

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
15	03/13/17	Open	Action	03/02/17

Subject: Authorizing the Release of a Request for Proposals for Bus Vehicle Advertising

ISSUE

Whether or not to release a Request for Proposals for Bus Vehicle Advertising and Delegate Authority to the General Manager/CEO to Award a Contract for Bus Vehicle Advertising Services.

RECOMMENDED ACTION

Adopt Resolution No. 17-03-_____, Authorizing the Release of a Request for Proposals for Bus Vehicle Advertising and Delegating Authority to the General Manager/CEO to Award a Contract for Bus Advertising Services.

FISCAL IMPACT

None as a result of this action. This procurement will result in a revenue-generating contract.

DISCUSSION

RT has been contracting for bus exterior/interior advertising since 1987 to generate revenue for RT. The most current contract for bus vehicle advertising services was awarded to Lamar-Obie Corporation in 2012. The contract was later assigned to Lamar Transit LLC. The contract was for a three-year term that began on July 1, 2012 with two option years. RT exercised both options in 2015 and the Contract will expire on June 30, 2017. For this solicitation, RT intends to award a 5-year Contract in which a set minimum annual guarantee and/or percentage of net advertising receipts, which ever one is higher, will be paid to RT. The contract will allow the Proposer (Advertiser) to have the exclusive right to place advertising on the interior and exterior of all RT buses. The Advertiser uses its best efforts to sell all available advertising space to generate the highest possible advertising revenues for itself and RT. The proposed contract for Bus Advertising will allow advertisements of the size and format shown in Attachment 1.

The contract will require compliance with RT's current advertising policy, and reservation of space for RT and community use.

Staff recommends the Board authorize the release of a Request for Proposals for Bus Vehicle Advertising and delegate authority to the General Manager/CEO to award a contract for Bus Vehicle Advertising Services to the Proposer offering the proposal most advantageous to RT.

Approved:

Presented:

