



COUNTY OF ERIE  
MICHAEL P. KEARNS  
ERIE COUNTY CLERK

EC LEG SEP 7 '21 AM 9:10

September 7, 2021

Erie County Legislature  
92 Franklin Street, 4<sup>th</sup> Floor  
Buffalo, New York 14202

**Re: Acceptance of Donated Billboard Space  
Advertising for REAL ID Awareness & Expansion of Hours**

Dear Honorable Members:

Enclosed please find a resolution from the Erie County Clerk's Office seeking legislative authorization to authorize the Erie County Clerk to accept a donation from the Lamar Companies, whereby Lamar would provide billboard advertising space at no cost to the County. This space would be used to create awareness among Erie County residents of the implementation of the federal REAL ID Act and the expansion of morning hours at the Erie County Auto Bureau.

Due to COVID-19, the REAL ID deadline has changed multiple times. Beginning on May 3, 2023, the federal government will require that driver's licenses, learner's permits or identification cards be REAL ID compliant to board a domestic flight and enter certain federal facilities, including military bases. Thousands of Erie County driver's licenses will expire before the deadline and free billboard advertising would greatly benefit the County Clerk's awareness campaign and the residents of Erie County.

Further, the Erie County Auto Bureau will be opening its facilities on weekdays at 7am. This earlier opening time will provide customers greater opportunity to perform their transactions outside of regular working hours. It is expected that this will increase in-person transactions, which will result in greater revenues to the County.

It is estimated that the value of the donation of two (2) billboard bulletins for twenty-four (24) weeks would be \$60,000.00.

Should your Honorable Body require further information, I encourage you to contact me. I look forward to addressing this matter in the upcoming Committee meeting.

Sincerely,

Michael P. Kearns  
Erie County Clerk

Enclosures

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## **MEMORANDUM**

To: Honorable Members of the Erie County Legislature  
From: Michael P. Kearns, Erie County Clerk  
Re: Acceptance of Donated Billboard Space Advertising for REAL ID Awareness & Expansion of Auto Bureau Hours  
Date: September 7, 2021

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### **SUMMARY**

Due to COVID-19, the REAL ID deadline has changed multiple times. Beginning on May 3, 2023, the federal government will require that driver's licenses, learner's permits or identification cards be REAL ID compliant to board a domestic flight and enter certain federal facilities, including military bases. Thousands of Erie County driver's licenses will expire before the deadline and free billboard advertising would greatly benefit the County Clerk's awareness campaign and the residents of Erie County.

Further, the Erie County Auto Bureau will be opening its facilities on weekdays at 7am. This earlier opening time will provide customers greater opportunity to perform their transactions outside of regular working hours. It is expected that this will increase in-person transactions and public outreach will be important to implementation of expanded morning hours. An increase to in-person transactions will result in greater revenues to the County.

Lamar Companies has offered to donate free advertising services of two (2) billboard bulletins for a period of twenty-four (24) weeks at an estimated value of \$60,000.00.

### **FISCAL IMPLICATIONS**

The Lamar Companies is willing to provide an estimated \$60,000.00 in free advertising services which provide awareness of the REAL ID compliance throughout Erie County. The Erie County Clerk's Office will only need to make a one-time expenditure of \$2,200.00 for the cost of two (2) vinyl displays, which expenditure shall be made from the available budgeted funds of the Erie County Clerk's Office.

### **REASONS FOR RECOMMENDATION**

Several thousand Erie County driver's licenses will expire before the REAL ID compliance deadline of March 3, 2023. Expansion of hours at the Auto Bureau and keeping the public informed of this development will result in more in-person transactions at the Erie County Auto Bureau, keeping revenues in Erie County. Free billboard advertising would greatly benefit the Clerk's awareness campaign and the residents of Erie County.

### **CONSEQUENCES OF NEGATIVE ACTION**

Failure to accept \$60,000.00 in free advertising will restrict awareness of the REAL ID compliance deadline and expanded hours, requiring County resources to compensate for the loss in advertising impressions.

**STEPS FOLLOWING APPROVAL**

Upon approval of this resolution, the County Clerk will work with the County Attorney to complete any necessary contractual arrangements.

**A RESOLUTION SUBMITTED BY  
ERIE COUNTY CLERK**

**Re: Acceptance of Donated Billboard Space Advertising for REAL ID Awareness & Expansion of Auto Bureau Hours**

WHEREAS, pursuant to New York State Vehicle and Traffic Law §205, the County Clerk shall act as an agent of the Commissioner of the Department of Motor Vehicles and in such capacity the Erie County Clerk operates the Erie County Auto Bureau; and

WHEREAS, pursuant to New York State Vehicle and Traffic Law §205, the County of Erie retains approximately 12.7% of all fees generated at Erie County Auto Bureau locations; and

WHEREAS, on March 3, 2023, the federal government will require that driver's licenses, learner's permits or identification cards be REAL ID compliant to board a domestic flight, enter military bases and certain federal facilities; and

WHEREAS, several thousands of Erie County residents' driver's licenses will expire before the deadline; and

WHEREAS, the Erie County Clerk has commenced an awareness campaign and reaching as many Erie County residents as possible is vital to the success of the campaign; and

WHEREAS, the Erie County Auto Bureau will be opening its facilities on weekdays at 7am and this earlier opening time will provide customers greater opportunity to perform their transactions outside of regular working hours; and

WHEREAS, increasing in-person transactions at Erie County Auto Bureaus will result in greater revenues retained by the County of Erie; and

WHEREAS, the Erie County Clerk's Office will make a one-time expenditure in the amount of \$2,200.00 for the cost of two (2) vinyl displays, which expenditure shall be made from the available budgeted funds; and

WHEREAS, the estimated value of the donation of two (2) billboard bulletins for twenty-four (24) weeks would be \$60,000.00.

NOW, THEREFORE, BE IT

RESOLVED, that the Erie County Clerk is hereby authorized to accept the donation of two (2) billboard bulletins for twenty-four (24) weeks, commencing as soon as practicable following approval; and be it further

RESOLVED, that the Erie County Clerk shall retain the right of final approval over advertising content; and be it further

RESOLVED, that the Clerk of the Legislature shall forward certified copies of this Resolution to the County Executive; the County Attorney and the Erie County Clerk.