

44695

TO: Board of Acquisition and Contract

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

DATE: February 10, 2015

SUBJECT: Request for authority for the County of Westchester (the "County") to enter into an agreement with Pamal Broadcasting, Ltd. to buy radio advertising to support the efforts of the County's SMART Commute Program by promoting the use of public transit and other green commute alternatives to reduce drive-alone commuting, mitigate traffic congestion and reduce emissions on the County's major roadways for the term March 1, 2015 through December 31, 2015, in an amount not to exceed \$40,000.00. (Agreement No. DOTSM15-03)

Authority is requested for the County to enter into an agreement with Pamal Broadcasting, Ltd. pursuant to which the County would buy radio advertising to promote the use of public transit and other green commute alternatives in order to reduce drive alone commuting, mitigate traffic congestion and reduce emissions on the County's major roadways.

The term of the agreement will be March 1, 2015 through December 31, 2015 for an amount not to exceed \$40,000.00. 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 procurement pursuant to Section 3(a)iv of the Westchester County Procurement Policy.

The task of the County's SMART Commute Program is to limit or reduce the growth of vehicle miles traveled, mitigate traffic congestion and reduce air pollution. This program focuses on strategies intended to change the travel behavior of employees commuting to work in order to reduce single occupant vehicle use, especially during the peak period. This radio campaign will use thirty (30) second radio commercials to promote the environmental and economic benefits of using green commuting alternatives to reduce drive alone commuting and improve Westchester County's quality of life.

The goal of this agreement is to promote the use of alternatives to drive-alone commuting, mitigate traffic congestion and reduce emissions on the County's major roadways. The agreement will be monitored by the Department of Public Works and Transportation.

In view of the importance of reducing traffic congestion and improving Westchester County's air quality, 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 Pamal Broadcasting, Ltd., 715 Route 52, P.O. Box 310, Beacon, New York 12508 to buy radio advertising in support of the County's SMART Commute Program by promoting the use of public transit and other green commute alternatives in order to reduce drive alone commuting, mitigate traffic congestion and reduce emissions on the County's major roadways; and be it further

RESOLVED, that the term of the agreement shall be March 1, 2015 through December 31, 2015 at a not-to-exceed cost of \$40,000.00; and be it further

RESOLVED, that this contract is subject to County appropriations; and be it further

RESOLVED, that this Agreement is also subject to further financial analysis of the impact of any New York State Budget (the "State Budget") proposed and adopted during the term of this Agreement. The County shall retain the right, upon the occurrence of any release by the Governor of a proposed State Budget and/or the adoption of a State Budget or any amendments thereto, and for a reasonable period of time after such release(s) or adoption(s), to conduct an analysis of the impacts of any such State Budget on County finances. After such analysis, the County shall retain the right to either terminate this Agreement or to renegotiate the amounts and rates approved herein. If the County subsequently offers to pay a reduced amount to the Contractor, then the Contractor shall have the right to terminate this Agreement upon reasonable prior written notice; 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. DOTSM15-03

Account to be Charged/Credited	Fund	Dept.	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars	Funding Period
	263	44	041Q/GRNT	4939	T041	\$40,000.00	03/01/15 – 12/31/15

Budget Funding Year(s) 2015 Start Date March 1, 2015 End Date December 31, 2015
 (must match resolution)

Funding Source: Tax Dollars \$ 8,000.00

State Aid \$32,000.00

\$40,000.00 Federal Aid _____
 (must match resolution)

Other _____