Final 03/08/17

General Manager/CEO

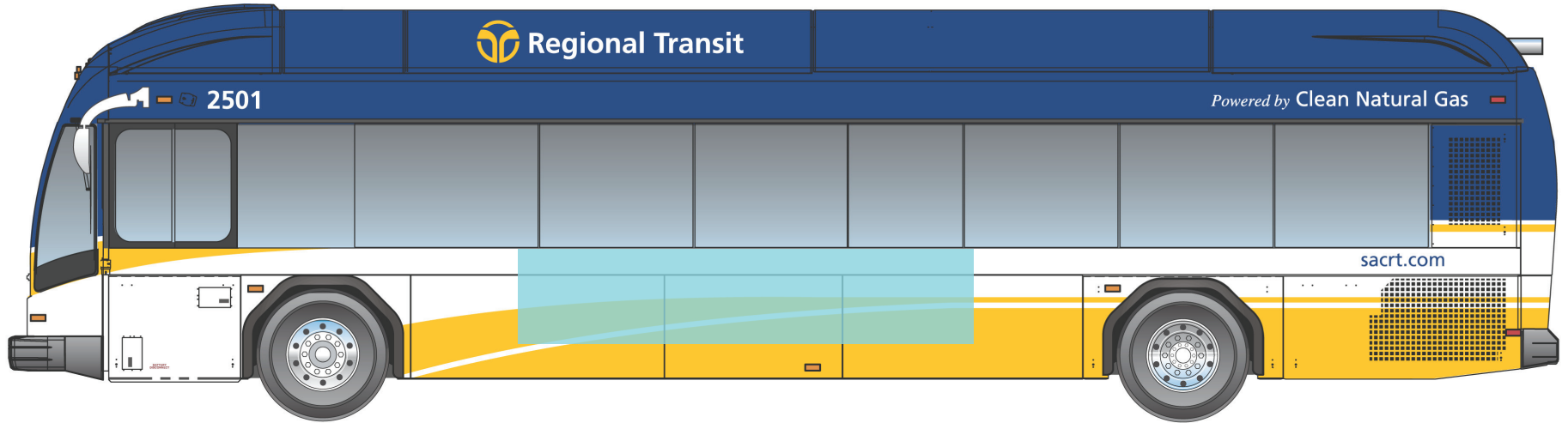
VP, Communications and Partnerships

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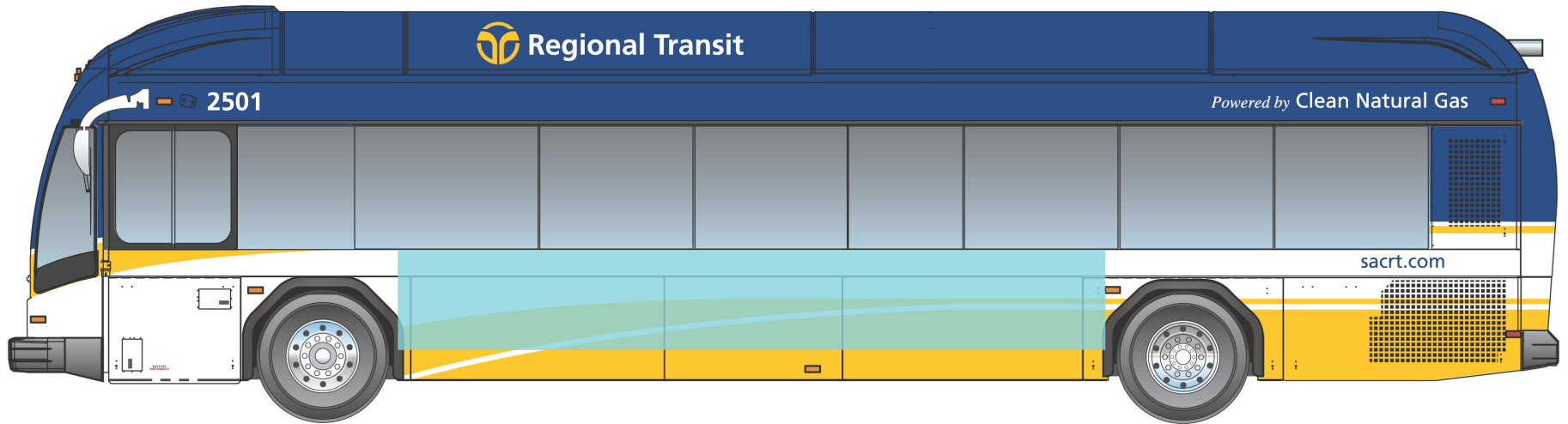
March

