

27066

May 21, 2012

TO: Board of Acquisition and Contract

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

SUBJECT: Authority to enter into a License Agreement with the Metropolitan Transportation Authority ("MTA") to use the MTA's trademarked anti-terrorism communications slogan, "If You See Something, Say Something."
(License Agreement No. DOTHS01-12)

Authority of your Honorable Board is requested to enter into a License Agreement ("License") with the Metropolitan Transportation Authority ("MTA") to use the MTA's trademarked anti-terrorism communications slogan, "If You See Something, Say Something."

The Westchester County Department of Public Works and Transportation has been awarded a grant from the United States Department of Homeland Security to conduct a public awareness campaign to educate Bee-Line riders on being more aware of their surroundings, and to encourage them to report behavior that may appear suspicious to transportation and law enforcement authorities.

The MTA's slogan has proven to be successful, and given that the MTA operates facilities in Westchester County through its Metro-North Commuter Railroad, it is appropriate to have one consistent anti-terrorism communications message for transit riders in the County.

The License will commence upon execution and expire on December 31, 2014, after which the License will automatically renew on a monthly basis until such time as either party terminates the License. The MTA has waived any fee for the License.

Westchester County's public awareness campaign will include the production of printed materials to be placed on buses and at bus stops, print ads, television commercials and radio ads. The campaign is 100% federally funded and there is no local match.

Conducting the campaign helps ensure the safety of Bee-Line riders. The United States Department of Homeland Security also requires that the region develop a Regional Transit Security Strategy in order to receive Homeland Security funding. The Greater New York Regional Transit Security Strategy identifies encouraging open, two-way communications with customers as a key element of security strategy.

I recommend adoption of the attached proposed Resolution.

Attachment

RESOLUTION

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

RESOLVED, that approval is hereby granted to enter into a License Agreement (“License”) with the Metropolitan Transportation Authority (“MTA”), 347 Madison Avenue, New York, New York 10017, to use the MTA’s trademarked anti-terrorism communications slogan, “If You See Something, Say Something” to develop its own anti-terrorism communications campaign for use in Westchester County, and on buses which travel outside of Westchester County; and be it further

RESOLVED, that the License shall commence upon signature of the License and shall expire on December 31, 2014, after which the MTA will automatically renew the License on a monthly basis until such time as either party terminates the License; and be it further

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

License Agreement No. DOTHS01-12

Account to be Charged/Credited			Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
	Fund	Dept.				N/A

Budget Funding Year(s) N/A Start Date Upon Execution End Date December 31, 2014
 (must match resolution)

Funding Source: Tax Dollars N/A
 State Aid _____
\$ N/A Federal Aid _____
 (must match resolution) Other _____