23/15	
14-017	01/23/14	Daniela McMillen	7718 Brookbank	Alarm system		\$ 50.00	R	01/23/14	01/23/15	
14-006	01/14/14	Stats Sports Bar	7201 Kingery	Build out bar	Stats Sports Bar	\$ 4,703.46	C	01/23/14	01/23/15	
14-012	01/15/14	LaForce	7501 Quincy	Build-Out	LaForce	\$ 6,941.90	C	01/30/14	01/30/15	
14-013	01/14/14	Peter Michaels	840 Plainfield	Demo	K-Mart	\$ 50.00	C	01/14/14	01/14/15	
14-007	01/14/14	Denny's	7737 Kingery	Drywall Repair	Denny's	\$ 300.00	C	01/14/14	01/14/15	
14-009	01/15/14	Chick-Fil-A	7101 Kingery	Hiring trailer	Chick-Fil-A	\$ 100.00	C	01/15/14	01/15/15	
14-019	01/24/14	Ken Smallwood	327 75th Street	Interior Demo	Beyond the Stars	\$ 500.00	C	01/24/14	01/24/15	\$ 200,000.00
14-014	01/24/14	Midtronics	7133 Monroe Street	Minor Electric	Midtronics	\$ 100.00	C	01/24/14	01/24/15	
	01/06/14	Orange Theory Fit	894 75th Street	Plan Review	Orange Theory	\$ 2,000.00	C	01/06/14	01/06/15	\$ 511.00
	01/14/14	Beyond the Stars	327 75th Street	Plan Review	Beyond the Stars	\$ 2,000.00	C	01/14/14	01/14/15	
	01/27/14	JEK Willowbrook	20 W. 75th	Plan Review	Sleepy's	\$ 2,000.00	C	01/27/14	01/27/15	\$ 12,924.00
14-004	01/10/14	Wingren Plaza	870 75th Street	Reoccupancy	Orange Theory	\$ 200.00	C	01/10/14	01/10/15	\$ 95,000.00
14-022	01/29/14	Communication Tech	7101 Adams Street	Reoccupancy	Communication Tech	\$ 200.00	C	01/29/14	01/29/15	
14-002	01/10/14	Whole Foods	6300 Kingery	Temporary Sign	Whole Foods	\$ 200.00	C	01/10/14	01/10/15	