13,

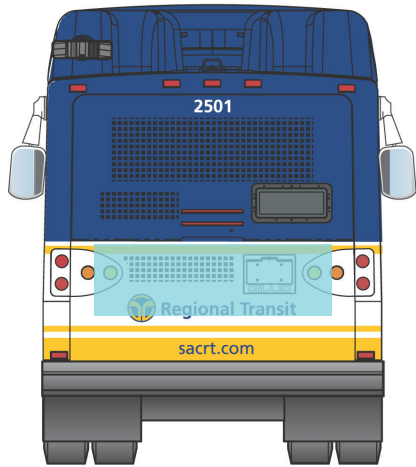
Attachment 1



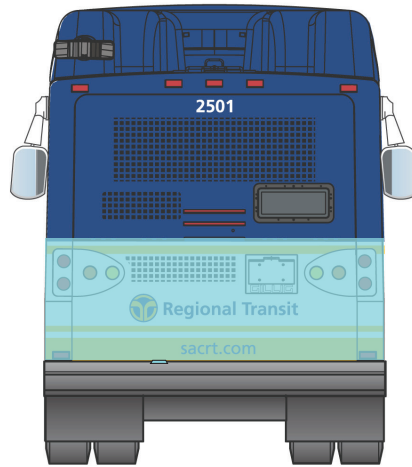
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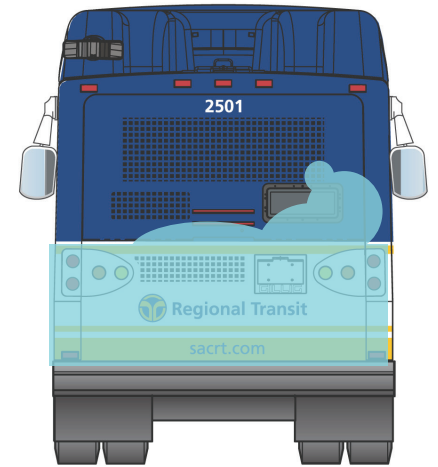
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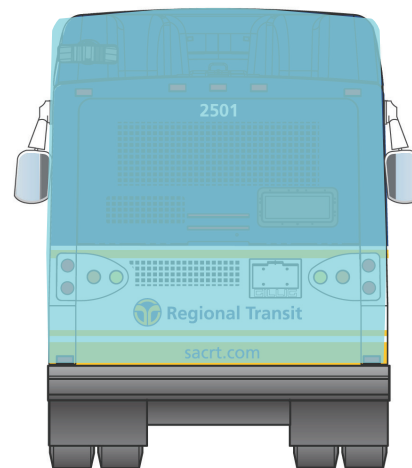
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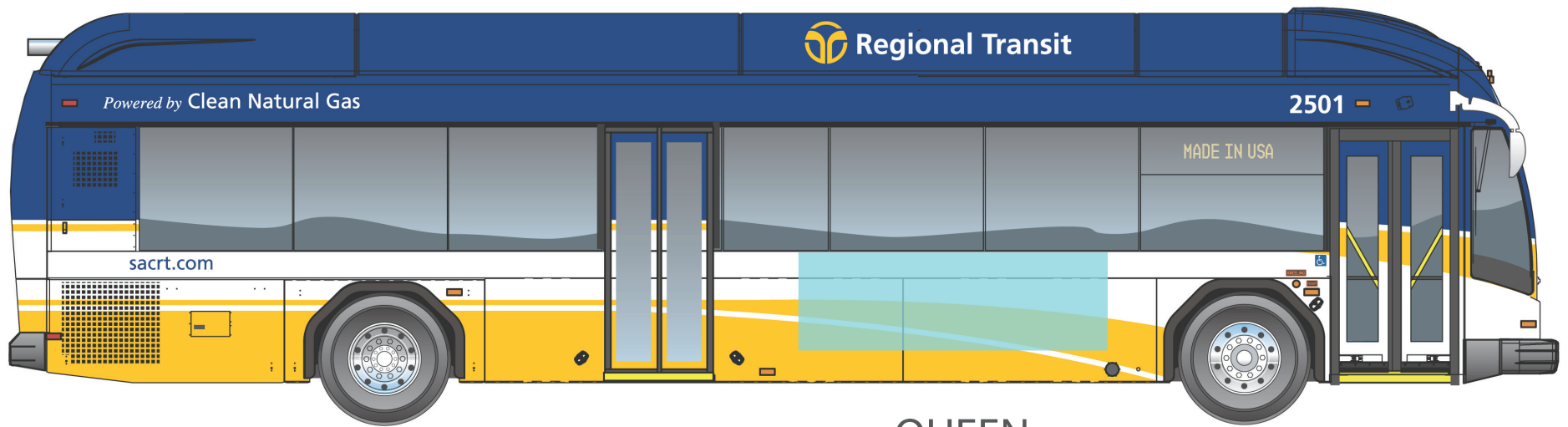
SUPER TAIL



