

61473

TO: Board of Acquisition and Contract

FROM: Hugh J. Greechan, Jr., P.E.  
Commissioner of Public Works and Transportation

DATE: February 13, 2018

SUBJECT: Request authority for the County of Westchester (the "County") to enter into an agreement with Altice Media Solutions Corporation to buy cable TV 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 April 2, 2018 through December 31, 2018, in an amount not to exceed \$40,000.00 (Agreement No. DOTSM03-18)

---

Authority is requested for the County to enter into an agreement with Altice Media Solutions Corporation pursuant to which the County would buy cable TV 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 from April 2, 2018 through December 31, 2018 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 cable TV campaign will use (30) second video 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. 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.

HJG/NK/meb

# 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 Altice Media Solutions Corporation, 1111 Stewart Avenue, Bethpage, New York 11714 to buy cable TV 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 from April 2, 2018 through December 31, 2018 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. DOTSM03-18

Account to be Charged/Credited	Fund	Dept.	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars	Funding Period
	263	44	041T	4939	T041	\$40,000.00	04/02/18 – 12/31/18

Budget Funding Year(s) 2018 Start Date April 2, 2018 End Date December 31, 2018  
 (must match resolution)

Funding Source: Tax Dollars \$ 8,000.00  
 State Aid \$32,000.00  
\$40,000.00 Federal Aid \_\_\_\_\_  
 (must match resolution) Other \_\_\_\_\_