VILLAGE OF WILLOWBROOK

REVENUE REPORT FOR JANUARY, 2014

ACCT. NO.	DESCRIPTION	RECEIVED THIS MONTH	RECEIVED THIS YEAR	BUDGET AMOUNT	PERCENT COLLECTED	BUDGET REMAINING
<u>GENERAL CORPORATE FUND</u>						
<u>Operating Revenue</u>						
<u>Property Taxes</u>						
01-310-101	PROPERTY TAX LEVY-SRA	326.66	68,116.25	67,908.00	100.31	-208.25
01-310-102	PROPERTY TAX LEVY-RD & BRIDGE	606.32	98,911.22	93,000.00	106.36	-5,911.22
01-310-103	PRIOR YEAR TAX COLL	0.00	0.00	0.00	0.00	0.00
*TOTAL	Property Taxes	932.98	167,027.47	160,908.00	103.80	-6,119.47
<u>Other Taxes</u>						
01-310-201	MUNICIPAL SALES TAX	270,179.01	2,714,235.37	3,447,000.00	78.74	732,764.63
01-310-202	ILLINOIS INCOME TAX	53,084.01	621,671.30	725,760.00	85.66	104,088.70
01-310-203	AMUSEMENT TAX	4,859.29	50,669.68	31,000.00	163.45	-19,669.68
01-310-204	REPLACEMENT TAX	250.98	1,120.41	1,188.00	94.31	67.59
01-310-205	UTILITY TAX	12,913.55	712,738.89	1,160,000.00	61.44	447,261.11
01-310-207	TELECOMMUNICATION LEASE	0.00	32,743.11	32,743.00	100.00	-0.11
01-310-208	PLACES OF EATING TAX	40,095.99	359,499.17	450,000.00	79.89	90,500.83
01-310-209	WATER TAX	8,487.18	101,381.16	144,947.00	69.94	43,565.84
01-310-210	WATER TAX - CLARENDON WATER CO	272.73	861.10	750.00	114.81	-111.10
*TOTAL	Other Taxes	390,142.74	4,594,920.19	5,993,388.00	76.67	1,398,467.81
<u>Licenses</u>						
01-310-301	VEHICLE LICENSES	0.00	0.00	0.00	0.00	0.00
01-310-302	LIQUOR LICENSES	7,500.00	60,250.00	51,500.00	116.99	-8,750.00
01-310-303	BUSINESS LICENSES	5,960.34	72,973.08	40,770.00	178.99	-32,203.08
01-310-305	VENDING MACHINE	325.00	1,940.00	2,000.00	97.00	60.00
01-310-306	SCAVENGER LICENSES	0.00	6,000.00	1,000.00	600.00	-5,000.00
*TOTAL	Licenses	13,785.34	141,163.08	95,270.00	148.17	-45,893.08
<u>Permits</u>						
01-310-401	BUILDING PERMITS	19,495.36	192,394.94	150,000.00	128.26	-42,394.94
01-310-402	SIGN PERMITS	4,869.88	7,223.82	4,000.00	180.60	-3,223.82
01-310-403	OTHER PERMITS	30.00	242.00	400.00	60.50	158.00
01-310-404	COUNTY BMP FEE	0.00	0.00	0.00	0.00	0.00
*TOTAL	Permits	24,395.24	199,860.76	154,400.00	129.44	-45,460.76
<u>Fines</u>						
01-310-501	CIRCUIT COURT FINES	7,989.30	92,335.76	120,000.00	76.95	27,664.24
01-310-502	TRAFFIC FINES	1,387.67	20,649.32	25,000.00	82.60	4,350.68
01-310-503	RED LIGHT FINES	4,400.00	574,310.00	540,000.00	106.35	-34,310.00
*TOTAL	Fines	13,776.97	687,295.08	685,000.00	100.34	-2,295.08



EST. 1960

Willowbrook

7760 Quincy Street
Willowbrook, IL 60527-5594

Phone: (630) 323-8215 Fax: (630) 323-0787 www.willowbrook.il.org

Mayor

Frank A. Trilla

Village Clerk

Leroy R. Hansen

Village Trustees

Dennis Baker

Sue Berglund

Umberto Davi

Terrence Kelly

Michael Mistele

Paul Oggerino

Village Administrator

Tim Halik

Chief of Police

Mark Shelton

MONTHLY REPORT
MUNICIPAL SERVICES DEPARTMENT
Permits issued for the month of February, 2014

Buildout	1
Door Replacement	1
Elevator Upgrade	3
Emergency Repairs	1
Interior Demo	2
Light Base	1
Minor Remodel	1
Reoccupancy	2
SFR	1
Tenant Buildout	2
Water Heater	1
Window Replacement	1
TOTAL	17
Final Certificates of Occupancy	2
Temporary Certificates of Occupancy	1
Permit Revenue for February, 2014	20,254.23
Total Revenue Collected for Fiscal Year To Date	212,649.17
Total Budgeted for Fiscal Year 2013/14	150,000.00
Total Percentage of Budgeted Revenue Collected to Date	141.77

Respectfully submitted,

Timothy Halik
Village Administrator



Proud Member of the
Illinois Route 66 Scenic Byway

MUNICIPAL SERVICES DEPARTMENT

PERMIT REVENUE

Fiscal Year 2013/14

MONTH	CURRENT FISCAL YEAR	PRIOR FISCAL YEAR
MAY	\$ 21,169.24	\$ 33,083.60
JUNE	\$ 19,335.70	\$ 30,569.43
JULY	\$ 48,123.47	\$ 11,471.85
AUGUST	\$ 17,977.86	\$ 14,433.22
SEPTEMBER	\$ 18,865.93	\$ 28,145.41
OCTOBER	\$ 12,371.02	\$ 6,068.00
NOVEMBER	\$ 26,381.46	\$ 8,590.80
DECEMBER	\$ 8,539.90	\$ 14,215.08
JANUARY	\$ 19,495.36	\$ 27,201.63
FEBRUARY	\$ 20,254.23	\$ 7,918.18
MARCH		\$ 19,167.39
APRIL		\$ 32,909.32
COLLECTED REVENUE	\$ 212,649.17	\$ 223,573.91
BUDGETED REVENUE	\$ 150,000.00	\$ 110,000.00
REVENUES COLLECTED-(OVER)/UNDER BUDGET	\$ (62,649.17)	\$ (123,573.91)
PERCENTAGE OF BUDGETED REVENUE COLLECTED	141.77	212.34

