

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: November 2, 2018

SUBJECT: Ranking of Firms for RFP 2018071 – Transit Advertising Services

It is requested that the information herein presented be given formal consideration by the Board of County Commissioners at its regular meeting of November 13, 2018.

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.

The original contract has now expired. Consequently, proposals were recently solicited through issuance of a new RFP for management of the transit advertising program. The term of award is anticipated to be three years with an optional three-year extension. Only one firm responded to the RFP. The results of the solicitation are shown below.

RFP 2018071 Results:

Advertising Date:	August 6, 2018
RFP Opening Date:	September 5, 2018
DemandStar Broadcast to:	220 Subscribers
RFP Documents Requested by:	10 Firms
Replies:	1 Firm – SunUp Advantage, Vero Beach

ANALYSIS

A selection committee comprised of Stan Boling, Community Development Director; Brian Freeman, Senior Transportation Planner; Kristin Daniels, Acting Budget Director; and Karen Deigl, Senior Resource Association CEO, independently evaluated and scored the submitted proposal in accordance with the County Purchasing Manual. The committee agreed that SunUp Advantage satisfied the requirements in the RFP and recommended award to the sole proposer.

Section 105.08 of the Indian River County Code addresses the disclosure of relationships and requires that “any entity submitting a bid or proposal or entering into a contract with the county shall disclose any relationship that may exist between the contracting entity... [and a] county employee.” In its application, SunUp Advantage disclosed relationships between itself and a county employee and also between itself and SRA, the county’s transit operator. SunUp Advantage disclosed that the President’s spouse is employed by the Office of the County Attorney. This employee has had no access to solicitation documents, nor participation in the procurement process, nor has she discussed the solicitation or worked with any member of the selection committee. In addition, the submittal also indicated that the President of the firm is currently the vice chair of SRA’s Board of Directors. The County Attorney and Purchasing Division have evaluated the disclosures and determined that SunUp Advantage’s application complies with the requirements of Section 105.08.

At this time, staff has identified three alternatives with respect to the selection of a transit advertising manager:

1. Award the contract the contract to the sole responder, SunUp Advantage, and authorize staff to begin negotiations with the firm.
2. Reject the proposals submitted in response to RFP 2018071 and authorize staff to readvertise the RFP.
3. Terminate the transit advertising program and lose its potential revenue as a source of local matching funds.

Staff recommends Alternative 1 above. The recommended firm, SunUp Advantage, was formed in 2014. SunUp Advantage lists Oculina Bank, Countryside Citrus, Patriot Assisted Living, Tropical Fruit Shop and Integrity-Senior Properties Investments, LLC as current or previous advertising clients.

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 select Alternative 1 and authorize staff to begin negotiations with SunUp Advantage.