



GUIDELINES

for the placement of

TRAVELER DISCOUNT BOOKLETS

In

AMTRAK-CALIFORNIA STATIONS

&

SAFETY ROADSIDE REST AREAS



OCTOBER 2007

COUPON BOOKLET GUIDELINES
SPECIAL PROVISIONS & PERMIT CONDITIONS

Definition

Periodical vendors, herein after referred to as Coupon Booklet Vendors (CBV), offer discount coupons for lodging and entertainment to the traveling public.

Written Agreement

The Department's representative for Amtrak-California Stations will be the Chief of the Rail Marketing Branch, Division of Rail.

The Department's representative for Safety Roadside Rest Areas (SRRA) will be the District Rest Area Coordinator.

CBV companies requesting to place their coupon booklet(s) within Amtrak-California Stations and SRRA are first required to enter into a written agreement with the Department, administered by the Headquarters Office of Encroachment Permits.

This written agreement shall stipulate the reserving of four full-pages for departmental campaign advertisements within their respective publications, to be administered by the Statewide Events & Awards Coordinator, in the Headquarters Office of External Affairs.

The Department's advertisements will consist of Slow for the Cone Zone, Amtrak-California, California Highway Information Network (CHIN) and Don't Trash California. These campaign advertisements shall be effectively placed in the booklets upon finalization of the written agreement.

The location of placement of the Department's campaign advertisements within the publications is at the discretion of the CBV, so long as the pages appear either before the first page of lodging coupons or, after the final page of lodging coupons.

The CBV agree to endeavor to place the Department's campaign advertisements together, facing each other whenever the paid composition of the publication permits.

When, and if constraints are imposed upon the CBV by the placement of paid advertising, the CBV shall still be obligated to provide the advertisements at their discretion within the areas of the publications as prescribed above.

The Department retains the right and privilege to prescribe the content of the four full-page advertisements during the course of the written agreement and thereafter.

Each CBV will deliver 2 copies of each new publication printed to the Statewide Events & Awards Coordinator, HQ Office of External Affairs, and 2 copies of each new publication printed to the Chief, Rail Marketing Branch, Division of Rail, 1120 N Street, MS-74, Sacramento, California 95814.

Application Submittal

Upon confirmation of the revised agreement, each CBV will only be required to submit one standard encroachment permit application, for the issuance of one statewide biennial permit allowing the continual distribution and maintenance of their facilities. In the box labeled "description of work to be performed", the applicant shall state the intent for the "placement and maintenance of Traveler Discount Coupon Booklets, and/or facilities."

In the event that placement is sought where there are no existing facilities, as a new installation, will require the CBV to submit an exempt encroachment permit rider request, and the CBV shall be responsible for all costs incurred with the installation of new facilities.

Permit Fee

All permits are to be issued “exempt” for periodical distribution, and shall be issued as biennial permits (2-years).

Special Provisions

The Department will allow for the placement of these booklets for each year following as long as the respective parties adhere to the conditions of the written agreement entered into:

District 11 Encroachment Permit Office will issue a statewide biennial “CU” encroachment permit, listing the specific Amtrak-California Stations and SRRA locations statewide, following the permit special provisions, on the following pages of the permit. All respective districts will receive cc: copies of the statewide permits issued.

Require the placement of a laminated placard depicting the cover of the booklet to be placed within the window of the display box.

The CBV booklets will be allowed in the Department's Headquarters building, on the sixth floor outside of the cafeteria area and in Amtrak-California Stations stipulated within their permit, to be placed within facilities provided by the CBV.

Permit Conditions

Subcontracting under this permit will not be allowed for the placement of the coupon booklets.

The CBV is required to provide weekly maintenance checks on all distribution facilities, to ensure cleanliness of the area surrounding their facilities and to ensure that the traveling public is provided with current information at no cost to the public.

Storage of coupon booklets upon State rights-of-way or within the Amtrak-California termini will not be allowed.

The CBV is required to notify the Department’s representative a minimum of two days prior to entry into any of the locations stipulated within their respective permit and/or the States’ rights-of-way.

Any combination of three violations of the special provisions or permit conditions within the term (two-years) of the permit will result in suspension and/or revocation of your permitted privileges.

Installation Conditions

All new installations of distribution facilities shall be installed and maintained by the CBV under the direction of the Department’s representative and shall be in compliance with the following criteria:

Upon completion on the installation of the distribution facilities located within an Amtrak-California Station or SRRA, said facilities inherently become the property of the State of California.

Within each Amtrak-California Station or SRRA, all distribution facilities (boxes and pedestals) shall all be of the same type, model, manufacturer and color (see Attachment #1 & #2) to ensure a uniform appearance is maintained as directed by the Department’s representative and per the attachments provided.

The color for new distribution facilities shall be consistent at a location but may be a color other than Beige, as determined by the Department's representative.

The distribution facility should be located in an area where it will be unobtrusive and not detract from other elements of the SRRA.

The distribution facility should be located within the planted areas wherever practicable, adjacent to walkways and electroliers to reduce the exposure to vandalism and theft, or as directed by the Department's representative.