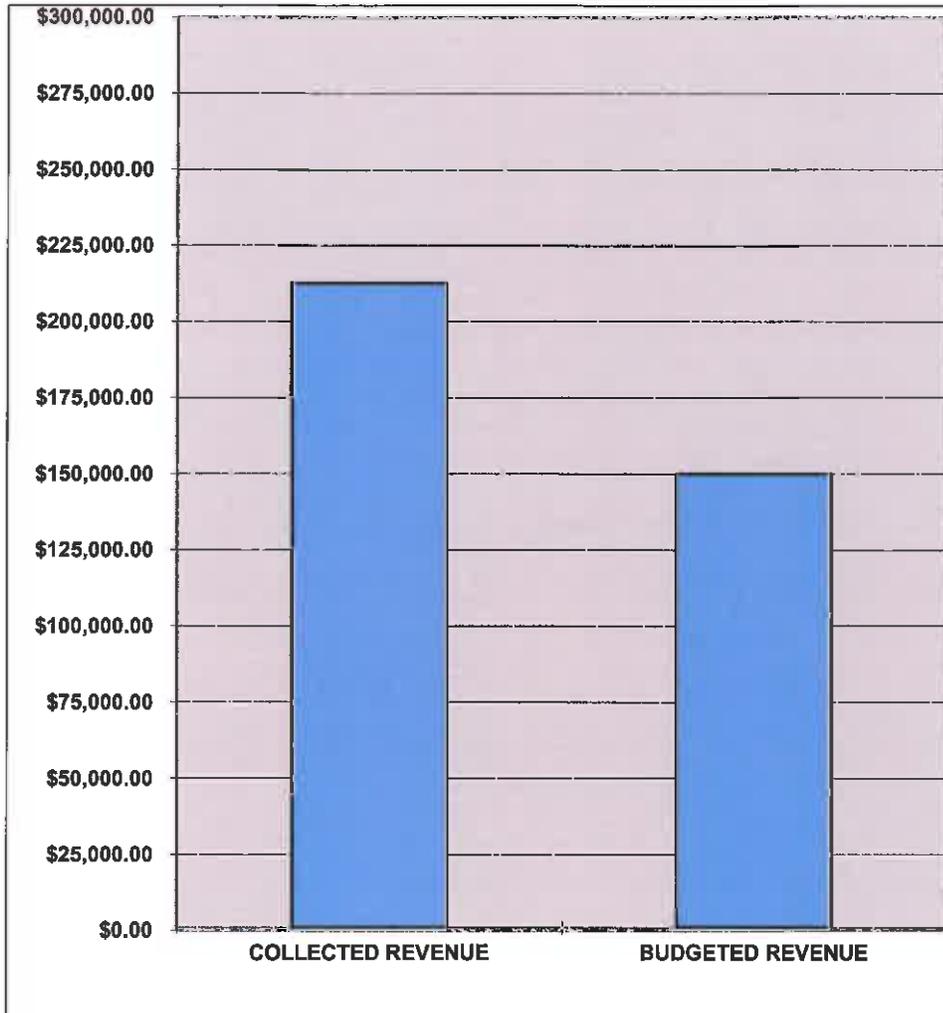
MUNICIPAL SERVICES DEPARTMENT

PERMIT REVENUE

	Fiscal Year 13/14	Fiscal Year 12/13
COLLECTED REVENUE	\$ 212,649.17	\$ 233,573.91
BUDGETED REVENUE	\$ 150,000.00	\$ 110,000.00

