

**November 1, 2022
ITEM 14.B.**

**INDIAN RIVER COUNTY
BOARD OF COUNTY COMMISSIONERS**

INTER-OFFICE MEMORANDUM

TO: Members of the Board of County Commissioners
DATE: October 21, 2022
SUBJECT: Discussion on Traffic Signal Cabinet (TSC) Wraps
FROM: Joseph H. Earman
Commissioner, District 3

Background

Neighboring counties and municipalities have elected to “wrap” their TSCs to present a vibrant, unique “branding” for their areas. These large vinyl graphics are applied directly to painted or unpainted surfaces, last for years, and are easily removable.

Discussion

Specific designs for all cabinets would be vetted through a small committee created for this specific purpose. My recommendation would be to limit selections to picturesque scenes (for example, sunsets), IRC history, plants and animals native to Florida, and public service themes.

Funding

Vero Beach Custom Signs LLC provided a quote of \$78,210 with a period of performance of 4-5 months to wrap all 162 of IRC’s traffic signal cabinets. However, it is not my intent to commit the county to the entire bill for this proposal, or even a large portion of that bill. The project would be subject to county procurement procedures, although it should be noted that Vero Beach Custom Signs reached out to me months ago to initiate this idea.

Proposed Course of Action

After consultation with County Administrator Brown and the staff, we recommend the county pay for the first ten (10) TSC wraps to spur interest in the concept, at a total cost of approximately \$5,000. These initial ten TSCs would be located entirely within unincorporated IRC. Beyond the first ten, Senior Resource Association (SRA) has agreed to seek out local hosts (people or businesses) who’d like to sponsor subsequent TSCs; sponsor names could be added to each wrap (in a conservative location), but company logos would not be approved, in accordance with the criteria already established above. Pictures of wrapped TSCs would be featured on the county

website with the sponsor's name. SRA would make a profit on each "sale," so the price would be somewhat higher than what the county is paying for the initial ten.

Attachment

Business Proposal from Vero Beach Custom Signs LLC (Justin McClure)