


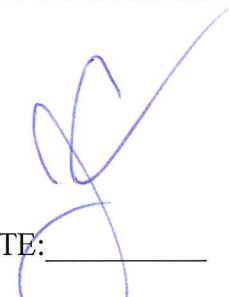



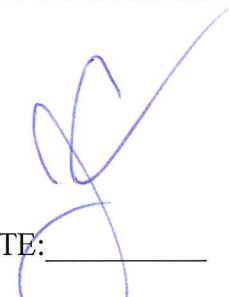



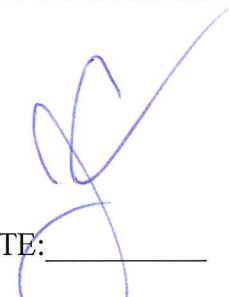


AGENDA SUMMARY

The City of Daytona Beach

<p>DEPARTMENT/DIVISION: Public Works/ Technical Services</p> <p>STAFF CONTACT: Joe Piper, Technical Services Project Manager</p> <p>ITEM TITLE: Approval of Contract with Creative Outdoor Advertising (COA) and the City of Daytona Beach for placement of a minimum of 40 Benches and 5 shelters at Votran bus stop locations throughout the City. City Project Number 2018-015</p>	<p style="text-align: right;">Meeting Date: 11/ 7/2018</p> <p style="text-align: center;">First Agenda Action:</p> <p style="text-align: center;">Second Agenda Action:</p>								
<p>ACTION (check one): Presentation <input type="checkbox"/> Discussion <input type="checkbox"/> Resolution <input checked="" type="checkbox"/> Ordinance <input type="checkbox"/> Resolution – PUBLIC HEARING <input type="checkbox"/> Ordinance on first reading – PUBLIC HEARING <input type="checkbox"/></p>									
<p>IS ITEM BUDGETED: YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> BUDGET \$ 18.00 per bench per month and \$10.00 per shelter per month paid to the City by Creative Outdoor Advertising TOTAL COST \$ 770.00 minimum payment per month to the City by Creative Outdoor Advertising for the minimum requirement of 40 benches and 5 shelters.</p>									
<p>VISION PLAN/STRATEGIC PLANNING INITIATIVE: <u>The purpose of this contract is to provide revenue generating transit commercial advertising services within the City of 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 and bench and shelter maintenance and repairs. The benches and shelters will be located exclusively at designated and posted Votran bus stops.</u></p>									
<p>BACKGROUND: <u>Votran, the area public transit provider, operates multiple bus routes throughout the City as well as a Transfer Plaza, and provides 15 bus routes in Daytona Beach, with approximately 2.8 million boardings per year. Average weekday boardings on these routes are approximately 8,900 per day. The addition of the minimum of 40 benches and 5 shelters will not only provide some incoming revenue for the City but also provide some comfort to the users of the Votran system.</u></p>									
<p>STAFF/BOARD RECOMMENDATION: <u>The Deputy Public Works Director is recommending that the City Commission approve the contract with Creative Outdoor Advertising (COA) for a minimum of 40 benches at \$ 18.00 per month and 5 shelters at \$10.00 per month to be paid to the City by Creative Outdoor Advertising.</u></p>									
<p>REVIEWED BY AS REQUIRED:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">DEPT./DIVISION HEAD</th> <th style="width: 25%;">PURCHASING</th> <th style="width: 25%;">LEGAL</th> <th style="width: 25%;">CITY MANAGER</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">  DATE: 10/17/18 </td> <td style="text-align: center; vertical-align: middle;">  DATE: 10/18/18 </td> <td style="text-align: center; vertical-align: middle;">  DATE: 10-18-18 </td> <td style="text-align: center; vertical-align: middle;">  DATE: _____ </td> </tr> </tbody> </table>		DEPT./DIVISION HEAD	PURCHASING	LEGAL	CITY MANAGER	 DATE: 10/17/18	 DATE: 10/18/18	 DATE: 10-18-18	 DATE: _____
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