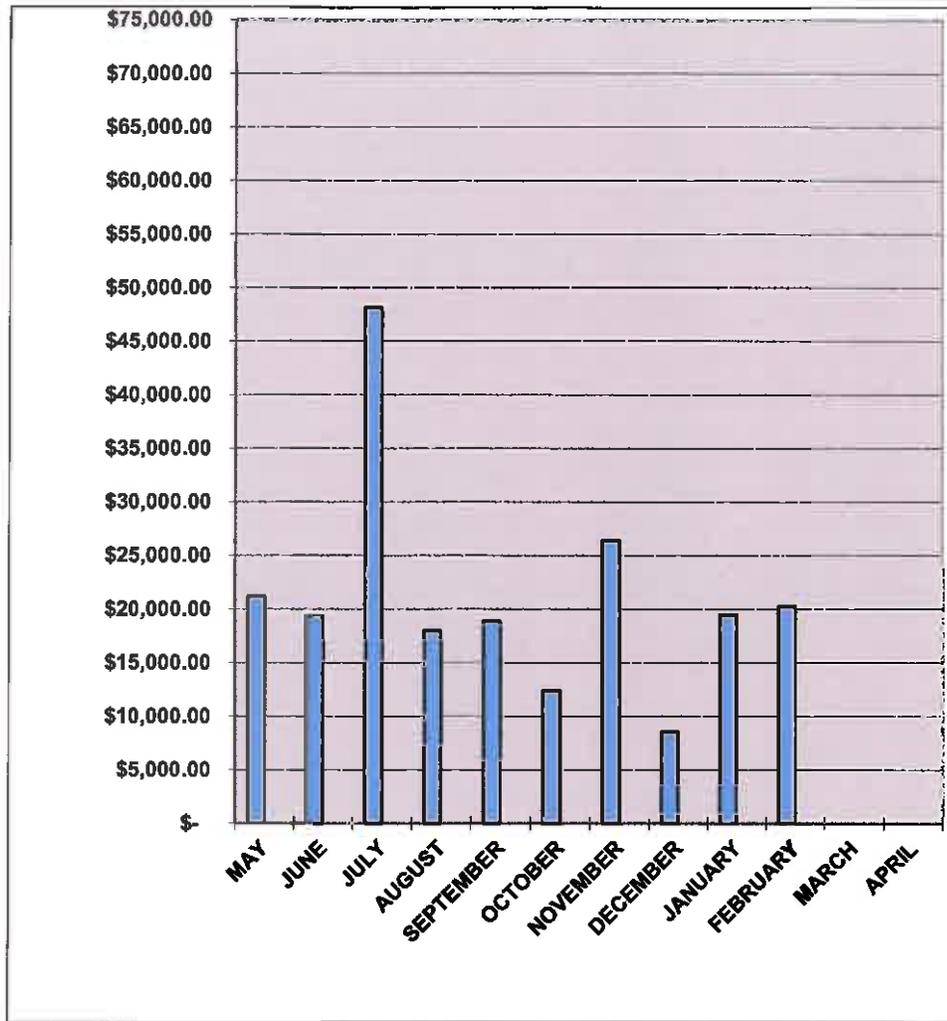
MUNICIPAL SERVICES DEPARTMENT

PERMIT REVENUE



MUNICIPAL SERVICES DEPARTMENT

PERMIT REVENUE



2012-13-14

Permit	Date Issued:	Name:	Address:	Permit Purpose:	Business Name:	Fee:	RES / COMM:	Date Released:
14-028	02/14/14	John Koliopoulos	20 W. 75th Street	Build out	Sleepy's	\$ 2,317.55	C	02/14/14
14-037	02/24/14	John Wegner	321 60th Court	Door Replacement		\$ 75.00	R	02/24/14
14-032	02/24/14	The Lawns	6401 Clarendon Hills Rd	Elevator Upgrade		\$ 275.00	R	02/24/14
14-030	02/25/14	Lake Hinsdale	601 Lake Hinsdale	Elevator Upgrade		\$ 450.00	R	02/25/14
14-026	02/25/14	Hinsdale Bank & Trust	6262 Kingery	Elevator Upgrade	Community Bank	\$ 275.00	C	02/25/14
14-031	02/14/14	Helen Brassil	7285 Willow Way	Emergency Repairs		\$ 175.00	R	02/14/14
14-013	02/28/14	Peter Drimonas	840 Plainfield	Interior Demo	Pete's Fresh Market	\$ 50.00	C	02/28/14
14-025	02/28/14	Peter Drimonas	840 Plainfield	Interior Demo	Pete's Fresh Market	\$ 500.00	C	02/28/14