It will be located so that it is convenient and easily accessible to the traveling public, as directed by the Department's representative.

The front of the distribution facility should be parallel with the edge of the walkway.

The maximum number of distribution boxes shall not exceed four (a double stack of two) in any SRRA.

The distribution boxes located within SRRA are to be securely fastened to square steel pedestal mounts, which are to be set in a concrete footing located within the planted area. The top of the concrete footing is to be covered with soil, mulch or ground cover to restore the area to its previous appearance to as great an extent as possible. Distribution boxes furnished with a pedestal mount equipped with a steel flange base designed to be bolted to concrete surfaces are to be used only where directed by the Department's representative.

All distribution facilities shall be free of any advertisements (see Attachment #3) and shall be maintained in a clean, neat and attractive condition and in good repair at all times. Any facilities (boxes, pedestals, and racks) that are damaged, in a state of disrepair, or due to wear and tear which are no longer in a presentable condition (clean, neat and attractive) shall be replaced or repaired by the CBV as soon as practicable after discovery or notification by the Department's representative to do so.

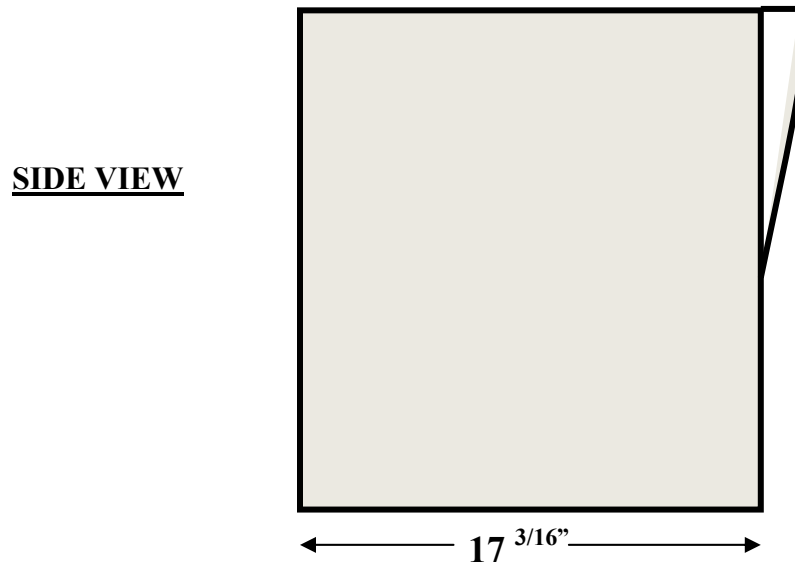
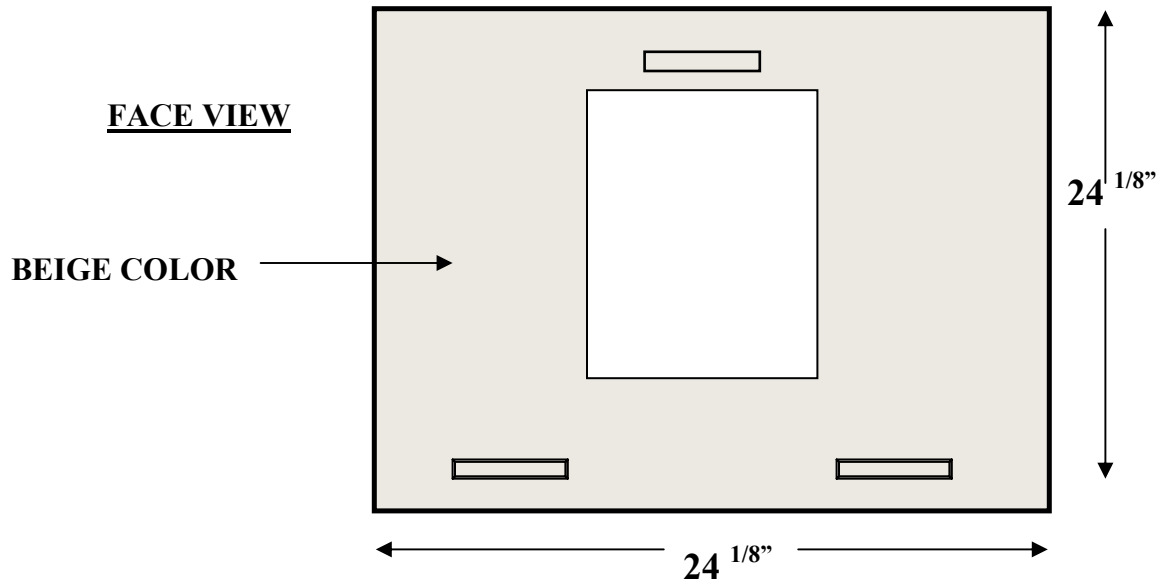
All distribution facilities which have been lost, stolen or vandalized and facilities that are no longer to be used, shall be removed, replaced or repaired by the CBV as soon as practicable after discovery or notification by the Department's representative to do so.

The CBV is responsible for removal of the remaining facilities when any distribution facility is missing, vandalized or unused, and there is not intent to replace it in kind. The site shall be returned to its original condition.

