

# Memorandum



**Date:** February 2, 2016

**To:** Honorable Chairman Jean Monestime  
and Members, Board of County Commissioners

**From:** Carlos A. Gimenez  
Mayor

A handwritten signature in black ink, appearing to read "Carlos A. Gimenez". The signature is written in a cursive style and is positioned over the printed name of the Mayor.

Agenda Item No. 8(F)(6)

**Subject:** Recommendation for Approval to Exercise the Remaining Option-to-Renew Periods under Contract No. RFP 540, Bus Passenger Bench Program

## **Recommendation**

It is recommended that the Board of County Commissioners (Board) authorize the County Mayor or the County Mayor's designee to exercise the third, fourth and fifth option-to-renew (OTR) periods under *Contract No. RFP 540, Bus Passenger Bench Program*, for the Transit Department. This contract was awarded to Signal Outdoor Advertising, LLC (Signal Advertising) in December 2008 for a five-year term, plus five (5) one-year OTRs. Under the contract, Signal Advertising is responsible for the installation and/or maintenance of bus passenger benches and litterbins throughout the County and participating municipalities. Signal is able to sell advertising on the bus benches, which generates revenue to the County as a percentage of gross advertising revenue in addition to an annual minimum guarantee.

The total estimated revenue to be generated during the requested OTR periods, which covers from March 1, 2016 to February 28, 2019, is \$900,000. Board approval of the OTRs is required as the value of the requested renewal periods takes the aggregate contract value over the Mayor's delegated authority. This item is exempt from Committee review per Ordinance No. 07-139, which permits contract renewals to be heard directly by the Board.

The contract specifically requires Signal Advertising to provide installation, maintenance and removal of passenger benches, litterbins and associated advertising signage at approximately 3,300 existing bus stops in unincorporated Miami-Dade County and participating municipalities. Of the 3,300 existing bus stops, 1,100 stops lack passenger amenities such as benches and shelters. For the third OTR, Signal Advertising shall install 100 new bus benches at bus stops identified by the County. Additional bus benches may be installed during subsequent OTR periods via a supplemental agreements between Signal Advertising and the Transit Department.

The Bus Passenger Bench Program has been in place for seven (7) years and generates revenue to the County based on fixed annual minimum guarantees in addition to overages calculated as the difference between the annual minimum guarantees and 10 percent of annual gross advertising sales. Since its inception, this contract has generated \$918,000 in revenue to the Transit Department through November 2015.

## **Scope**

The impact of this item is countywide in nature.

## **Fiscal Impact/Funding Source**

The contract, which is in its second OTR, expires on February 29, 2016. To prevent a disruption in service delivery, a three-month contract extension was exercised administratively to allow Signal Advertising to continue to maintain and advertise on the approximately 3,300 existing bus benches in unincorporated Miami-Dade County and participating municipalities until this item is approved by the Board.

As seen in the table below, if all OTR periods are exercised, the contract's expiration date will be February 28, 2019, and the contract's cumulative value (i.e., estimated total revenue to be generated) will be \$1,870,000.

Prior to the exercise of an OTR period, the Administration will perform market research to ensure exercising the OTR is in the County's best interest. Market research will include an assessment of competitive factors such as pricing, quality, product features, operational functionality and capital commitment by the vendor.

Department	Estimated Revenue	Funding Source	Contract Manager
Transit	\$250,000	Revenue-Generating	Glenn LeBlanc

<b>Initial Contract Term and OTRs with Revenue Generated:</b>		
Initial Contract Term:	December 1, 2008 – November 30, 2013	\$556,000
First OTR:	December 1, 2013 – November 30, 2014	157,000
Second OTR:	December 1, 2014 – February 29, 2016	257,000
	<b>Subtotal</b>	<b>\$970,000</b>
<b>OTR Requested for Approval and Estimated Revenue under this Item:</b>		
Third OTR:	March 1, 2016 – February 28, 2017	\$250,000
Fourth OTR:	March 1, 2017 – February 28, 2018	\$300,000
Fifth OTR:	March 1, 2018 – February 28, 2019	\$350,000
	<b>Cumulative Value</b>	<b>\$1,870,000</b>

**Track Record/Monitor**

There are no known performance issues with the awarded vendor. Lourdes Betancourt of the Internal Services Department is the Procurement Contracting Officer.

**Delegated Authority**

If this item is approved, the County Mayor or the County Mayor's designee will have the authority to exercise the third, fourth and fifth option-to-renew periods. The County Mayor or County Mayor's designee will also have the authority to exercise all provisions of the contract, during the OTR terms, pursuant to Section 2-8.1 of the County Code and Implementing Order 3-38.

**Awarded Vendor**

Vendor	Principal Address	Local Address	Principal
Signal Outdoor Advertising, LLC	200 Mansell Court East, Suite 430 Roswell, GA	16225 SW 117 Avenue, Unit 1 Miami, FL	Jim McLaughlin

**Due Diligence**

Pursuant to Resolution No. R-187-12, due diligence was conducted in accordance with the Internal Services Department's Procurement Guidelines to determine contractor responsibility, including verifying corporate status and review of performance or compliance issues. The lists referenced include convicted

vendors, debarred vendors, delinquent contractors, suspended vendors, and federal excluded parties. There are no adverse findings relating to contractor responsibility.

**Applicable Ordinances and Contract Measures**

- The two (2) percent User Access Program provision does not apply due to the funding source.
- The Small Business Enterprise Bid Preference and Local Preference ordinances do not apply.
- The Living Wage Ordinance does not apply.



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Alina Hudak  
Deputy Mayor



# MEMORANDUM

(Revised)

**TO:** Honorable Chairman Jean Monestime  
and Members, Board of County Commissioners

**DATE:** February 2, 2016

**FROM:** Abigail Price-Williams  
County Attorney

**SUBJECT:** Agenda Item No. 8(F)(6)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Statement of social equity required
- Ordinance creating a new board requires detailed County Mayor's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's \_\_\_\_\_, 3/5's \_\_\_\_\_, unanimous \_\_\_\_\_) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved \_\_\_\_\_ Mayor  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Agenda Item No. 8(F)(6)  
2-2-16

RESOLUTION NO. \_\_\_\_\_

RESOLUTION AUTHORIZING THE COUNTY MAYOR OR THE COUNTY MAYOR'S DESIGNEE TO EXERCISE THE THIRD, FOURTH AND FIFTH ONE-YEAR OPTION-TO-RENEW PERIODS FOR CONTRACT NO. RFP 540, BUS PASSENGER BENCH PROGRAM, WITH AN ESTIMATED TOTAL REVENUE TO BE GENERATED OF UP TO \$900,000.00 FOR THE TRANSIT DEPARTMENT; AND AUTHORIZING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO EXERCISE ALL PROVISIONS OF THE CONTRACT PURSUANT TO SECTION 2-8.1 OF THE COUNTY CODE AND IMPLEMENTING ORDER 3-38

**WHEREAS**, this Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that this Board authorizes the County Mayor or the County Mayor's designee to exercise the third, fourth and fifth one-year option-to-renew (OTR) periods for Contract No. RFP 540, Bus Passenger Bench Program, with an estimated total revenue to be generated of up to \$900,000.00 for the Transit Department; and authorizes the County Mayor or County Mayor's designee to exercise all provisions of the contract, during the OTR periods, pursuant to Section 2-8.1 of the County Code and Implementing Order 3-38. A copy of the contract is on file with and available upon request from the Internal Services Department, Procurement Management Services Division.

The foregoing resolution was offered by Commissioner \_\_\_\_\_ who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

Jean Monestime, Chairman

Esteban L. Bovo, Jr., Vice Chairman

Bruno A. Barreiro

Jose "Pepe" Diaz

Sally A. Heyman

Dennis C. Moss

Sen. Javier D. Souto

Juan C. Zapata

Daniella Levine Cava

Audrey M. Edmonson

Barbara J. Jordan

Rebeca Sosa

Xavier L. Suarez

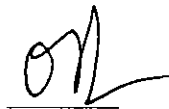
The Chairperson thereupon declared the resolution duly passed and adopted this 2<sup>nd</sup> day of February, 2016. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this Resolution and the filing of this approval with the Clerk of the Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: \_\_\_\_\_  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.



Oren Rosenthal