

RESOLUTION NO. 131

FILED

OCT 05 2018

*Don J. Heng*  
Sangamon County Clerk

This Intergovernmental Agreement is made by and between the Springfield Mass Transit District and Sangamon County, Illinois effective October 9, 2018.

WHEREAS, Article V, §10 of the Illinois Constitution of 1970 and §3 of the Intergovernmental Cooperation Act, 5 ILCS 220/3 authorize public agencies to enter into agreements to exercise, combine, share or transfer their powers to jointly accomplish their respective goals and statutory duties and responsibilities;

WHEREAS, both the Sangamon Mass Transit District (SMTD) and the Sangamon/Menard Area Regional Transit system (SMART) are going to begin offering additional service to area residents;

WHEREAS, SMTD will expand its fixed-route bus service from Springfield to include offerings in Sherman, Spaulding/Riverton, Rochester and Chatham, while SMART will start offering rides in Sangamon County.

WHEREAS, cooperation between these governmental entities in the advertisement of the expansion of public transportation services in Sangamon County is in the best interest of the community and will further support a regional approach to economic development.

WHEREAS, Sangamon County and SMTD have met to discuss the advertisement needed to support the aforementioned expansion of public transportation and approve of a budget for such advertising, as shown in Attachment A.

Andy Goleman  
SANGAMON COUNTY AUDITOR

OCT 05 2018

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WHEREAS, Sangamon County and SMTD desire to document in this agreement the conditions, terms and circumstances under which Sangamon County will reimburse SMTD for certain advertising expenses.

NOW, THEREFORE, the parties agree as follows:

1. The recitations set forth above are incorporated as part of the terms of this agreement.
2. SMTD has purchased certain advertising for the above referenced expansion of public transportation services in Sangamon County, including the use of radio, TV, newspaper and print materials.
3. Sangamon County agrees to reimburse SMTD up to and including fifty thousand dollars (\$50,000.00) towards the advertising expenses incurred by SMTD in promoting the above referenced expansion of public transportation services in Sangamon County.
4. SMTD agrees to provide Sangamon County with itemized invoices for said advertising costs and any other backup information requested by Sangamon County in support of those invoices.

NOW, THEREFORE BE IT RESOLVED, that the members of the Sangamon County Board, in session this 9<sup>th</sup> day of October, hereby approve of this intergovernmental agreement, and

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on this \_\_\_\_ day of \_\_\_\_\_, 2018.

SANGAMON COUNTY, ILLINOIS

By \_\_\_\_\_

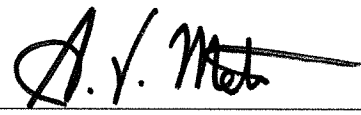
Title: \_\_\_\_\_

SANGAMON MASS TRANSIT DISTRICT

By \_\_\_\_\_

Title: \_\_\_\_\_

COUNTY BOARD CHAIRMAN



FINANCE COMMITTEE:

