



Martin Gold Coast Bus Shelters and Benches

May 6, 2026

Department of Public Works

Background



- Martin Gold Coast (MGC) currently operates 25 bus stop locations encompassing 27 shelters.
 - Two locations include dual-shelter configurations
 - All MGC shelters and benches carry third-party advertising
- Advertising revenue: approximately \$40,000 annually.
- Under the existing contract, MGC is responsible for maintaining all bus stop locations where its shelters and benches are installed.
- MGC has not consistently fulfilled its contractual maintenance responsibilities, resulting in the City's Sanitation Division providing maintenance support for these locations.
- The City of Hallandale Beach intends to terminate the existing MGC contract.
 - Termination will require the removal of all MGC-owned shelters and benches.



Existing Inventory

Shelters: 52 Total

- Martin Gold Coast (MGC): 27
- Broward County: 10
- City of Hallandale Beach: 15

Benches: 82 Total

- Martin Gold Coast (MGC): 54
- Broward County: 7
- City of Hallandale Beach: 21

City Shelter



MGC Shelter



County Bench



City Bench



County Shelters

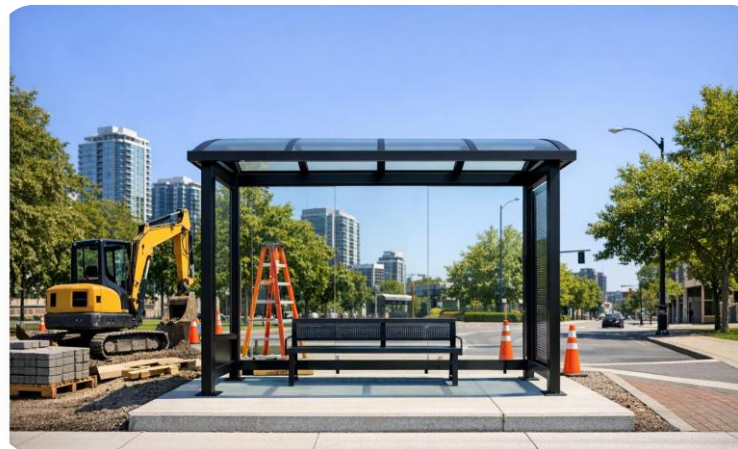


Surtax Funding



Total Project Funding: \$4.4M (\$3.1M Surtax + \$1.3M City contribution) allocated for new bus shelter infrastructure.

- Original scope: 39 locations / 41 shelters
 - 4 locations (5 shelters) removed due to discontinued service
 - Revised scope: 35 locations / 36 shelters
- 24 existing MGC shelters to be replaced with new shelters
- 2 existing MGC shelters to be decommissioned (no replacement planned)
- 1 MGC shelter to remain in service



Termination of MGC Contract



Option A: City-Funded Replacement

- Replace remaining MGC benches and shelter with City-owned assets
 - Benches: $\$3,000/\text{unit} \times 54 = \$162,000 + \$10,800 \text{ installation} = \$172,800$
 - Shelter: $\$100,000 + \$10,000 \text{ installation} = \$110,000$
 - **Estimated Total: \$282,800**

Option B: Negotiate Purchase from MGC

- Acquire remaining MGC shelter and 54 benches at a negotiated price
 - Assets remain in place; no service disruption
 - Advertising removal required upon transfer of ownership



Proposed Agreement Summary



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- Allows the City to transition away from MGC.
- Prevents MGC from adding new shelters, benches, or advertising.
- Requires MGC to maintain existing assets until removed.
- Allows the City to replace, remove, or acquire assets as needed.
- Clarifies ownership, maintenance, payment, and removal responsibilities.

