



REF: 91-05-04

DEPARTMENT OF
PUBLIC WORKS

PARKING DIVISION

CITY OF SACRAMENTO
CALIFORNIA

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July 2, 1991

Transportation and Community Development Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: DOWNTOWN SACRAMENTO PARK & WALK GUIDE

SUMMARY

The Downtown Sacramento Park & Walk Guide is a printed, four-color brochure detailing the locations of City operated parking garages and public art on display. Shopping and dining areas in the central business district are also featured. The brochure is now available for distribution.

BACKGROUND

The Downtown Sacramento Park & Walk Guide concept began in early 1990, as the result of a meeting between Sacramento Downtown Association (SDA) and the Department of Public Works, Parking Administration. A brochure committee was formed to develop the idea into reality. SDA expressed the desire to make the public aware of the convenience and access of shopping and dining in the downtown area. Other features desired were transit into the downtown area easily accomplished by light rail, bus or automobile and readily available and reasonably priced parking in City owned garages.

The Convention and Visitors Bureau provided creative services of their graphic artist and distribution resources for the brochures. The City's Coordinator of Art in Public Places Program joined the brochure committee to incorporate the unique public art available for consumer enjoyment during their visit into downtown.

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The design of the brochure includes maps of the CBD, City parking garages, freeway access to downtown, light rail stops, public art and museums and commercial enticements. A review of similar projects of other cities determined that it should be a unique brochure that would be retained by the visitor after their enjoyment of downtown Sacramento. The final product is designed to a brightly colored, functional map, with multiple folds for kinetic interplay. These attributes will encourage the user to hold on to it longer, pay closer attention to its advertising message and become a souvenir of time spent in Sacramento.

FINANCIAL DATA

Joint funding for this Park & Walk Guide is provided from private and public sources. The Public Works Department pledged to match funds from private resources. Funding is itemized as follows:

SDA	\$ 3,000
R.T.	3,000
Parking Fund	6,000
Metro Arts	<u>2,000</u>
Total	\$14,000

POLICY CONSIDERATIONS

This is the City's first opportunity to enter into a jointly designed and jointly funded advertising campaign to extol the artistic entertainment and commercial delights of spending time in downtown Sacramento.

MBE/WBE EFFORTS

Seven printing firms bid on the Park & Walk Guide. Five were MBE/WBE qualified businesses. The lowest bid, by several hundred dollars, was submitted by Dome Printing, a non-MBE/WBE firm.

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RECOMMENDATION

This report is for information purposes only.

Respectfully Submitted,



J. Mark Morgan
Parking Administrator

APPROVED FOR COMMITTEE INFORMATION:


DAVID R. MARTINEZ
Deputy City Manager

APPROVED:

MELVIN H. JOHNSON
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District 1

JMM/lmn