

To: Marketing, Planning & Legislative Committee

Date: 6/4/2019

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Advertising RFP Update

Background:

County Connection currently contracts with Lamar Transit Advertising for bus advertising services. The contract began on January 1, 2015 and included three years plus two option years. Both option years were executed, and the current contract will expire on December 31, 2019.

The contract includes exterior advertising, including full coverage ads on up to 20% of the fleet, and interior advertising. Compensation is based on a percentage of gross revenues with a minimum annual guarantee, whichever is greater. In this final year, County Connection will receive 62% of revenue or the minimum annual guarantee of \$595,000.

RFP Process and Timeline:

Staff will be releasing a Request for Proposals for a new bus advertising contract this summer. The term of the contract will be for three years with two option years, similar to the current contract.

Proposals will be evaluated based on the following criteria:

Background, experience and financial stability of firm; proposed key personnel and staffing	20%
Proposed quality control program	20%
Detailed work plan	20%
Proposed revenues	40%
Total	100%

Below is a draft timeline for the RFP process:

Release RFP	Tuesday, July 23, 2019
Pre-proposal conference	Thursday, August 08, 2019
Deadline for submitting questions and/or comments to County Connection	Thursday, August 15, 2019
Response to questions	Thursday, August 22, 2019
Proposals due, evaluations begin	Thursday, September 05, 2019
Initial evaluation of proposals completed	Monday, September 09, 2019
Interviews with finalists completed (if held)	Wednesday, September 18, 2019
Selection recommendation made to Marketing, Planning, & Legislative Committee	Thursday, October 03, 2019
Selection by County Connection Board of Directors	Thursday, October 17, 2019
Contractor starts service	Wednesday, January 01, 2020

Financial Implications:

None at this time.

Recommendation:

For information only.