HALF BACK



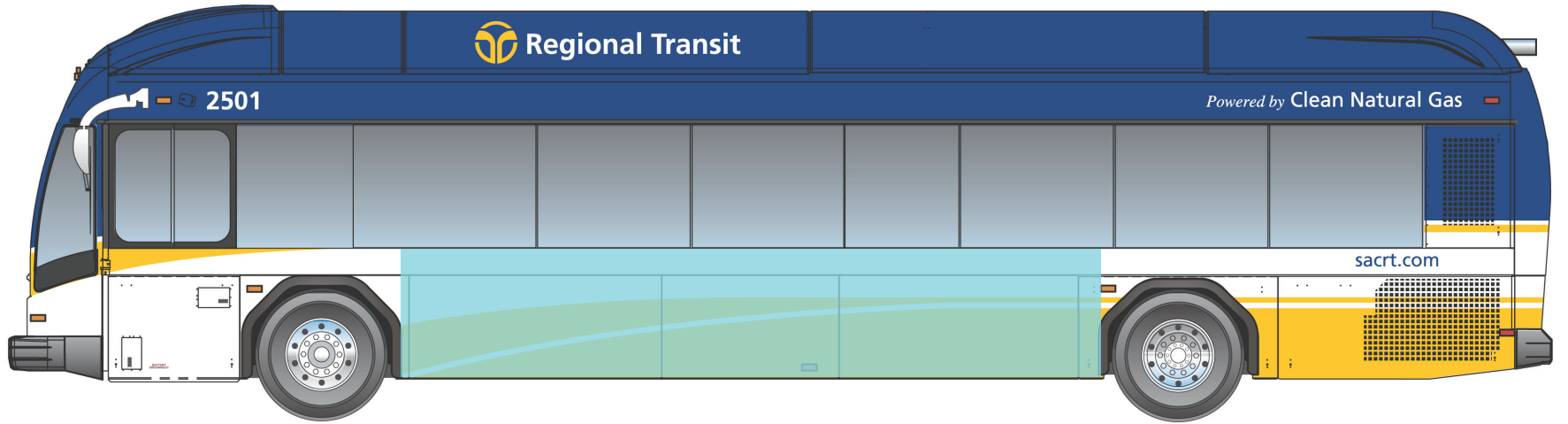
FULL BACK



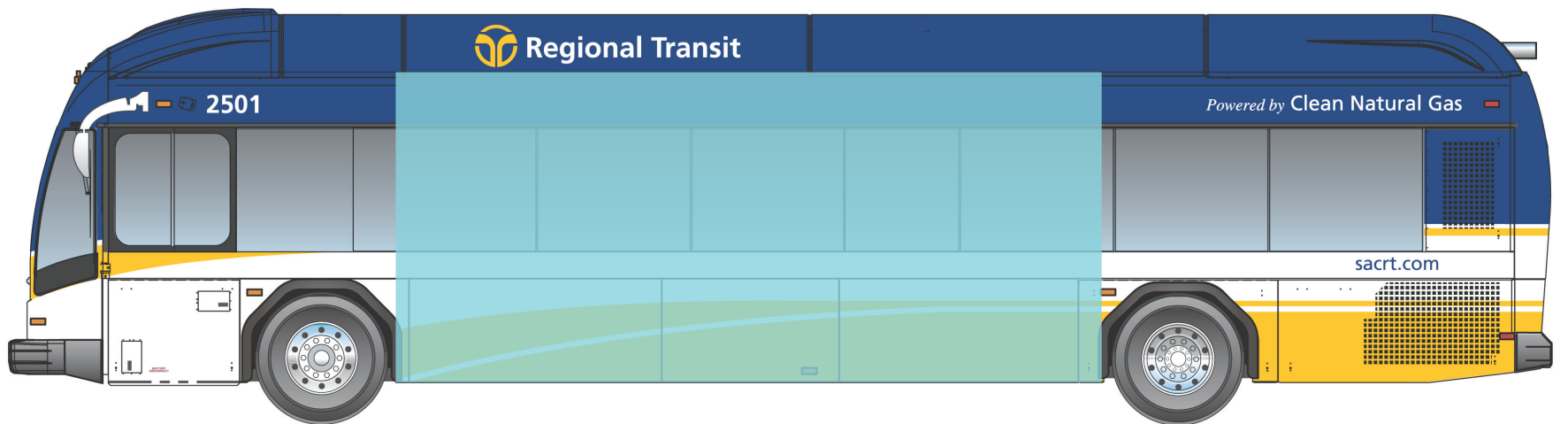
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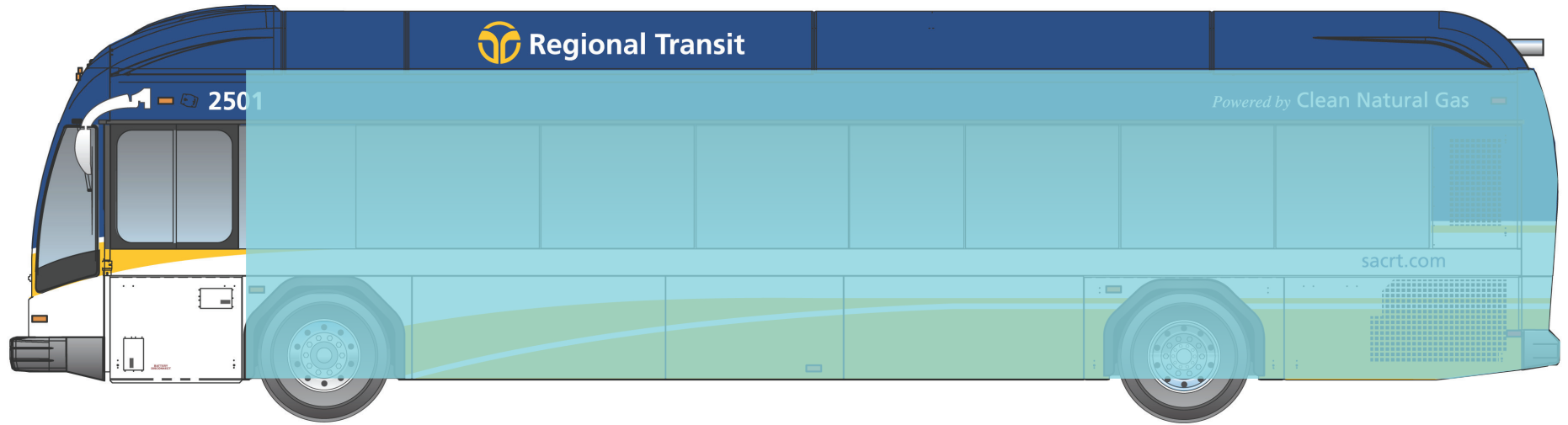
EMPRESS



