



## Legislation Details (With Text)

**File #:** 20-0743      **Version:** 1      **Name:** Resolution: Intersection Media, LLC - Census2020  
**Type:** Resolution      **Status:** Adopted  
**File created:** 6/23/2020      **In control:** Administration  
**On agenda:** 10/21/2020      **Final action:** 10/21/2020

**Title:** Dept/ Agency: Administration/Office of Communications  
Action: ☒ Ratifying ☒ Authorizing ☐ Amending  
Type of Service: Purchase of Advertisement Space  
Purpose: To provide advertising space on NJ Transit Bus and Rail.  
Entity Name: Intersection Media, LLC  
Entity Address: 10 Hudson Yards, 26th Floor, New York, New York 10001-2159  
Contract Amount: \$57,387.50  
Funding Source: 2020 Budget/Business Unit NW011, Dept. 200, Div/Proj 2001, Activity A, Account #96770, Budget Ref. B2020  
Contract Period: April 13, 2020, through June 7, 2020  
Contract Basis: ☐ Bid ☐ State Vendor ☐ Prof. Ser. ☐ EUS  
☐ Fair & Open ☐ No Reportable Contributions ☐ RFP ☐ RFQ  
☐ Private Sale ☐ Grant ☐ Sub-recipient ☒ n/a NJ Transit Vendor  
Additional Information:

**Sponsors:** Council of the Whole

**Indexes:**

**Code sections:**

Date	Ver.	Action By	Action	Result
10/21/2020	1	Municipal Council	Adopt	Pass

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**Additional Information:**

**WHEREAS**, Article I, Section 2 of the Constitution of the United States of America, mandates the U.S. Census Bureau to conduct an accurate count of the population every ten (10) years; and

**WHEREAS**, census data also helps determine how many seats each state will have in the

U.S. House of Representatives and is used in the redistricting of state legislatures, county boards, and city councils; and

**WHEREAS**, the decennial census is a huge undertaking that requires cross-sector collaboration and partnership in order to achieve a complete and accurate count; and

**WHEREAS**, the U.S. Census Bureau is facing several challenges with the 2020 Census, which include Covid19, declining response rates, technological change, and fiscal constraints, thus support from local government is critical; and

**WHEREAS**, as of April 28, 2020 the 2020census.gov website indicates the City of Newark (the "City") self- response rate to the census is 36.9 percent; and

**WHEREAS**, the Mayor, Business Administrator and the Director of the Office of Communications desire to advertise throughout the municipality in order to promote an increase in the 2020 Census response from its citizens through strategic placement of advertisements on NJ Transit Buses and Rails; and

**WHEREAS**, New Jersey Transit Corporation (hereinafter "NJ Transit"), has a contract granting exclusive right to Intersection Media, LLC (hereafter "Intersection Media") to develop, use, construct, place, install, operate, maintain, repair and remove various types of advertising, signs and displays, on NJ Transit's equipment and properties for the purpose of generating advertising revenue for NJ Transit; and

**WHEREAS**, the Mayor, Business Administrator and the Director of the Office of Communications, desire to enter into an Agreement with Intersection Media for the term of April 13, 2020 through June 7, 2020, to purchase static advertising space from NJ Transit through its vendor Intersection Media on NJ Transit Bus and Rail Lines throughout Newark, New Jersey to advertise for the 2020 Census; and

**WHEREAS**, total compensation payable to Intersection Media by the City shall not exceed Fifty-Seven Thousand Three Hundred Eighty-Seven Dollars and Fifty Cents (\$57,387.50), for all costs and expenses associated with providing the Census Advertising for the period from April 13, 2020 through June 7, 2020.

**NOW, THEREFORE, BE IT RESOLVED BY THE MUNICIPAL COUNCIL OF THE CITY OF NEWARK, NEW JERSEY, THAT:**

1. The Mayor and/or his designee, the Business Administrator and/or the Director of Communications, are authorized to enter into and execute a contract with Intersection Media, LLC, (New Jersey Transit Corporation's exclusive contractor with the rights to develop, use, construct, place, install, operate, maintain advertising, signs and displays, on NJ Transit's equipment and property) for the purchase of advertising space on NJ Transit Bus and Rail lines throughout the City of Newark for the term commencing April 13, 2020, and terminating June 7, 2020 for a total contract amount not to exceed Fifty-Seven Thousand Three Hundred Eighty-Seven Dollars and Fifty Cents (\$57,387.50).
2. The agreement is ratified from April 13, 2020 to the date of adoption of this authorizing resolution.

3. Attached is a Certification of Funds issued by the Director of Finance/CFO certifying funds in the amount of Fifty-Seven Thousand Three Hundred Eighty-Seven Dollars and Fifty Cents (\$57,387.50) are available and appropriated for this Agreement under: Business Unit NW011, Dept. 200, Div/Proj 2001, Activity A, Account #96770, Budget Ref. B2020.
4. A fully executed copy of the agreement will be filed with the Office of the City Clerk by the Business Administrator and/or his designee, the Director of the Office of Communications.

### **STATEMENT**

This resolution ratifies and authorizes the Mayor, and/or his designees, the Business Administrator and/or the Director of Communications, to enter into a and execute a contract with Intersection Media, LLC for the purchase of static advertising space for fifty-six (56) days from the period beginning April 13, 2020 and ending June 7, 2020, in an amount not to exceed \$57,387.50, for the purpose of providing advertising space on NJ Transit Bus and Rail lines in and throughout Newark, New Jersey in order to promote an increased citizen response related to the 2020 Census.