

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA, APPROVING AMENDED MASTER SERVICE AGREEMENT (MSA) AND SERVICE LEVEL AGREEMENT (SLA) BETWEEN CITY OF KEY WEST AND MESSAGE POINT MEDIA (MPM); AUTHORIZING MPM TO MANAGE PROGRAMMATICS, DIRECT MAIL, AND EMAIL ADVERTISING CAMPAIGNS AT NO COST TO THE CITY; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on August 3, 2021, the Commission approved resolution 21-157 for the purchase and installation of sixteen (16) transit bus Onboard Display Information Systems (Infotransit) with accessories from Message Point Media on a Brand Name, Sole Source Basis, and in the Best Interests of the City, pursuant to Sections 2-797 (1), 2-797(4)(b), 2-843 and 2-844 of the Code of Ordinances to provide better standardized onboard communication for the riding public; and

WHEREAS, the use of Onboard Display 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; and

WHEREAS, current advertising revenue was limited to static signage on-board buses as well as contractor bus shelter advertising; and

WHEREAS, approving the amended MSA and SLA will allow City of Key West to expand its current advertising sales and explore new sources of advertising revenue thus increasing transit revenue to offset operating cost; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA, AS FOLLOWS:

Section 1: That the City Manager is authorized to negotiate and execute a contract with Message Point Media of Alabama, Inc and as legally permissible pursuant to the City Charter, upon advice and consent of the City Attorney.

Section 2: Revenues from the Fully Managed Advertising Add-On Service will be recorded in 411 Transit Cost Center Enterprise Fund. Any necessary budget adjustments or transfers are hereby authorized.

Section 3: That this Resolution shall go into effect immediately upon its passage and adoption and authentication by the signature of the Presiding Officer and the Clerk of the Commission.

Passed and adopted by the City Commission at a meeting held this _____ day of _____, 2025.

Authenticated by the Presiding Officer and Clerk of the
Commission on _____ day of _____, 2025.

Filed with the Clerk on _____, 2025.

Mayor Danise Henriquez	_____
Vice Mayor Lissette Carey	_____
Commissioner Aaron Castillo	_____
Commissioner Monica Haskell	_____
Commissioner Mary Lou Hoover	_____
Commissioner Sam Kaufman	_____
Commissioner Donald "Donie" Lee	_____

DANISE HENRIQUEZ, MAYOR

ATTEST:

KERI O'BRIEN, CITY CLERK