



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AUTHORIZING THE CITY MANAGER TO EXTEND THE AGREEMENT WITH INSITE STREET MEDIA FOR A SIX (6) MONTH PERIOD WITH A ONE-TIME OPTIONAL SIX-MONTH EXTENSION FOR THE DESIGN, CONSTRUCTION, INSTALLATION, AND MAINTENANCE OF THE CITY'S BUS BENCHES WHILE THE CITY PROCURES A NEW CONTRACT; AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT EXTENSION; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; AND PROVIDING FOR AN EFFECTIVE DATE

DEPARTMENT RECOMMENDATION:

Approval

BRIEF HISTORY:

In 2009, a year after the Doral Transit System (DTS) was launched, the Public Works Department (PWD) identified the need to install bus benches in several locations throughout the City as part of the existing amenities being offered to transit users. After reviewing several contracts and styles of benches, the PWD requested authority to adopt the competitively bid contract between the City of Tamarac and Martin Outdoor Media, Inc. for the provision of a bus passenger bench program (Resolution No. 09-98, approved 5-0). During this process, the City, after following discussions with Martin Outdoor Media, was able to obtain more favorable terms than some of the existing contract provisions with the City of Tamarac which included revenue to the City based upon the higher of a per bench fee or a percentage of the advertisement generated revenue. The negotiated contract also included a provision for the use of up to 20% of the benches to be placed without advertisements for the City's use. In these benches the City can promote City initiatives, programs, and/or events within the more residential areas of the City.

On September 9, 2009, the Mayor and City Councilmembers adopted Resolution No. 09-112 (approved 5-0), approving a five (5) year Contract with a one-time optional renewal of five (5) years with Martin Outdoor Media for the provision of a Bus Passenger Bench Program. On September 22, 2009, the City executed the initial five (5) year contract with Martin Outdoor Media with the contract terms commencing on November 1, 2009, and ending on October 31, 2014. On October 20, 2014, the City executed the optional one-time five (5) year extension which expired on October 31, 2019.

On September 11, 2019, the Mayor and City Councilmembers authorized an extension of the current agreement with InSite Street Media on a month-to-month basis not to exceed one (1) year under the same terms and conditions of the original contract (Resolution No. 19-224, approved 4-0, 1 absent).

On October 14, 2020, the Mayor and City Councilmembers adopted Resolution No. 20-228, (approved 5-0), waiving competitive bidding and approving a new agreement with InSite Street Media for a two (2) year period with a one-year (1) option to renew for the design, construction, installation, and maintenance of the City's bus benches, which was set to expire on October 14, 2023.

On September 13, 2023, the Mayor and City Councilmembers approved an extension of the current agreement with InSite Street Media for a one-time six (6) month period for the design, construction, installation, and maintenance of the City's bus benches via Resolution No. 23-159, (approved 5-0). As part of the item's submittal process for the September 2023 Council Meeting, the PWD submitted a memo and a draft resolution requesting a six (6) month extension with an additional optional six (6) month extension, while the City performed the due diligence necessary to procure a new contract. The memo submitted at the Council Meeting included language requesting a six (6) month extension plus an additional six (6) month option to renew, but the resolution and the Contract Amendment that were published included only a one (1) time six (6) month extension, which expired on April 26, 2024 (the First Amendment effective date was October 29, 2023). During the execution process of the First Amendment Staff did not catch this discrepancy from their original request and anticipated a 6-month extension was still available.

In order to ensure continuity of service while preparing this item for Council approval, the City Manager's Office authorized a limited extension of the contract with InSite Media for a twelve (12) day period until a Second Amendment could be considered for approval at the May 8, 2024, Council Meeting. Accordingly, the proposed Second Amendment provided for a six (6) month extension with an optional additional six (6) month renewal, with an effective date of April 26, 2024. The item further requested ratification of the twelve (12) day period between April 26th and May 8th.

On October 23, 2024, the Mayor and City Councilmembers approved an extension of the current agreement with InSite Street Media for a six (6) month period with a one-time optional six-month extension for the design, construction, installation, and maintenance of the City's bus benches via Resolution No. 24-253, (approved 5-0).

It should be noted that the contract with InSite Media provides the City with 20% advertisement shared revenue per year. In FY 2023-2024, the City received \$34,247.72 in bus bench advertising revenue.

The PWD is working with the Department of Procurement and Asset Management to prepare and finalize a solicitation for the services contemplated herein. In order to ensure continuity of services, staff wishes to extend the existing contract while a solicitation is finalized, issued, and brought back to Council for award.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments
12/6/2023	Resolution No. 20-228	Adopted
2/14/2024	Resolution No. 23-159	Adopted
10/23/2024	Resolution No. 24-253	Adopted

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
1.			
2.			
Fiscal Impact Statement: There is no fiscal impact associated with this request as the contract with InSite Street Media provides for a 20% share of advertising revenues paid to the City on an annual basis.			

STRATEGIC PLAN ALIGNMENT:

This item follows the Public Safety strategic initiative of the City's Strategic Plan as it addresses roadway maintenance, asset sustainability, and helps improve safety along pedestrian facilities where applicable.

ATTACHMENT(S):

A. Resolution