

SUBJECT: AUTHORIZATION TO CONTINUE TO ADVERTISE FOR PROPOSALS –
REVENUE SHARING TRANSIT ADVERTISING

SOURCE: Public Works Department - Transit

COMMENT: On August 20, 2013, the City Council authorized staff to advertise for proposals for the services of a qualified contractor to administer and carry out the day-to-day functions associated with the revenue sharing transit advertising program.

On September 9, 2013, staff advertised for forty days, both nationally and locally, seeking the services of a qualified advertising contractor. The deadline to submit proposals was October 18, 2013. During that period, the City did not receive any comments or proposals from firms, including the firm that was currently contracting with the City.

Since the City did not receive any comments or proposals from any firms, staff again reached out to firms to receive feedback and to identify items that may have prevented them from submitting a proposal.

Based on comments received from three advertising firms, staff determined that the City's desire to have a contractor perform all of the day-to-day functions, including accounts and receivables, installation and removal of advertisements, proved to be a logistical hardship.

Given the comments that staff received, staff has prepared an updated scope of work to define the contractor's responsibilities as solely soliciting advertisements on transit vehicles and bus stop amenities which are in line with the City's Transit Advertising Policy. The City will maintain the responsibility of managing the advertising program, maintain accounts and receivables, and install, maintain and remove advertisements.

It is staff's recommendation to advertise for proposals for the services of a qualified contractor to carry out the functions associated with the revenue sharing transit advertising program for a period of three (3) years, with the option to renew for one (1) additional three-year period.

RECOMMENDATION: That the City Council authorize staff to distribute Requests for Proposals for Advertising Contractor.