

CITY OF WILLIAMSPORT, PA RESOLUTION

RESOLUTION # 8999

DATE 3-5-20

TITLE

**A RESOLUTION AUTHORIZING THE SIGNING OF A PROPOSED
AGREEMENT FOR TRANSIT ADVERTISING OF RVT AND CITY
ASSETS WITH VECTOR MEDIA**

BE IT HEREBY RESOLVED that the City Council of the City of Williamsport, located in the County of Lycoming, authorizes the signing of a Transit Advertising Agreement between River Valley Transit and Vector Media for the purpose of marketing River Valley Transit and City assets.

BE IT FURTHER RESOLVED by the City of Williamsport that the General Manager of River Valley Transit is authorized to execute all documents and agreements necessary to effectuate this agreement with Vector Media.

Approved

James M. Frank
City Clerk

Paul J. Williams
President

CITY OF WILLIAMSPORT
BUREAU OF TRANSPORTATION

MEMO

To: Mayor Derek Slaughter and Members of City Council
From: Adam L. Winder
Subject: Marketing of RVT with Vector Media
Date: February 25, 2020

Attached for your review for the upcoming March 5th City Council meeting is the following resolution for the proposed contract of marketing of RVT and City assets in coordination with a company called Vector Media.

Vector Media has been managing these types of campaigns in small and large cities all over the country for over 20 years. In doing some research and speaking with other transit partners within PPTA (Pennsylvania Public Transportation Association), trying to manage these types of programs is not only effective financially but also logistically. This company handles the finer details and just sends a check in the end. Skip Cochran and Marc Schefsky would act as liaisons to Vector Media to ensure cohesiveness in efforts moving forward.

We are requesting that action be taken on this resolution on Thursday, March 5, 2020.