

36335

TO: Board of Acquisition and Contract

FROM: Jay T. Pisco, P.E.
Commissioner of Public Works and Transportation

DATE: October 8, 2013

SUBJECT: Authority to enter into an agreement with Cablevision Media Sales Corporation to buy cable television advertising to promote the Westchester County Bee-Line System "Ride with a Friend" campaign October 31, 2013 through October 30, 2014 in an amount not to exceed \$60,000.00 (Agreement No. DOTSM13-03)

Authority is requested to enter into an agreement with Cablevision Media Sales Corporation to buy cable television advertising to promote the Westchester County Bee-Line System "Ride with a Friend" campaign. The campaign is designed to generate interest and enthusiasm among senior citizens for riding the Bee-Line bus and increasing travel independence.

The term of the agreement will be October 31, 2013 to October 30, 2014 for an amount not to exceed \$60,000.00. A budget breakdown is attached. The project will be funded with 80% funding from the New York State Department of Transportation as part of the County's SMART Commute program. This agreement is exempt from the procedures of the Westchester County Procurement Policy pursuant to Section 3(a)iv thereof.

The goal of this program is to promote travel independence by senior citizens. As Westchester's population ages, many senior citizens experience limitations which can hamper their ability to safely operate a motor vehicle. Traveling independently using the Bee-Line System can broaden a senior's travel opportunities and restore a sense of involvement in their community.

The "Ride with a Friend" campaign will use 30 second, cable TV commercials to target Westchester seniors at least 65 years of age. The campaign will focus on an upbeat and fun approach to bus travel and will encourage seniors to ride the bus with a friend to explore and enjoy all that Westchester has to offer.

In view of the importance of this program to the quality of life of Westchester's senior citizens, I recommend approval of the attached resolution.

RESOLUTION

Upon a communication from the Commissioner of Public Works and Transportation, be it hereby:

RESOLVED, that the County of Westchester is hereby authorized to enter into an agreement with Cablevision Media Sales Corporation to buy cable television advertising to promote the Westchester County Bee-Line System "Ride with a Friend" campaign; and be it further

RESOLVED, that the term of the agreement shall be October 31, 2013 to October 30, 2014 at a not-to-exceed cost of \$60,000.00; and be it further

RESOLVED, that the County Executive or his duly authorized designee be and hereby is authorized to execute any and all documents necessary and appropriate to effectuate the purposes hereof.

Agreement No. DOTSM13-03

Account to be Charged/Credited			Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars	Funding Period
	Fund	Dept.					
	263	44	041N/GRNT	4939	T041	\$60,000.00	10/31/13 – 10/30/14

Budget Funding Year(s) 2013-2014 Start Date October 31, 2013 End Date October 30, 2014
 (must match resolution)

Funding Source: Tax Dollars \$12,000.00
 State Aid \$48,000.00
\$60,000.00 Federal Aid _____
 (must match resolution) Other _____

APPROVED BY ACQUISITION & CONTRACT JOMAR WEIRA, SECRETARY

Agreement No. DOTSM13-03
Budget Breakdown

- Six Week Campaign
- \$10,000.00 per week
- Total of 265 spots per week

MONTH	GROSS COST	TOTAL UNITS (SPOTS)
October, 2013	\$10,000.00	265
November, 2013	\$40,000.00	1,060
December 2013	\$10,000.00	265
TOTAL	\$60,000.00	1,590

APPROVED BOARD OF ACQUISITION & CONTRACTS - 10/01/2013 - JOMARY VIEIRA, SECRETARY