14-034	02/18/14	Shell Oil	7505 Kingery	Light Base	Shell Oil	\$ 200.00	C	02/18/14
14-036	02/19/14	Sports Clips	7185 Kingery Highway	Minor Remodel	Sports Clips	\$ 400.00	C	02/19/14
14-029	02/10/14	Aflex Labels	657 Executive Drive	Reoccupancy	Aflex label	\$ 300.00	C	02/19/14
14-039	02/25/14	Willowbrook Office Pl.	621 Plainfield Road	Reoccupancy	Safeway Auto	\$ 200.00	C	02/25/14
14-035	02/25/14	Larry Tarman	6460 Clarendon Hills Rd	SFR		\$ 10,447.14	R	02/25/14
14-033	02/18/14	Elizabeth Bender	327 75th Street	Tenant Build-Out	Beyond the Stars	\$ 2,125.50	C	02/18/14
14-041	02/25/14	Roxanne Gardner	888/894 75th Street	Tenant Build-Out	Orange Theory	\$ 2,336.50	C	02/25/14
14-038	02/24/14	Jennifer Meeker	7604 Appletree Lane	Water Heater		\$ 50.00	R	02/24/14
14-027	02/13/14	Joe Centeno	7501 Brookbank	Window Replacement		\$ 75.00	R	02/13/14

VILLAGE OF WILLOWBROOK

PRCT. OF YR: 83.33

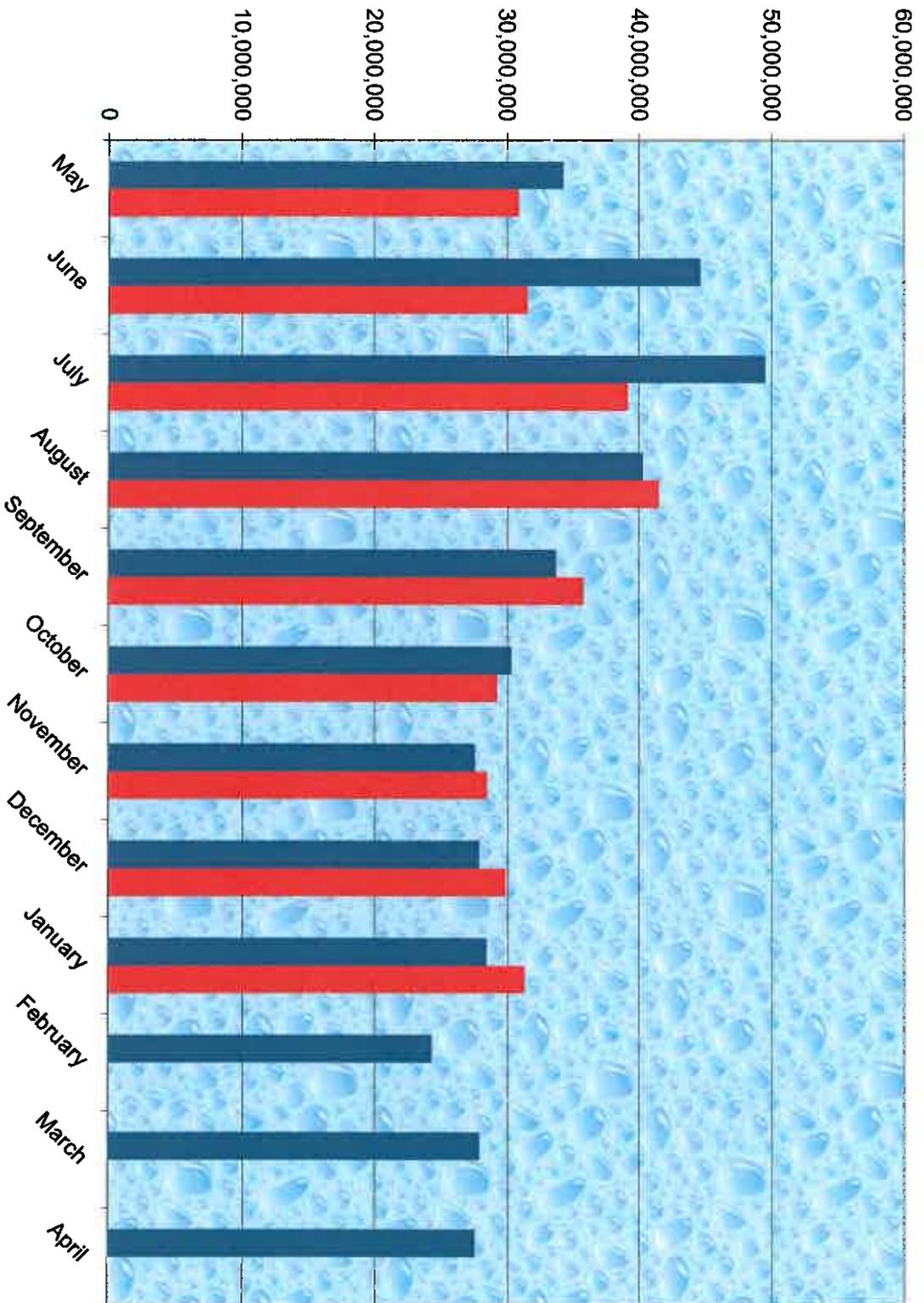
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REVENUE REPORT FOR FEBRUARY, 2014