THESE GUIDELINES ARE SUBJECT TO CHANGE AT THE DISCRETION OF THE HEADQUARTERS OFFICE OF ENCROACHMENT PERMITS. IT IS THE RESPONSIBILITY OF THE PERMITTEE TO REMAIN CURRENT WITH THE SPECIAL PROVISIONS AND PERMIT CONDITIONS OF THESE GUIDELINES.

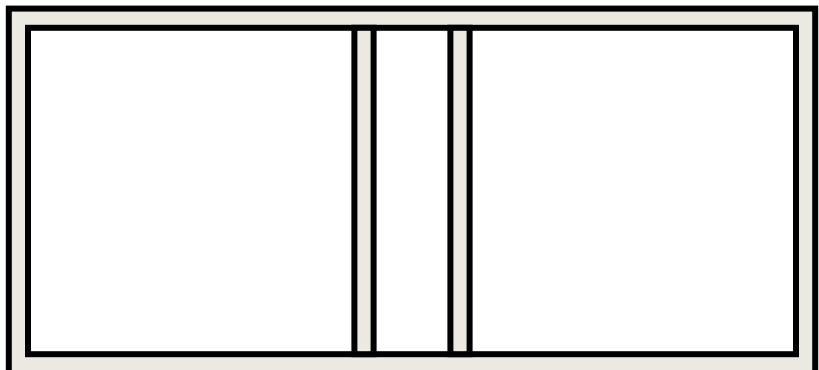
ATTACHMENT #1

COUPON BOOK DISTRIBUTION BOXES



DOUBLE BOX DIAGRAM

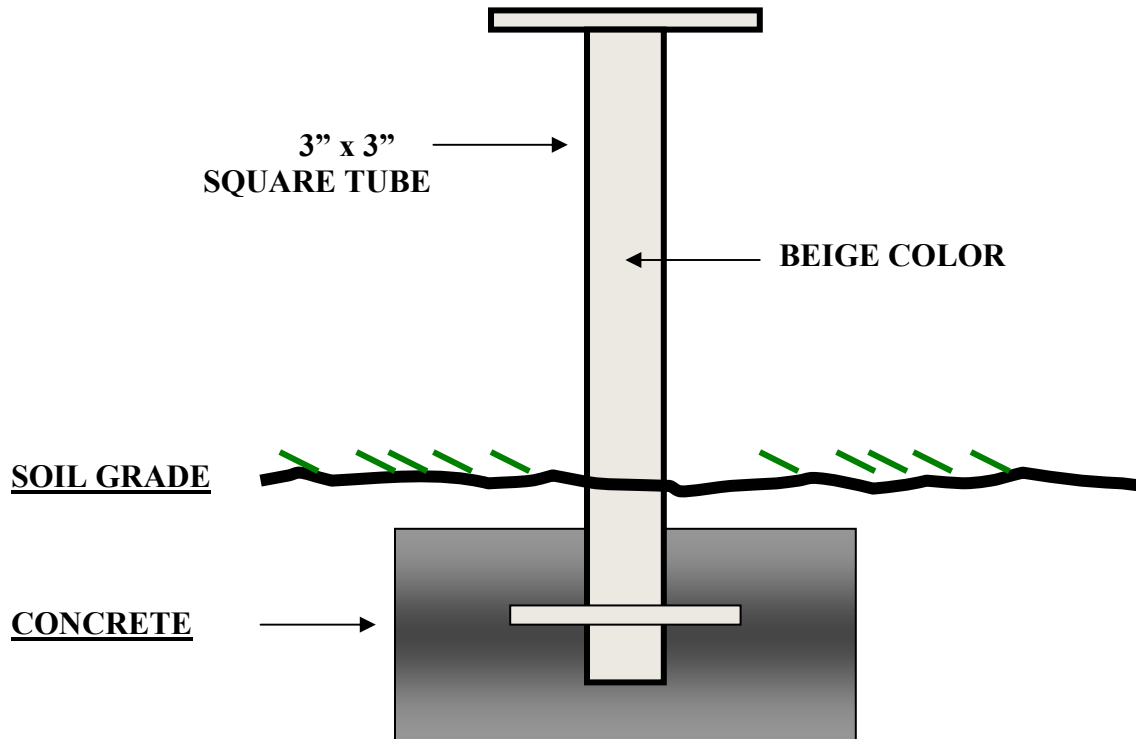
**TOP VIEW
Of
BASE TRAY**



ATTACHMENT #2

PEDESTAL

SINGLE BOX DIAGRAM



The distribution boxes are to be securely fastened to square steel pedestal mounts, which are to be set in a concrete footing located within the planted area. The top of the concrete footing is to be covered with soil, mulch or ground cover to restore the area to its previous appearance to as great an extent as possible. Distribution boxes furnished with a pedestal mount and equipped with a steel flange base that are designed to be bolted to concrete surfaces are to be used only where directed by the Department.

ATTACHMENT #3

This illustration shows the appearance in how the placements of these distribution facilities are to appear in the Safety Roadside Rest Areas. Also shown is what is acceptable for placement in the door window and what is NOT.

