

INDIAN RIVER COUNTY, FLORIDA

M E M O R A N D U M

TO: Jason E. Brown; County Administrator

THROUGH: Stan Boling, AICP; Community Development Director
Phillip J. Matson, AICP; MPO Staff Director

FROM: Brian Freeman, AICP; Senior Transportation Planner

DATE: January 25, 2019

SUBJECT: Approval of Agreement for Transit Advertising Services between Indian River County and Sunup Advantage, LLC

It is requested that the information herein presented be given formal consideration by the Board of County Commissioners at its regular meeting of February 5, 2019.

DESCRIPTION AND CONDITIONS

Indian River County is the Designated Recipient of state and federal transit funding for the Sebastian-Vero Beach urbanized area. Those funds are passed through to the Senior Resource Association (SRA), Indian River County’s designated transit service provider, which operates the GoLine (fixed route) and the Community Coach (demand response) transit services.

Throughout the United States, transit systems use advertising revenue as a potential additional source of funding. In 2012, the County began a program that allowed advertising to be placed on GoLine and Community Coach transit vehicles and used the revenues as an additional source of local funds to support the transit system. Management of the advertising program is performed by a third party, who is selected through a Request for Proposals (RFP) process.

Revenues from the transit advertising program are used as a second source, in addition to the County’s General Fund, for the required local match to state and federal grants. Although revenue varies from year to year, the program has generated an average of \$34,000 each year since it began in 2012.

In 2018, the original contract expired, and county staff initiated an RFP selection process for a new transit advertising manager (RFP# 2018071). At its November 13, 2018 meeting, the Board approved the selection of SunUp Advantage, LLC for management of the County’s transit advertising program. Since then, County and SRA staff have negotiated an agreement with SunUp Advantage, LLC (See Attachment #1). The term of the agreement is for three years with an optional three-year

extension, at the County's discretion. According to the agreement, SunUp Advantage will submit to the County each month a minimum payment of \$500 plus 34% of gross advertising revenues.

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 that the Board of County Commissioners review the attached Agreement for Transit Advertising Services between the County and SunUp Advantage, LLC, make any necessary changes, and authorize the Chairman to execute the agreement.

ATTACHMENTS

1. Agreement for Transit Advertising Services