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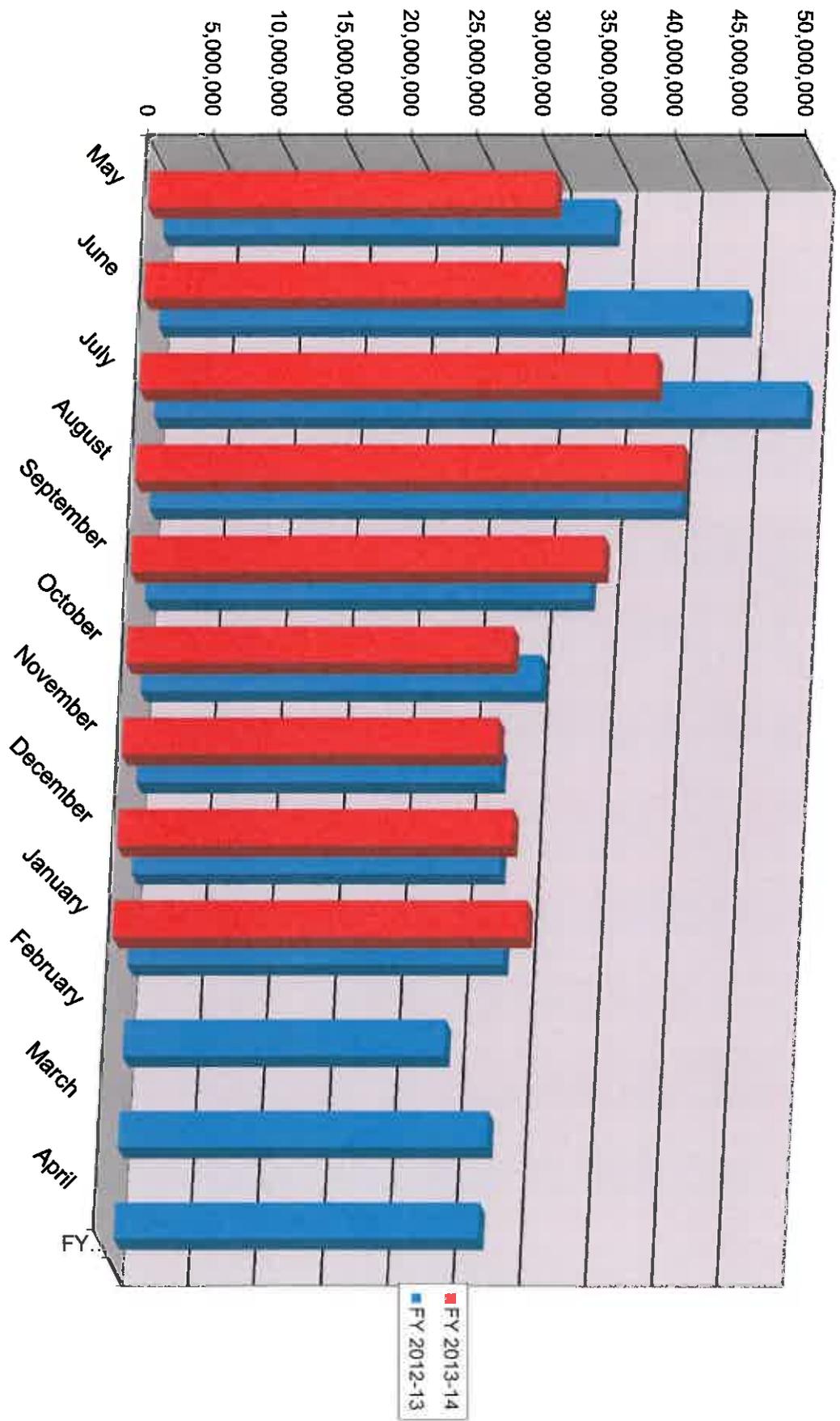
ACCT. NO.	DESCRIPTION	RECEIVED THIS MONTH	RECEIVED THIS YEAR	BUDGET AMOUNT	PERCENT COLLECTED	BUDGET REMAINING
<u>GENERAL CORPORATE FUND</u>						
<u>Operating Revenue</u>						
<u>Property Taxes</u>						
01-310-101	PROPERTY TAX LEVY-SRA	0.07	68,116.32	67,908.00	100.31	-208.32
01-310-102	PROPERTY TAX LEVY-RD & BRIDGE	0.11	98,911.33	93,000.00	106.36	-5,911.33
01-310-103	PRIOR YEAR TAX COLL	0.00	0.00	0.00	0.00	0.00
*TOTAL	Property Taxes	0.18	167,027.65	160,908.00	103.80	-6,119.65
<u>Other Taxes</u>						
01-310-201	MUNICIPAL SALES TAX	295,860.43	3,023,080.49	3,447,000.00	87.70	423,919.51
01-310-202	ILLINOIS INCOME TAX	0.00	664,042.24	725,760.00	91.50	61,717.76
01-310-203	AMUSEMENT TAX	10,112.86	60,782.54	31,000.00	196.07	-29,782.54
01-310-204	REPLACEMENT TAX	0.00	1,120.41	1,188.00	94.31	67.59
01-310-205	UTILITY TAX	84,379.30	881,020.58	1,160,000.00	75.95	278,979.42
01-310-207	TELECOMMUNICATION LEASE	0.00	32,743.11	32,743.00	100.00	-0.11
01-310-208	PLACES OF EATING TAX	33,451.89	392,951.06	450,000.00	87.32	57,048.94
01-310-209	WATER TAX	11,736.21	113,114.45	144,947.00	78.04	31,832.55
