



# THE CITY OF DAYTONA BEACH

## Public Works Department

**TO:** James V. Chisholm, City Manager

**FROM:** Joe Piper, Technical Services Project Manager *JP.*

**THROUGH:** Frank Van Pelt, Technical Services Project Director *FVP*

**THROUGH:** David Waller, Deputy Public Works Director *DW*

**DATE:** October 16, 2018

**SUBJECT:** Approval of Contract with Creative Outdoor Advertising (COA) and the City of Daytona Beach for placement of minimum of 40 Benches and 5 Shelters at Votran bus stop locations throughout the City. City Project Number 2018-015

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### REQUEST

The Public Works Department is requesting that the City Commission approve the contract with Creative Outdoor Advertising (COA) for the installation and maintenance of 40 benches and 5 shelters at various Votran bus stop location throughout the City. This contract has been generated from RFP 0118-0004 Bus Bench and Bus Shelter Advertising.

### PURPOSE

The purpose of this contract is to provide revenue-generating transit commercial advertising services within the Daytona Beach city limits. Advertising will be placed on/in Contractor-furnished ADA compliant bus benches and bus shelters. The contractor will be responsible for all aspects of exterior advertising sales including shelter and bench design and permitting; installation, and removal of benches, shelters and individual advertisements; advertising sales and placement; and bench and shelter maintenance and repair. The benches and shelters will be located exclusively at designated and posted Votran bus stops.

### CONSIDERATION

The contract with COA and the City has been reviewed and approved by the Cities Legal Department and Purchasing Department and is for a 5 year period with the City having an option to renew for 2 additional one year contracts.

### FUNDING

Funding is not required from the City. COA will pay the city for the right to have their benches in the city limits at a price of \$18 a month per bench and \$10 a month per shelter.

## **RECOMMENDATION**

The Deputy Public Works Director is recommending that the City Commission approve the contract with COA to provide a minimum of 40 benches and 5 shelters at pre-determined Votran Bus Stop locations. COA will be responsible for all installation, maintenance and permits from the governing authority depending on the location of the bench or shelter.

## **ANTICIPATED IMPLEMENTATION SCHEDULE**

City Commission Approval                      November 11, 2018  
Installation of benches and shelters will be no later than 90 days after COA receives permit from permitting authority.

## **ATTACHMENTS**

Agenda Summary  
Contract  
Power Point  
Installation Schedule  
Map of bench and shelter locations  
RFP 0118-0040 Fee Proposal