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Cc:

Date: Wed, 28 Jan 2009 22:27:57 EST

Subject: Federal Study

Mr. Sanchez,

Were you aware of this information? (Mr. David Simpson was on the list as receiving a copy.)

<<See Attachments>>

I am asking because I would like to know how this information correlates with your report to City Council regarding the Pilot Digital Billboard Program on these points:

1. Does San Antonio staff plan to use the methodology that is being developed on the federal level to conduct such a study in San Antonio?

2. If it does,

A. has it allocated or does it plan to allocate the funds to conduct the study in the manner recommended by the federal government

B. When would the study be conducted?

3. If it does not,

A. What type of methodology does the City plan to use?

B. Explain to us the worth of conducting a study with methodology other than what is being recommended by the federal government. It seems to me that whatever results you obtain will be in doubt.

4. What is your justification for asking for a 12 month study period?

Shouldn't the length of the study period correlate with the methodology of the study? In other words - if the City is not going to use the methodology developed on the federal level, why set this artificial time frame for results that have no validity?

And, please note that the federal government will not have completed its work until sometime in 2010, which is more than 12 months.