01-310-210	WATER TAX - CLARENDON WATER CO	0.00	861.10	750.00	114.81	-111.10
*TOTAL	Other Taxes	435,540.69	5,169,715.98	5,993,388.00	86.26	823,672.02
<u>Licenses</u>						
01-310-301	VEHICLE LICENSES	0.00	0.00	0.00	0.00	0.00
01-310-302	LIQUOR LICENSES	0.00	60,250.00	51,500.00	116.99	-8,750.00
01-310-303	BUSINESS LICENSES	2,800.76	75,173.84	40,770.00	184.39	-34,403.84
01-310-305	VENDING MACHINE	100.00	2,640.00	2,000.00	132.00	-640.00
01-310-306	SCAVENGER LICENSES	0.00	6,000.00	1,000.00	600.00	-5,000.00
*TOTAL	Licenses	2,900.76	144,063.84	95,270.00	151.22	-48,793.84
<u>Permits</u>						
01-310-401	BUILDING PERMITS	20,254.23	212,649.17	150,000.00	141.77	-62,649.17
01-310-402	SIGN PERMITS	223.50	7,447.32	4,000.00	186.18	-3,447.32
01-310-403	OTHER PERMITS	0.00	242.00	400.00	60.50	158.00
01-310-404	COUNTY BMP FEE	0.00	0.00	0.00	0.00	0.00
*TOTAL	Permits	20,477.73	220,338.49	154,400.00	142.71	-65,938.49
<u>Fines</u>						
01-310-501	CIRCUIT COURT FINES	7,244.68	99,580.44	120,000.00	82.98	20,419.56
01-310-502	TRAFFIC FINES	2,208.33	22,857.65	25,000.00	91.43	2,142.35
01-310-503	RED LIGHT FINES	48,845.00	689,680.02	540,000.00	127.72	-149,680.02
*TOTAL	Fines	58,298.01	812,118.11	685,000.00	118.56	-127,118.11

