



City of Atlanta: Right of Way Vendor Lottery

Lottery Methodology

Objective:

As part of the City of Atlanta's new Public Right of Way Vending Program, vending will only be permitted in designated locations which will be approved on an individual basis. Locations permitted under the ordinance include City owned kiosks and specific locations which are located in the City's right of way space *and* meet designated criteria. To ensure an equal opportunity for all vendors, the City will be assigning vending locations using a lottery-type system (referred to as a "lottery" in this document). The lottery process is to ensure that all of the vendors have an opportunity to be selected for a right of way location. In order to remain independent the City of Atlanta, has employed an independent firm, SolomonEdwards Group, to conduct the lottery.

Submission of vendor information process:

The City of Atlanta has notified all potential vendors that may be interested in participating in the lottery for the right of way locations and also posted information for the lottery on the City's website and in public areas in City Hall. **To be entered into the lottery for a particular location, the vendor should submit their vendor information to vending@atlantaga.gov or by calling 404.330.6915 no later than 5:00pm on Wednesday, June 11th.** There is no restriction on the number of lotteries which each vendor can participate in, however, once a vendor has been awarded a max of 10% of the available vending locations (including any current permitted locations), that vendor will be removed from the lottery process for remaining sites. Based on the selection process (below) it is highly recommended that vendors come prepared with a list of desired locations as they will only have a short period of time when/if they are selected.

Lottery tool selection process:

In order to produce random lottery numbers, SolomonEdwards Group compared multiple tools to determine the tool that would produce truly random numbers. The purpose in producing truly random numbers for the lottery is to insure that every vendor has an equal opportunity to be awarded a right of way site or kiosk. There were three online tools that were suggested and assessed for the lottery: the Random Integer Set Generator at www.Random.org, the Random number generator at www.randomnumbergenerator.com/, and the Random Number Generator & Checker at <http://www.psychicscience.org/random.aspx>. The information used to make the assessment including the method used to generate the random number, and pros and cons for each have been included below.

Random Integer Set Generator: <http://www.random.org/integer-sets/>

- Method to generate random numbers: Generates randomness via atmospheric noise
- Pros
 - Generates multiple random numbers at same time
 - 1 click to repeat random number generation
 - Can set settings to only select unique numbers
 - Gives unique time stamp to each set created
- Cons
 - None noted

Random number generator: <http://www.randomnumbergenerator.com/>

- Method to generate random numbers: All the random numbers are generated on the web server by the JScript Math.random RNG function.)
- Pros
 - Generates multiple random numbers at same time
 - Can customize table to change names, and number ranges
 - 1 click to repeat random number generation
- Cons
 - Generator may select same number in list of random numbers generated
 - Contains advertisements

Random Number Generator & Checker: <http://www.psychicscience.org/random.aspx>

- Method to generate random numbers: JavaScript Math.random method
- Pros
 - Generates multiple random numbers at same time
 - 1 click to repeat random number generation
 - Can set settings to only select unique numbers
 - Gives unique time stamp to each set created
- Cons
 - Contains advertisements

After a comparison of each of the tools was conducted, it was determined by the City of Atlanta that using the Random Integer Set Generator at www.Random.org was the best option. Additional information regarding the method or capabilities of the Random Integer Set Generator can be found at www.random.org

Lottery Rules:

- An objective third party organization will conduct the lotteries for each individual location, choosing one vendor at random out of the list of vendors that have shown up in person on the day of the lottery. **The vendor must be present or have an approved designee on site for selection.** There will be no time allocated to use a substitute to call the vendor and determine the preferred site selection.
- There will be an independent lottery held for each of the available sites. At the start of a new permit year, any new locations added to the ordinance, as well as any locations where the vendor is no longer in good standing or no longer interested in vending, will be added to the lottery as an available site.
- Each vendor will be pre-assigned a number that correlates to the numbers generated by the random number generator. The first number in the randomly selected integer set will be the winner and have the opportunity to select a location from a list of available sites. The following 5 numbers generated will be alternates in the order listed at the time of the random number generation for the site that was selected.
- Vendors will have approximately 5 minutes to select the site that they would like to be awarded. If the time limit is reached and the vendor has not selected a site, the 1st alternative will have an opportunity to select the site. The vendor that won a lottery, but did not select a site will be allowed to win a future lottery.
- If a vendor is selected first in multiple lotteries, the first alternate will be named the winner of the lottery and have the opportunity to select a site from the list of available sites. Once a Vendor has

been awarded a max of 10% of available locations (including current locations), the vendor's name will be removed from the lottery process.

- In the event that the winner cannot meet the qualifications or is selected for and chooses a different site, the next alternate will be notified and will be deemed the winner. We will repeat this process going through the list of remaining alternates (in order of selection) until the site is fully awarded.

The lottery will be conducted using the following process:

During the lottery Solomon Edwards Group will use the Random Integer Set Generation tool, to randomly select numbers from the independent vendor list that contains the corresponding pre-assigned vendor numbers. Each vendor has been assigned sequential random numbers prior to the lottery that were assigned according to the order in which the vendor information was received during the submission process. The vendor names and pre-assigned numbers will be maintained separately in order to preserve independent selection throughout the lottery process. The tool will generate the random numbers using the atmospheric noise method in order to generate a truly random set of numbers that will determine the winner of the lottery.

Post-Lottery:

At the conclusion of the lottery, each site will have been assigned a winner as well as 5 alternates. The vendors awarded the Right of Way site will begin the application process with the City of Atlanta with the Office of Revenue, and will be granted the site after the application process has been completed and the permit has been approved. **If a vendor does not complete the application process within a 30 day period or is not approved for a vending permit, then the location will be offered to the next alternate vendor on the list.**

If locations remain open at the end of the lottery, those locations will be held until the next lottery which will take place the subsequent year.