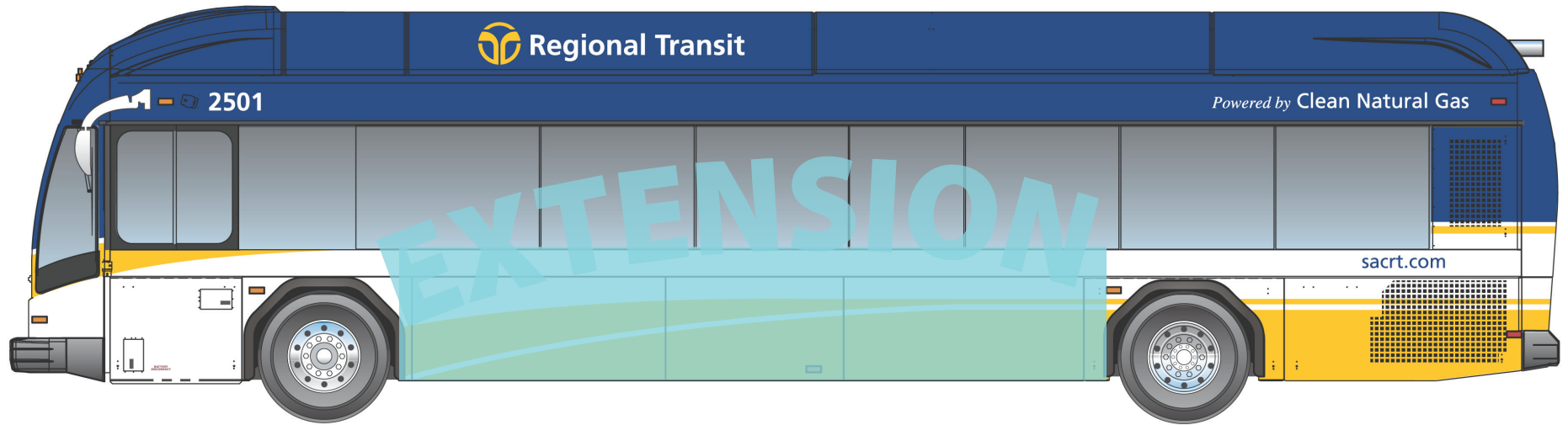
KONG



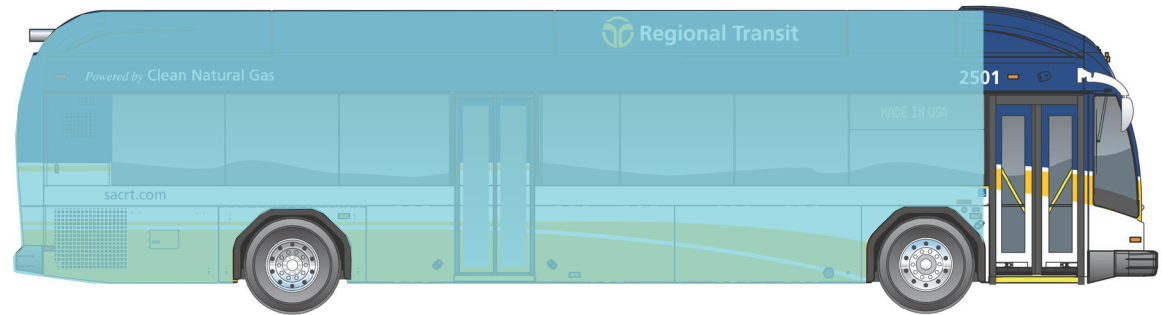
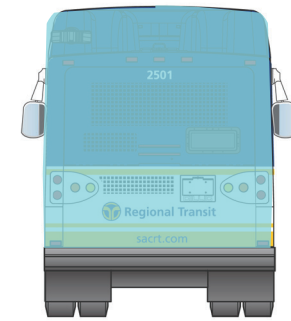
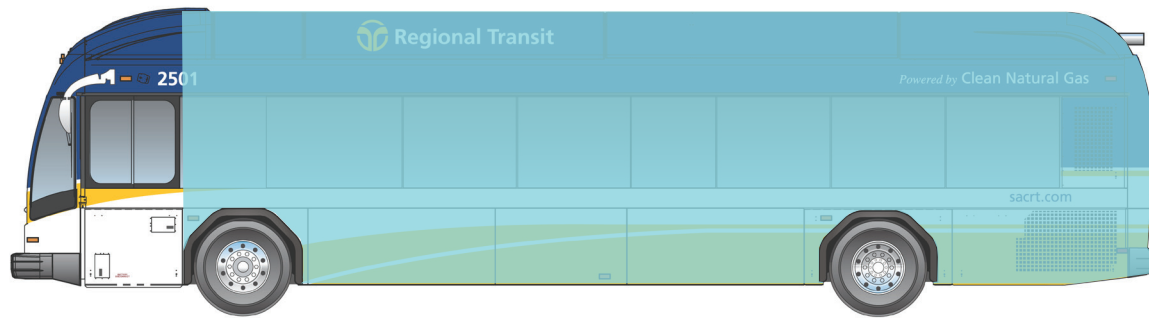
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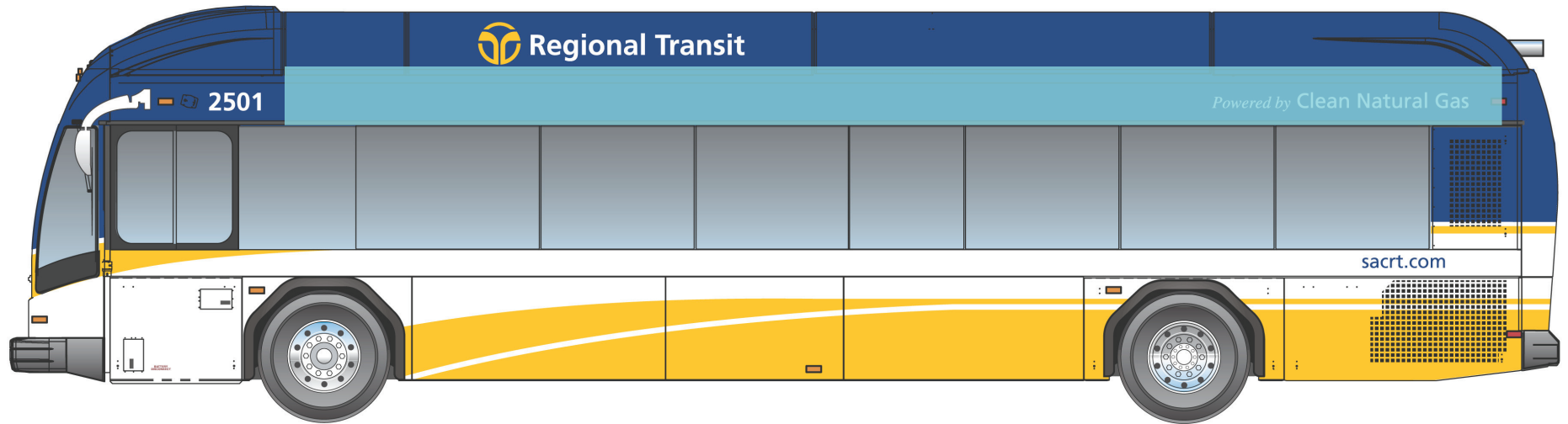
SUPER SIDE



EXTENSION VARIES



SUPER WRAP



HEADLINER VARIES

RESOLUTION NO. 17-03-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

March 13, 2017

AUTHORIZING THE RELEASE OF A REQUEST FOR PROPOSALS FOR BUS VEHICLE ADVERTISING AND DELEGATING AUTHORITY TO THE GENERAL MANAGER/CEO TO AWARD A CONTRACT FOR BUS ADVERTISING SERVICES

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, the Request for Proposals for Bus Vehicle Advertising is hereby approved and authorized for release.

THAT, the Request for Proposals for Bus Vehicle Advertising be advertised pursuant to the provisions of the RT Procurement Ordinance.

THAT, the Board hereby delegates authority to the General Manager/CEO to award and execute a Contract for Bus Vehicle Advertising Services.

ANDREW J. MORIN, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary