

**INDIAN RIVER COUNTY  
OFFICE OF MANAGEMENT AND BUDGET  
PURCHASING DIVISION**

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**DATE:** January 24, 2025

**TO:** BOARD OF COUNTY COMMISSIONERS

**THROUGH:** John A. Titkanich, Jr., County Administrator  
Kristin Daniels, Director, Office of Management and Budget  
Jennifer Hyde, Purchasing Manager

**FROM:** Shelby Ball, Purchasing Specialist

**SUBJECT:** Award and Approval of Agreement for RFP 2025017 – Transit Advertising Services

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**BACKGROUND:**

On behalf of the Metropolitan Planning Organization (MPO), Requests for Proposals (RFPs) were solicited for the management of the advertising program on public transportation vehicles in Indian River County. Our current agreement for these services expires on February 4, 2025.

The proposed initial term of the award is three years, with one, three-year renewal term available, subject to vendor acceptance, satisfactory performance, and staff’s determination that a renewal would be in the best interest of Indian River County.

**RFP RESULTS:**

Advertising Date: December 5, 2024  
RFP Opening Date: January 7, 2025  
RFP Documents Requested by: 4 Firms  
Replies: 1 Firms

**ANALYSIS:**

A selection committee comprised of Brian Freeman, MPO Staff Director, Mark Vietze, MPO GIS Planner, and Chris Stephenson, SRA Director of Transportation, independently evaluated the received proposal in accordance with the RFP document and Purchasing Manual and met to discuss the received proposal. During the discussion, the committee determined the proposal to be acceptable and the proposer qualified to complete the work.

The current agreement for these services is held by SunUp Advantage, LLC and they are the sole proposer for services in accordance with this RFP.

<b>Proposing Firm</b>	<b>Location</b>
SunUp Advantage, LLC	West Palm Beach

**FUNDING:**

The transit advertising program is a revenue contract and will not require any County funds. The Federal Transit Administration (FTA) requires that funds received through transit advertising be used for the transit system. In previous years, transit advertising has generated an average of \$34,000 in annual revenues. These funds are used to supplement the County general funds for the required local match to state and federal grants.

**RECOMMENDATION:**

Staff recommends the Board award the RFP to SunUp Advantage, LLC and after receipt of the required insurance by the Risk Manager, approve the agreement, and authorize the Chairman to execute it, after review and approval by the County Attorney as to form and legal sufficiency.

**ATTACHMENT:**

Agreement