

**ID #113757**

DATE: May 19, 2026

TO: Honorable Members of the Board of Acquisition and Contract

FROM: Hugh J. Greechan, Jr., P.E.  
Commissioner, Department of Public Works and Transportation

RE: Authority for the County of Westchester to enter into a license agreement with InSite Street Media, LLC for the operation and maintenance of County Bee-Line bus shelters, for the period from July 1, 2026 through June 30, 2031, with the County having the option, in its sole discretion, to extend the License for one (1) additional five (5) year term (Agreement No. DOTOP06-26).

Authority is respectfully requested from your Honorable Board for the County of Westchester (the "County"), acting by and through its Department of Public Works and Transportation (the "Department"), to enter into a license agreement (the "License") with InSite Street Media, LLC ("InSite") for the operation and maintenance of County Bee-Line bus shelters (collectively the "Bus Shelters", or individually a "Bus Shelter"), for the period from July 1, 2026 through June 30, 2031, with the County having the option, in its sole discretion, to extend the License for one (1) additional five (5) year term.

On March 6, 2026, the County, acting by and through the Department, issued a request for proposals ("RFP") that solicited proposals from qualified vendors to enter into a license agreement with the County for the operation and maintenance of the Bus Shelters and, in return, the chosen vendor would have the exclusive right to solicit, sell, and place advertisements on the Bus Shelters that it operates and maintains. In response to the RFP, the Department received two proposals. The Department had several individuals review the proposals and evaluate them based upon the evaluation criteria specified in the RFP. It was determined that after the review and evaluation, the proposal from InSite satisfied all of the evaluation criteria required in the RFP. Further, the Department conducted an analysis of the license fee proposal from InSite and found that it is reasonable. Based on the Department's review of the proposal from InSite and InSite's performance under previous contracts with the County, the Department is satisfied that it is a responsible provider for the Bus Shelter operation, maintenance, and advertising services.

In accordance with the terms of the proposed License, InSite will maintain all County Bus Shelters and perform repairs and replacements as needed. This will include repair and replacement of non-working lighting, repairs necessitated as a result of vandalism, auto, or weather-related damage, and the replacement of shelters that are damaged beyond repair. Importantly, InSite will provide appropriate snow and ice removal services at Bus Shelters during each License term year, as more particularly described in the proposed License. The snow and ice removal requirements will constitute a material element of the proposed License.

In addition, InSite will be authorized to sell advertising on the Bus Shelters and will pay to the County the following annual License fees:

<u>Period</u>	<u>License Fee</u>
July 1, 2026 through June 30, 2027	\$ 225,000.00
July 1, 2027 through June 30, 2028	\$ 275,000.00
July 1, 2028 through June 30, 2029	\$ 325,000.00
July 1, 2029 through June 30, 2030	\$ 325,000.00
July 1, 2030 through June 30, 2031	\$ 325,000.00
<b>Total (5 years)</b>	<b>\$ 1,475,000.00</b>

Should the County, in its sole discretion, decide to extend the term of the proposed License for an additional period of five (5) years, InSite will pay to the County the following annual License fees:

<u>Period</u>	<u>License Fee</u>
July 1, 2031 through June 30, 2032	\$ 325,000.00
July 1, 2032 through June 30, 2033	\$ 325,000.00
July 1, 2033 through June 30, 2034	\$ 325,000.00
July 1, 2034 through June 30, 2035	\$ 325,000.00
July 1, 2035 through June 30, 2036	\$ 325,000.00
<b>Total (5 years)</b>	<b>\$ 1,625,000.00</b>

As part of the proposed License, InSite will be required to deposit with the County a performance and payment bond, letter of credit, or the equivalent, in the amount of \$500,000.00 in a form acceptable to the Office of the County Attorney. In addition, InSite will pay the sum of \$50,000.00 to the County to be deposited into a maintenance and security fund to be maintained by the County to assure the proper maintenance of the Bus Shelters.

