



**History:**

In the past four companies held contracts with Seminole County to place bus benches with and with out advertising. By the end of 1996 all four contracts had expired and no new bus bench contracts were pursued. However, Metropolitan Systems Inc. continues to place and maintain benches through out the County with out a contract. The bench contracts were as follows:

<u>Company</u>	<u>Contract Expired</u>	<u>No. of Benches Placed</u>
KB Enterprises	September 30, 1996	0
Aesch-Chitwood Int.	August 1, 1996	0
Metropolitan Systems Inc.	September 30, 1996	48
Public Seating Displays	September 30, 1996	22

**Issues:**

The following issues should be addressed in any new contract(s).

1. Benches to be placed only at existing bus stops and the vendor to coordinate with the County in identifying new bench locations.
2. The County to approve the bench design(s) including the size and location of advertising placed on the bench and contact information of the vendor.
3. All bench installations to be in accordance with County and State right-of-way permits, safety standards, building codes, ADA compliance and other accepted standards for set backs and bench placement.
4. The vendor to create and maintain an inventory and periodically report same to the County.
5. The vendor to maintain, operate and repair benches and bench sites.
6. The vendor to secure liability insurance and hold the County harmless.
7. The vendor to pay agreed to revenues to the County to off set the County's administrative costs and contribute to the support of public transportation.

**Potential Options:**

Following are potential options to be considered.

1. Execute a sole source exclusive contract with the vendor currently providing benches, Metropolitan Systems Inc.
  - a. Metropolitan Systems Inc. has a good track record for providing and maintaining bus benches.

- b. Metropolitan Systems Inc. has a number of local clubs, such as the Woman's Club of Sanford, the Jaycees, the Boys and Girls Clubs and Mothers Against Drunk Driving, which sponsor the public seating program.
  - c. Outdoor advertising is a very competitive market and other vendors have expressed a desire to participate in bus bench advertising.
2. Execute multiple contracts with several bus bench and/or bus/transit shelter vendors.
- a. This option gives all interested parties the opportunity to participate in a bus bench advertising program.
  - b. A method of dividing up the County into equitable territories could be developed and managed.
  - c. A provision to add new vendors as they apply later in the process or a date certain established for implementation after which no new vendors would be added would be needed.
3. Issue a Request for Proposals and select one or more vendors.
- a. The RFP process gives all interested vendors the opportunity to compete for the opportunity to provide bus bench advertising services.
  - b. The RFP establishes a base line set of standards and scope of work that all vendors must adhere to in their proposal.
  - c. The RFP process gives the County the ability to limit the provider to one vendor or to multiple vendors.
  - d. The RFP process is the most time consuming of all the options.
4. Modify the existing Bus/Transit Shelter contract to include bus bench advertising.
- a. This option takes the burden off of County staff to manage a second program.
  - b. Coordination of shelter vs. bench advertising sites is simplified and/or eliminated.
5. Negotiate an agreement with LYNX authorizing LYNX to procure a vendor(s) and manage the contract(s).
- a. This option is similar to number 4 except LYNX would manage the bench program while the County would manage the bus/transit shelter program.

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**STAFF RECOMMENDATION:**

Staff is seeking direction from the Board of County Commissioners.