



400 South Federal Hwy
Hallandale Beach, FL 33009

City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	November 15, 2017		Item Type: <i>(Enter X in box)</i>	Resolution X	Ordinance	Other	
Fiscal Impact: <i>(Enter X in box)</i>	Yes	No	Ordinance Reading: <i>(Enter X in box)</i>	1st Reading		2nd Reading	
	X		Public Hearing: <i>(Enter X in box)</i>	Yes	No	Yes	No
Funding Source:	Revenue Agreement		Advertising Requirement: <i>(Enter X in box)</i>	Yes		No	
						X	
Account Balance:	N/A		Quasi Judicial: <i>(Enter X in box)</i>	Yes		No	
						X	
Project Number :			RFP/RFQ/Bid Number:				
Contract/P.O. Required: <i>(Enter X in box)</i>	Yes	No	Strategic Plan Priority Area: <i>(Enter X in box)</i>				
	X						
			Safety <input checked="" type="checkbox"/> Quality <input checked="" type="checkbox"/> Vibrant Appeal <input checked="" type="checkbox"/>				
Sponsor Name:	Roger M. Carlton		Department: Procurement		Andrea Lues, Procurement Director		

Short Title:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER TO EXECUTE AN AMENDMENT TO THE AGREEMENT WITH MARTIN-GOLD COAST LLC FOR STREET FURNITURE ADVERTISING IN SUBSTANTIALLY THE SAME FORM AS ATTACHED AS EXHIBIT "A"; AUTHORIZING THE CITY MANAGER TO EXECUTE ALL RELATED DOCUMENTS TO EFFECTUATE THE SERVICE; AND PROVIDING AN EFFECTIVE DATE.

Staff Summary:

Background:

At the July 29, 2010 City Commission special budget meeting, the City Commission directed staff to begin negotiations with Martin-Gold Coast LLC (MGC) for a joint bench and shelter agreement to include the replacement and installation of bus benches and bus shelters. The agreement with MGC (Exhibit 2) was executed on November 24, 2010 and will expire on September 30, 2020.

The agreement required MGC to install, maintain and repair all bus benches and bus shelters throughout the City. Upon execution of the agreement, MGC assumed ownership of currently installed bus shelter units. As the owner, MGC is required to maintain, replace, repair, and keep said shelters in good repair and condition, and is furthermore required to retrofit all bus shelters with solar lighting.

At the August 29, 2017 Budget Workshop, the City Commission was presented Summer Study 17-006 - Chamber of Commerce Street Furniture Advertising Agreement (Exhibit 3). The amendments, shown below, were discussed and a motion was approved to move forward with the recommendations.

Current Situation:

The following amendments to the existing contract are being proposed:

1. Pre-approved Renewal – The City shall pre-approve the first renewal of the contract for an additional five years, from October 1, 2020 to September 30, 2025.
2. New Bus Benches - MGC will replace the existing “integrated” bench/planter units. MGC will install new units at no cost to the City. There is a 6-8 week production lead time on the delivery of the new benches. New benches will be installed within 90 days of receipt by MGC. (Exhibit 4) Existing furniture types and quantities are seen below.

Type of street		Maintenance/Repair	Ownership
Bus shelters with ad	25	MGC *	MGC *
Non-ad bus shelters	9	MGC *	City Δ
All metal bus shelters	2	City staff	City
Total bus shelters	36		
Bus bench with ad	53	MGC *	MGC *
Non-ad bus bench	9	City staff	City
Total benches	62		

Δ Shelter obtained through the County's ARRA grant

3. Increased Maintenance - MGC will increase routine maintenance to cover any need created by removal of the trash cans, with a frequency of up to 5 days per week for advertisement furniture.
4. Non Advertisement Street Furniture – Non-ad street furniture maintenance will be removed from the agreement. A separate agreement for maintenance of City-wide non-ad street furniture is forthcoming.
5. Increase Revenue on New Bus Benches – MGC will increase the guaranteed revenue to the City for new bus benches from \$333 to \$350 per bench per month upon completion of installation of the replacement units, expected in January 2018. This will generate an expected \$1802 in additional revenue for the remainder of FY 17/18, for a total minimum FY 17/18 revenue of \$39,800*. (*Based on existing furniture quantities)
6. Removal of Chambers Benefit – The third party beneficiary clause which ties the Chamber of Commerce to the agreement will be removed. The City is currently in the process of entering into a separate performance agreement with the Chamber of Commerce, as approved in Exhibit 3, for an amount not to exceed \$25,000. The agreement is being executed under the City Manager's authority.

Conclusion:

Approval of the proposed amendments to the agreement with MGC addresses all three strategic priorities set by the City Commission:

1. Quality
 - a. New Benches
 - b. Increased Maintenance
 - c. Increased Revenue
2. Vibrant Appeal
 - a. Cleaner Benches
 - b. Waste Reduction
 - c. Matching color to the new shelters
3. Safety
 - a. Waste Reduction
 - b. Eliminate potential for terrorism

Why Action is Necessary:

Pursuant to Chapter 23, Section 23-5, Award of Contract, of the City of Hallandale Beach Code of Ordinances, the City Manager shall have the authority to recommend to the City Commission award of contracts.

Fiscal Impact:

Increase to the guaranteed revenue to the City for bus benches from \$333 to \$350 per bench per month upon completion of installation of the replacement units.

Proposed Action:

Staff is requesting City Commission approval of the attached Amendment #1 to the Street Furniture Advertising Agreement between the City and Martin-Gold Coast LLC.

Attachment(s):

Exhibit 1 – Resolution
Exhibit 2 – Street Furniture Advertising Agreement
Exhibit 3 – Summer Study
Exhibit 4 – Bus Bench Design
Exhibit A – Amendment #1



Prepared by: Tom Camaj, Contracts Coordinator



Reviewed by: Steven Parkinson, Assistant City Manager