_____	_____
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# Attachment A

<u>Current SMTD</u>	<u>Amount</u>	<u>Period</u>	<u>Descr</u>
<i>Will run same message as county/SMART</i>			
WMAY	\$ 600.00	month	Monday News Dominator - 12 :10 IDs; 16 :30 spots M-F 6a-midnight - 80 spots/week + mentions
WQLZ	\$ 900.00	month	3rd String Morning Show Sponsor - 2 :10 IDs; 2 :30 spots M-F 6a-10a; 10 promos; 15 :30 spots 6a-12m; 4 :30 spots 6a-9p -105 spots /week + promos
WFMB-AM	\$ 500.00	month	5 :30 commercials per week - 1/day during AM Springfield 6a-9a M-F - 5 spots/week;
WFMB-FM	\$ 1,835.00	n/a	State Fair special - 60 :30 commercials; 20 LIVE :10 liners; ADD HS Sports (Rochester/SHG Football) Package \$585/mo
WYMG/WQQL	\$ 1,000.00	month	5 :30 commercials per day per station; 20 :30 commercials per day per station - 50 spots/week
WYMG LIVE Streaming	\$ 699.00	month	120 liner mentions per week; 1x per hour 6am to midnight M-F; 15x per day Sat and Sun; :15 video pre-roll; banner ad
Illinois Times	\$ 205.00	week	7.47" x 2.82" horizontal ad
WICS/WRSP	\$ 3,000.00	month	Bus Stop Forecast Partner; Good Day Marketplace; Thur Nt NFL 22 :30 spots; :05 IDs Thurs on FOX
WMAY	\$ 1,198.00		ADD Chatham Football Broadcasts; 3 :30 spots/broadcast; 10+ mentions/week; 70 total :30 spots thru Oct. \$1,198 total
Brochures	\$ 900.00		500 Larger, folded brochures with more details for events; 11x17 folded to 8.5x11; (had to reprint)
subtotal	\$ 10,837.00		
SMTD Budget	\$ 11,452.00		(with \$615 worth of weekly IT ads added for monthly cost.)
<u>For rollout, add:</u>			
SJR	\$ 4,865.00	daily	\$695/half-page ad. Run Sun-Thur Sept. 9-13, Sun 16, 23 (7 ads)
South County Publ	\$ 6,400.00	weekly	full-page; color; 2-month run @ \$6,400 for eight-week run (\$800/week) Includes 20 :30 spots on Ch20/FOX55 news; 88 College Football spots; 15 prime time spots; 40 daytime spots; Email Marketing 65,000 impressions on
WICS/WRSP	\$ 15,000.00	M-F	OTT (AmazonFireTV; Roku; etc); Geotargeted email marketing and video outreach; Sept/Oct run
More IT	\$ 5,950.00	weekly	full-page; color; 7 weeks beginning 9/10 @ \$850 = \$ 5,950
WFMB-AM	\$ 2,800.00		Add 2nd & 3rd spot - to run hourly during AM Springfield; 2-month run; 80 spots
WTAX	\$ 4,928.00		Add WTAX - 7 :30 spots/day 2-month run; 226 spots
Cable	\$ 5,000.00		600 customized digital spots; 100 spots per week for 8 weeks on 10 networks (i.e. Food, HGTV, History, FNC, TWC, BET, A&E); 31,000 digital impressions; 144,784 Linear TV impressions
<b>Totals</b>	<b>\$ 44,943.00</b>		
<u>Grassroots</u>			
Town Visits/Blitzes			RURAL - Smaller towns 2-5 days ahead of Unveiling Events; pre-mailing; county board member led
Rack Cards/Materials	\$ 3,475.00		SMART - 2-sided simple card stock pieces for blitzes; poster; other materials
Web Portal			SMARTrides map (ride locator) to be hyperlinked prominently on SMTD/SMART websites; shared with villages/advocacy groups
Interest Group Meetings			RURAL - SCIL/Farm Bureau/Ag Extensions
Posters			RURAL - Businesses/churches/post office/community bulletin boards
Social Media			SMTD/SMART Facebook; SMTD Twitter; SMTD regular budget of \$500/mo for social media advertising (ads & "boosts")
Non-SMTD Cost	\$ 49,318.00		
Combined Cost*	\$ 68,289.00		*SMTD items listed above plus second month of monthly items; one-time purchases not doubled
<u>Earned Media</u>			
<u>Events</u>			
Riverton Unveiling PC	COMPLETE 8/21		Unveiling to include new Bus Stop Sign, SMART, SMTD Urbanized and Access Paratransit Vehicles, Maps, Brochures, News Release
Chatham Route Announce PC	5-Sep		Route approved by Mayor; awaiting confirmation on event location
Sherman Open House/Avail.	12-Sep		Route to Mayor for approval
Rochester Open House/Avail.	12-Sep		Route to Mayor for approval
Launch Availability	17-Sep		5th & Jackson time TBD
Sam Madonia	COMPLETE 8/27		
Jim Leach	WMAY		Week of 9/10 Possible On-Air Interview
Brian Pierce	WMAY		9/17 Tentative On-Air Interview
Joey McLaughlin	WTAX		Emailed Tom Nankival, VP & Gen. Manager
Joe Crain	COMPLETE 8/24		
Editorial Board	COMPLETE 8/27		