



## THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

MEMORANDUM

**TO:** Patti McLauchlin, City Manager  
**FROM:** Rod Delostrinos, Director of Transportation  
**VIA:** Todd Stoughton, Assistant City Manager  
**DATE:** July 7, 2021

**SUBJECT:** Authorize the purchase of sixteen (16) Transit Bus Information Systems in an amount not to exceed \$227,266.

### **ACTION STATEMENT:**

Authorize the purchase of sixteen (16) Transit Bus Information Systems monitors and interface in an amount not to exceed \$227,266 from Message Point Media pursuant to City of Key West Code of Ordinances Sections 2-797 (1) sole source procurement and for brand name items in accordance with Section 2-843 of the Code of Ordinances.

### **BACKGROUND:**

On-board bus Information systems consist of ruggedized video monitors, associated mounting apparatus, and monitor to broadcast interfaces. This system is used to provide passengers with route status, safety rules, and other information. The City of Key West already has Message Point Media Information Systems installed on four buses.

### **PURPOSE AND JUSTIFICATION:**

This project is the second phase to provide better standardized on-board communication for the riding public. Purchase of equipment from vendor currently in use provides standard customer support and guaranteed compatibility. The current equipment is proprietary in which Message Point Media is the sole source for procurement. The use of Information Systems on the transit vehicles will improve transit service delivery in accordance with Title VI of the Civil Rights Act of 1964 to include better visual communication for hearing impaired passengers, more trip information such as route ladders, delays/weather, and potential increases in advertising revenue.

Staff has determined the Message Point Media Information System is compatible with existing on-board technology.

*Key to the Caribbean – Average yearly temperature 77° F.*

**FISCAL IMPACT:**

Under the current FDOT Joint Participation Agreement (JPA) ARN 97, the City of Key West will receive 100% reimbursement for this purchase. The purchase will be recorded in the Transit Fund 411-4404-544.64 / Machinery and Equipment with an offsetting federal transit grant.

**RECOMMENDATION:**

Authorize the purchase of sixteen (16) Transit Bus Information Systems in an amount not to exceed \$227,266.