The goals and objectives of the proposed License are for the public good as they provide for the operation and maintenance of the Bus Shelters, and also provide revenue to the County.

The proposed License and InSite's maintenance of the Bus Shelters will be tracked and monitored by Department personnel.

Accordingly, I respectfully request your Honorable Board's approval of the attached proposed Resolution.

HJG/MS/NT/mcz  
Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 03/28/2026 RAYMOND SUUKI SECRETARY

# RESOLUTION

Upon a communication from the Commissioner of Public Works and Transportation, be it hereby

**RESOLVED**, that the County of Westchester (the "County"), acting by and through its Department of Public Works and Transportation (the "Department"), is hereby authorized to enter into a license agreement (the "License") with InSite Street Media, LLC ("InSite") for the operation and maintenance of County Bee-Line bus shelters ("Bus Shelters"), for the period from July 1, 2026 through June 30, 2031, with the County having the option, in its sole discretion, to extend the License for one (1) additional five (5) year term; and be it further

**RESOLVED**, that pursuant to the terms of the License, InSite shall maintain all County Bus Shelters and perform repairs and replacements as needed, and provide appropriate snow and ice removal services at Bus Shelters during each License term year, as more particularly described in the proposed License. The snow and ice removal requirements will constitute a material element of the proposed License. In addition, InSite will be authorized to sell advertising on the Bus Shelters and will pay to the County the following annual License fees:

<u>Period</u>	<u>License Fee</u>
July 1, 2026 through June 30, 2027	\$ 225,000.00
July 1, 2027 through June 30, 2028	\$ 275,000.00
July 1, 2028 through June 30, 2029	\$ 325,000.00
July 1, 2029 through June 30, 2030	\$ 325,000.00
July 1, 2030 through June 30, 2031	\$ 325,000.00
<b>Total (5 years)</b>	<b>\$ 1,475,000.00;</b>

and be it further

**RESOLVED**, that should the County, in its sole discretion, decide to extend the term of the License for an additional period of five (5) years, InSite shall pay to the County the following annual License fees:

<u>Period</u>	<u>License Fee</u>
July 1, 2031 through June 30, 2032	\$ 325,000.00
July 1, 2032 through June 30, 2033	\$ 325,000.00
July 1, 2033 through June 30, 2034	\$ 325,000.00
July 1, 2034 through June 30, 2035	\$ 325,000.00
July 1, 2035 through June 30, 2036	\$ 325,000.00
<b>Total (5 years)</b>	<b>\$ 1,625,000.00;</b>

and be it further

**RESOLVED**, that the License shall require InSite to deposit with the County a performance and payment bond, letter of credit, or the equivalent, in the amount of \$500,000.00 in a form acceptable to the Office of the County Attorney. In addition, InSite will pay the sum of \$50,000.00 to the County to be deposited into a maintenance and security fund to be maintained by the County to assure the proper maintenance of Bus Shelters; and be it further

**RESOLVED**, that the County Executive or his duly authorized designee is hereby authorized and empowered to execute and deliver all instrument necessary or appropriate to effectuate the purposes hereof.

License Agreement No. DOTOP06-26

Account to be Charged/Credited	Fund	Dept.	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
	101	44	2100	9289		\$225,000.00 (2027)
	101	44	2100	9289		\$275,000.00 (2028)
	101	44	2100	9289		\$325,000.00 (2029)
	101	44	2100	9289		\$325,000.00 (2030)
	101	44	2100	9289		\$325,000.00 (2031)

Budget Funding Year(s): 2027-2031  
(must match resolution)

Start Date: July 1, 2027

End Date: June 30, 2031

Funding Source	Tax Dollars: _____
	State Aid: _____
<b>\$1,475,000.00</b>	Federal Aid: _____
(must match resolution)	Other: <u>\$1,475,000.00 (Revenue)</u>

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/28/2026 - RAYMOND SCULKY, SECRETARY