

To: Board of Directors

Date: September 11, 2013

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: Bus Advertising Services-Contract Extension

Summary of Issues:

The contract with Lamar Transit Advertising to provide bus advertising services allows for two one-year extensions. If exercised this will be the last option year. The current contract expires on December 31, 2013 if the final option year is not authorized.

The MP&L Committee has been reviewing branding options for the County Connection fleet of buses and may, upon further discussion with the full Board of Directors, recommend modifying the number and size of advertising formats allowed in the future. However, until these discussions take place the Committee recommends continuing with the final option year. If authorized the contract will expire on December 31, 2014.

Financial Implication

County Connection will receive a minimum annual guarantee of \$545,000 in the next year. The current minimum annual guarantee is \$535,000.

Options:

- 1) Approve exercising the final option year.
- 2) Do not approve exercising the option and go out to bid.
- 3) Other action as directed.

Recommendation:

Based on Lamar's continued commitment to the consortium of operators, The MP&L Committee recommends that the General Manager be authorized to exercise the final option year.

Attachment:

Resolution # 2014-006

RESOLUTION NO. 2014-006

BOARD OF DIRECTORS, CENTRAL CONTRA COSTA TRANSIT AUTHORITY
STATE OF CALIFORNIA

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**AUTHORIZING EXTENSION OF PROFESSIONAL SERVICES AGREEMENT WITH LAMAR
TRANSIT ADVERTISING FOR BUS ADVERTISING SERVICES**

WHEREAS, the County of Contra Costa and the Cities of Clayton, Concord, Lafayette, Martinez, Orinda, Pleasant Hill, San Ramon, and Walnut Creek, and the Towns of Danville and Moraga (hereinafter "member jurisdictions"), have formed the Central Contra Costa Transit Authority (County Connection), a joint exercise of powers agency created under California Government Code Sections 6500, *et seq.*, to provide coordinated and integrated public transportation services within the area of such member jurisdictions; and

WHEREAS, by Resolution 2010-MA-01 the Central Contra Costa Transit Authority Board of Directors awarded a contract to Lamar Transit Services for the provision of interior and exterior bus advertising services, commencing on January 1, 2010 and expiring December 31, 2012, with two possible one year extensions; and

WHEREAS, the contract for Bus Advertising Service is a jointly negotiated contract with the Eastern Contra Costa Transit Authority (Tri Delta Transit) and the Western Contra Costa Transit Authority (WESTCAT), that is administered by the Central Contra Costa Transit Authority; and

WHEREAS, by Resolution 2013-008, County Connection exercised the first option year contract extension; and

WHEREAS, staff has found the performance of Lamar Transit Advertising Inc. to be satisfactory and professional; and

WHEREAS, staff has concluded that it would be in the best interests of County Connection and the partner agencies to continue to partner with Lamar Transit Advertising Inc. for the provision of bus advertising services and recommends the exercise of the second option year extension; and

WHEREAS, the minimum annual payment to County Connection for extension year two is \$545,000; and

WHEREAS, the Marketing, Planning, & Legislative Committee concurs with the staff recommendation for contract extension.

NOW, THEREFORE, BE IT RESOLVED that the Central Contra Costa Transit Authority Board of Directors authorizes the final one-year extension of the agreement with Lamar Transit Advertising Inc.

Regularly passed and adopted this 19th day of September 2013, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Erling Horn, Chair, Board of Directors

ATTEST:

Lathina Hill, Clerk to the Board