

INDIAN RIVER COUNTY, FLORIDA MEMORANDUM

TO: Board of County Commissioners

THROUGH: John A. Titkanich, Jr., County Administrator

PREPARED BY: Andrew Sobczak, Planning & Development Services Director

DATE: April 11, 2024

SUBJECT: Traffic Signal Cabinet Wraps Project

It is requested that the data presented herein be given formal consideration by the Board of County Commissioners at its regular meeting of April 23, 2024.

BACKGROUND:

At its regular meeting of November 1, 2022, the Board of County Commissioners (BCC) provided general direction to staff for development of a pilot project to wrap 10 traffic signal cabinets (TSCs) utilizing images that were consistent with Indian River County's "branding" efforts. Due to staff changes and other minor delays, the pilot project took slightly longer than anticipated, but has now been completed. TSC wraps have been installed at the following locations: 12th Street and 43rd Avenue, 12th Street and Indian River Boulevard (IRB), 26th Street and 66th Avenue, 41st Street and 5th Avenue, 45th Street and 43rd Avenue, 53rd Street and IRB, County Road (CR) 510 and 58th Avenue, CR 510 and CR 512, CR 512 and 108th Avenue, and Oslo Road and Old Dixie Highway.

The response to the wraps from the public has been overwhelmingly positive, and there is a desire to expand the project to include additional TSCs. Since County-maintained TSCs exist throughout the County, including within the municipalities, County staff reached out to the City of Fellsmere and City of Sebastian to see if they were interested in participating in a potential larger project. Representatives from both cities indicated an interest in participating. In addition, on February 13, 2024, County Staff and Commissioner Earman presented the TSC wraps project to the City of Vero Beach City Council, and the City Council passed a motion to jointly participate in the project.

ANALYSIS:

County-wide, there are more than 100 TSCs that are potential candidates for wraps. To move forward with additional wraps, staff is seeking guidance from the Board on the following items:

1. Funding source for an expanded wrap project
2. Decision making entity for the selection of the TSC locations and artwork
3. Process for awarding the project to a contractor

The pilot project was County-funded at a cost of \$500.00 per wrap. Funding options for future wraps could include local sponsorship and/or joint City/County funding. For the selection of TSC locations and artwork, at the November 1, 2022, BCC meeting, the Board expressed an interest in forming a committee to select the TSC locations and the artwork. Alternatively, this responsibility could be handled via appointment to an interested local non-profit. Lastly, with regards to the contractor completing the work, the pilot project was completed by a local contractor, Vero Beach Custom Signs. Since this contractor was responsive, quick to complete the work, and the finished wraps came out very well, the Board could opt to continue to use this contractor, or direct staff to develop an RFP to search for additional contractors.

RECOMMENDATION:

Staff recommends that the Board of County Commissioners consider expanding the TSC wrap project, and if so, specify the preferred source of funding, the preferred means to select locations and artwork, and the preferred method of contractor selection.

ATTACHMENTS:

1. Examples TSC wraps