

39101

TO: Board of Acquisition and Contract

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

DATE: March 18, 2014

SUBJECT: Authority to amend 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 for the period October 31, 2013 through October 30, 2014 in an amount not to exceed \$60,000.00, by increasing the not to exceed amount by an additional \$20,000.00, from an amount not to exceed \$60,000.00 to an amount not to exceed \$80,000.00. (Agreement No. DOTSM13-03)

By Resolution approved on October 31, 2013, your Honorable Board authorized the County, acting by and through the Department of Public Works and Transportation (the "Department") to enter into an agreement with Cablevision Media Sales Corporation ("Cablevision") to buy cable television advertising to promote the Westchester County Bee-Line System "Ride with a Friend" campaign for the period October 31, 2013 to October 30, 2014 for an amount not to exceed \$60,000.00, pursuant to an approved budget (the "Agreement"). The Agreement was subsequently executed.

Since the advertising campaign began, participation in the program has grown from four (4) establishments to seventeen (17). New participants include nine (9) Applebee's locations in Westchester County, Maggie and Mickey Spillane's restaurants, and the City Center 15: Cinema Deluxe in White Plains. In light of the success of the campaign, the Department wishes to purchase additional advertising spots to further promote the program. In order to fund this purchase, the Department seeks to amend the Agreement to increase the not to exceed amount by an additional \$20,000.00.

Accordingly, authority is requested to amend the Agreement with Cablevision to buy cable television advertising to promote the Westchester County Bee-Line System "Ride with a Friend" campaign for the period October 31, 2013 to October 30, 2014, for an amount not to exceed \$60,000.00, pursuant to an approved budget, by increasing the not to exceed amount by an additional \$20,000.00, from an amount not to exceed \$60,000.00 to an amount not to exceed \$80,000.00, in order to fund the purchase of additional advertising spots. A supplemental budget breakdown is attached.

Except as specifically amended hereby, all remaining terms and conditions of the Agreement shall remain in full force and effect.

It should be noted that this project is 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.

Board of Acquisition and Contract
Authority to Amend Agreement No. DOTSM13-03
Cablevision Media Sales Corporation
Cable Television Advertising to Promote the
Westchester County Bee-Line System "Ride with a Friend" Campaign
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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.

JTP/NK/jpg
Attachment

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 amend 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 for the period October 31, 2013 to October 30, 2014 for an amount not to exceed \$60,000.00, pursuant to an approved budget (the "Agreement") by increasing the not to exceed amount under the Agreement by an additional \$20,000.00, from an amount not to exceed \$60,000.00 to an amount not to exceed \$80,000.00, in order to fund the purchase of additional advertising spots; and be it further

RESOLVED, that except as specifically amended hereby, all remaining terms and conditions of the Agreement shall remain in full force and effect; 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.

Original Agreement: \$60,000.00
 This Amendment: \$20,000.00
 Total: \$80,000.00

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	041P/GRNT	4939	T041	\$20,000.00	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 \$ 4,000.00
 State Aid _____
\$20,000.00 Federal Aid \$16,000.00
 (must match resolution) Other _____

Amendment No. 1 to Agreement No. DOTSM13-03
Supplemental Budget Breakdown

- Eight Week Campaign (two weeks per month over a four month period)
- \$2,500.00 per week
- Total of 121 spots per week

MONTH	GROSS COST	TOTAL UNITS (SPOTS)
May, 2014	\$5,000.00	242
June, 2014	\$5,000.00	242
July, 2014	\$5,000.00	242
August, 2014	\$5,000.00	242
TOTAL	\$20,000.00	968

APPROVED BOARD OF ACQUISITION & CONTRACTS 04/10/2014 - JOMARY MEIRA, SECRETARY