Village of Willowbrook Pumpage Report



■ FY 2012/13
■ FY 2013-14

Monthly Pumpage Chart



VILLAGE OF WILLOWBROOK - PUMPAGE REPORT
TOTAL GALLONS PUMPED
FY 2002/03 - FY 2013/14

Month	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
May	32,267,000	33,518,000	35,018,000	35,919,000	35,162,000	36,696,000	33,890,000	31,322,000	31,715,000	30,725,000	34,220,000	30,860,000
June	38,911,000	38,691,000	35,447,000	48,511,000	42,471,000	43,700,000	33,817,000	32,087,000	31,799,000	32,620,000	44,635,000	31,512,000
July	52,100,000	39,116,000	41,248,000	52,479,000	43,279,000	44,574,000	41,463,000	36,819,000	38,513,000	41,371,000	49,498,000	39,106,000
August	44,167,000	40,433,000	41,059,000	47,861,000	41,114,000	38,778,000	43,017,000	38,516,000	38,745,000	35,639,000	40,272,000	41,448,000
September	40,838,000	36,275,000	39,658,000	43,906,000	32,998,000	42,013,000	33,418,000	34,331,000	33,992,000	32,273,000	33,657,000	35,737,000
October	33,128,000	31,667,000	33,765,000	35,009,000	31,937,000	34,612,000	30,203,000	28,919,000	33,789,000	29,892,000	30,283,000	29,226,000
November	28,560,000	28,260,000	30,106,000	29,515,000	29,153,000	29,847,000	28,054,000	26,857,000	28,125,000	27,138,000	27,535,000	28,446,000
December	30,503,000	29,133,000	32,786,000	31,086,000	30,102,000	31,435,000	29,568,000	28,931,000	29,257,000	28,643,000	27,863,000	29,847,000
January	30,343,000	29,602,000	31,223,000	29,411,000	30,340,000	32,444,000	29,383,000	28,123,000	28,401,000	28,846,000	28,427,000	31,265,000
February	27,216,000	28,755,000	26,768,000	27,510,000	29,078,000	29,470,000	26,629,000	25,005,000	24,988,000	26,635,000	24,308,000	
March	29,488,000	30,315,000	30,025,000	29,905,000	30,362,000	31,094,000	28,408,000	27,945,000	27,909,000	28,911,000	27,862,000	
April	29,845,000	29,350,000	29,478,000	30,452,000	29,468,000	30,239,000	27,193,000	27,793,000	27,145,000	34,220,000	27,514,000	
TOTAL	417,366,000	395,115,000	406,581,000	441,564,000	405,464,000	424,902,000	385,043,000	366,648,000	374,378,000	376,913,000	396,074,000	297,447,000

YEAR TO DATE LAST YEAR (gallons):	316,390,000
YEAR TO DATE THIS YEAR (gallons):	<u>297,447,000</u>
DIFFERENCE (gallons):	-18,943,000
PERCENTAGE DIFFERENCE (+/-):	-5.99%
FY13/14 PUMPAGE PROJECTION (gallons):	395,000,000
FY13/14 GALLONS PUMPED TO DATE:	<u>297,447,000</u>
CURRENT PERCENTAGE PUMPED COMPARED TO PROJECTION	75.30%

All table figures are in millions of gallons sold on a monthly basis per fiscal year.