



# Memorandum

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Date: September 13, 2023

To: Honorable Mayor and Councilmembers

Via: Barbara Hernandez  
City Manager

From: Carlos Arroyo  
Public Works Director

Subject: **InSite Street Media – Bus Bench Contract Extension**

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## **Introduction**

The Public Works Department (PWD) respectfully requests authorization from the Mayor and the City Councilmembers to adopt a resolution authorizing the City Manager to negotiate and enter into a Contract Agreement with InSite Street Media for a six-month period with an additional one-time optional six-month extension for the design, construction, installation, and maintenance of the City's bus benches.

## **Background**

In 2009, a year after the Doral Transit System (DTS) was launched, the 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 to waive the Request for Proposals process and 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 approved to enter into an initial 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 (Resolution No. 09-112, approved 5-0). 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 approved to extend the current contract agreement with InSite Street Media, formerly known as Martin Outdoor Media on a month-to-month basis in a not to exceed one (1) year period 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 approved to go into a contract 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 (Resolution No. 20-228, Approved 5-0). The City's Contract with InSite Street media is set to expire October 14, 2023.

It should be noted that the contract with InSite Media provides the City with a 20% advertisement shared revenue per year.

The PWD is coordinating with the Procurement Division to determine if the City should adopt a previous solicited contract or to solicit a new contract.

### **Procurement**

The contract between the City and InSite Street Media was approved via Resolution No. 09-98 in 2009, extended on September 9, 2009, via Resolution No. 09-112 for a five (5) year period with a one-time optional renewal of five (5) years, extended on September 11, 2019, via Resolution No. 19-224 for a period of one (1) year, and extended on October 14, 2020, via Resolution No. 20-228 for a two (2) year period with a one-year (1) option to renew. The contract is set to expire on October 14, 2023.

### **Fiscal Impact**

There is no fiscal impact associated with this request as the contract with InSite Street Media only provides for revenue.

### **Recommendation**

The City Manager's Office respectfully requests that the Mayor and City Councilmembers authorize the City Manager to negotiate and enter into a Contract Agreement with InSite Street Media for a six-month period with an additional one-time optional six-month extension for the

design, construction, installation and maintenance of the City's bus benches while a new contract is adopted or procured.