




TRANSFORT
250 N. Mason St.,
PO Box 580
Fort Collins, CO 80522-0580

MEMORANDUM

Date: September 9, 2022

To: Mayor and City Councilmembers^{DS}

Thru: Kelly DiMartino, City Manager 

Tyler Marr, Interim Deputy City Manager 

Caryn Champine, Director of Planning, Development and Transportation 

From: Drew Brooks, Transfort & Parking Services Director 

Re: September 6, 2022 Work Session Summary: Transfort Advertising Discussion

The purpose of this work session was to provide an update in creating a new Transfort advertising policy before issuing a Request for Proposals (RFP) for a new advertising agreement. Staff provided historical context regarding past and current agreements, updates and changes to the proposed policy, revenue and expense impacts, and three possible options.

Feedback

Overall:

Councilmembers expressed support and additional information regarding discontinuing commercial advertising on Transfort buses, benches and shelters, and transitioning those displays to either public art or “government speech” only.

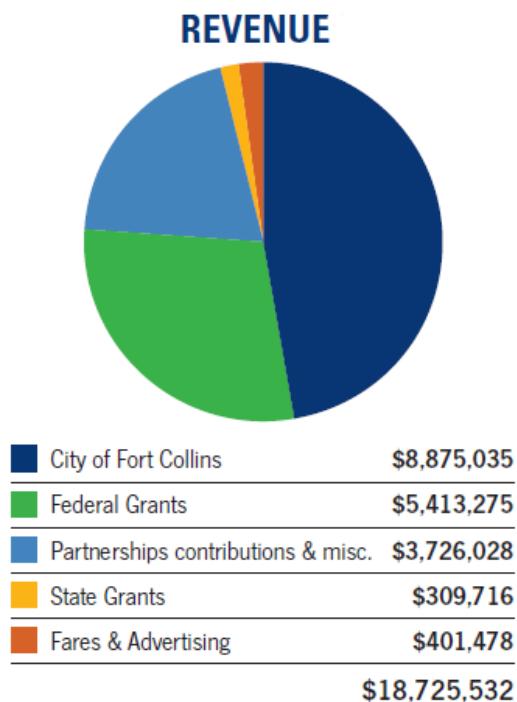
Specific Feedback:

- Dialogue and majority support for transition to option 3, which would discontinue commercial advertising and use our advertising capacity for the purpose of “government speech” and possibly public art to better align with City values.
- Emphasis and support for restricting advertising size on benches.
- Concern in eliminating or reducing this revenue stream considering current bus operator staffing challenges and climate action goals which are dependent on travel mode shift.

Comments and Clarifications:

- Councilmembers expressed interest in learning and exploring more about what advertising mediums other City departments use and if those efforts could be directed more towards Transfort advertising space in lieu of commercial advertising.
- Councilmembers expressed a goal to make “Transfort whole” regarding the loss of commercial advertising revenue and directed staff to explore solutions as part of adapting this program and during the budget process.

- There was discussion regarding the revenue received for advertising in comparison to other revenue sources. For clarification, the pie chart below provides a high-level overview of funding sources used for operations in the 2021 budget. Note: this graph does not show revenues from any source for capital projects.



Next Steps

- Staff will continue revenue and expenses analysis and discussions, and provide options in the upcoming budget process, or separate appropriation.
- Staff will develop a new Transfort Advertising Policy to reflect the shift from commercial to government speech and determine how to phase out current commercial advertising. The City Manager will review and approve the new policy, with consultation from CAO and Finance. Staff will send a memo updating Council on the key components of the new policy.



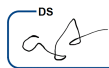
City Manager's Office
City Hall
300 LaPorte Ave.
PO Box 580
Fort Collins, CO 80522
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fcgov.com

MEMORANDUM

Date: September 14, 2022

To: Mayor and City Council

From: Ginny Sawyer, Policy and Project Manager

 ^{DS}

DeAngelo Bowden, Sr. Specialist, Environmental Sustainability

 ^{DS}

Thru: Kelly DiMartino, City Manager

 ^{DS}

RE: Work Session Summary – September 6, 2022 Local Minimum Wage

Mayor Arndt, Mayor Pro Tem Francis and Councilmembers Canonico, Pignataro, Peel, and Ohlson were present.

Staff provided background on HB19-1210, which allows and outlines criteria for local municipalities to set their own minimum wage, and efforts to date including a focus on both National Business Survey and online survey results.

Three scenarios were provided demonstrating a local minimum wage increase utilizing \$1.75 over state wage, 15% over state wage, and smaller annual increases over state wage.

Discussion included:

- General agreement on targeting \$18-\$19/hour wage within 3-4 years.
 - Thoughts that the \$15/hour conversation is now dated and positive benefits of increased wage outweigh potential negative impacts.
- Interest and support for staff bringing back multiple options for implementation.
 - There was recognition that the state wage will be increasing by ~ 9% (\$1.10-\$1.13) which is the highest hourly increase since 2006 when a state wage was implemented.
 - There is interest in seeing a bell-curve type implementation.
 - Support for a 3 to 4-year timeline to reach target wage.
- Support and interest for recommendations on how to utilize Consumer Price Index (CPI) for long-term wage adjustments.
 - Interest in considering a percent cap along with CPI (whichever is lower.)
- Request and reminder to not lose sight of the potential loss of benefits for some.
 - Staff shared challenge of identifying a universal number tied to benefits.
 - There was conversation and acknowledgement that benefit loss could be an impact and that those impacted could reduce hours or reach a sustainable wage.
- Request and reminder that an increased wage could/will have a real impact on businesses.
 - Council encouraged business owners to share their individual stories.



- Questions for follow-up included:
 - Are there exceptions or flexibility in wage requirements for younger/under-16 workers and/or tipped wage requirements?

Next Steps:

- Review HB-1210 for clarity on questions.
- Bring an ordinance on November 15, 2022.
- Follow-up memo addressing ERTC tax credit scheduled for September 15 packet.
- Continue to engage the community and seek feedback.