



TO: Mayor Shaun Sipma

Members of the City Council

FROM: *Brian K. Billingsley, AICP, Community & Economic Development Director*

DATE: *February 25, 2020*

SUBJECT: **AGREEMENT FOR TRANSIT ADVERTISING FOR THE 2020 CENSUS**

I. RECOMMENDED ACTION

1. Recommend approval of the agreement for transit advertising between the City of Minot Transit Department and the City of Minot Planning Department for advertising the 2020 United States Census on one (1) city transit bus and seven (7) sanitation vehicles; and
2. Authorize the Mayor to sign the agreement

II. DEPARTMENT CONTACT PERSONS

Brian Billingsley, Community & Economic Development Director	857-4147
Dan Jonasson, Director of Public Works	857-4140
Brian Horinka, Bus/Shop Superintendent	857-4149

III. DESCRIPTION

A. Background

The Minot Census Complete Count Committee would like to advertise participation in the 2020 Census on one (1) city transit bus. Advertising will take place for four months starting on March 9 and ending on July 9.

B. Proposed Project

Advertising on a city transit bus will help spread our message to participate in the census to all neighborhoods throughout Minot. City busses travel the busiest streets in the Minot. For purchasing bus advertising, we will also be able to advertise on seven (7) sanitation vehicles at no charge.

C. Consultant Selection

N/A

IV. IMPACT:

A. Strategic Impact:

City transit bus and sanitation vehicle advertising is one of many different ways we hope to reach out to Minot residents to participate in the census. We're hoping to increase self-participation rates and achieve a population exceeding 50,000 residents.

B. Service/Delivery Impact:

Advertising on city vehicles should not have a major impact on the delivery of services. Our vehicles will need to be driven to a local shop where an advertising wrap will be placed on the vehicle. A back-up vehicle can be used while vehicles are being wrapped. Any damage to the advertising will be the responsibility of the advertiser to repair.

C. Fiscal Impact:

Project Costs

Monthly Advertising Cost	\$ 450
Number of Months	<u>4</u>
TOTAL	\$1,800

There was \$25,000 budgeted for the 2020 Census in the Planning Department's budget – Operation Supplies.

V. ALTERNATIVES

Alt 1. Deny the agreement for transit advertising and recommend the funds be spent elsewhere.

VI. TIME CONSTRAINTS

The Census begins on March 12, 2020 and runs through the month of July. It is my goal to have the advertisement placed on the City bus by the week of March 9th. Any delays in adopting this contract will hinder our efforts of encouraging participation in the census.

VII. LIST OF ATTACHMENTS

A. Agreement for Transit Advertising