

County Connection

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 04/24/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by:



SUBJECT: Advertising Request For Proposals Update

Background:

County Connection currently contracts with Vector Media Holding Corp. for bus advertising services. The contract began on January 1, 2020, and included an initial contract period of three years plus two option years. Both option years have been executed, and the current contract will expire on December 31, 2024.

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 (MAG), whichever is greater. In this final year, County Connection will receive the minimum annual guarantee of \$350,000.

RFP Process and Timeline:

Staff will be releasing a Request for Proposals (RFP) 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, 2024
Pre-proposal conference	Thursday, August 08, 2024
Deadline for submitting questions and/or comments to County Connection	Thursday, August 15, 2024
Response to questions	Thursday, August 22, 2024
Proposals due, evaluations begin	Thursday, September 05, 2024

Initial evaluation of proposals completed	Monday, September 09, 2024
Interviews with finalists completed (if held)	Wednesday, September 18, 2024
Selection recommendation made to Marketing, Planning, & Legislative Committee	Thursday, October 03, 2024
Selection by County Connection Board of Directors	Thursday, October 17, 2024
Contractor starts service	Wednesday, January 01, 2025

Financial Implications:

None at this time.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None.