



**Request for Proposals
Transit Bus Advertising
RFP No.: P16-024
Issue Date: March 7, 2016**

**Purchasing Department
73 Harlow Street
Bangor, Maine 04401
207-992-4282**

I. Introduction

The City of Bangor requests proposals to provide the service of selling advertising on the exterior and interior areas on its twenty one (21) public transit buses for a three (3) year period. The Contract will have an option to renew for an additional three (3) year period.

II. General Information

General information is available on the City's website at the following web address: www.bangormaine.gov/proposals. By submitting a response to this solicitation, the proposer accepts the responsibility for downloading, reading and bidding by the terms and conditions set forth in the City's "General Information for Vendors".

III. Submission

To be considered, all requested information including the Proposal Form on page six (6), as well as any information the Proposer deems important, must be included with proposal submitted in a sealed envelope **clearly** marked "**Proposal No.: P16-024: Transit Bus Advertising**" by **2:00 PM, Wednesday, April 6, 2016** to City of Bangor, Purchasing Department, 73 Harlow Street, Bangor, Maine 04401.

Proposals may also be submitted via email by sending to: bids@bangormaine.gov. If emailing, please reference "**Proposal No.: P16-024: Transit Bus Advertising**" in the subject line. Proposals will be publicly opened on the date and time stated above.

A tabulation of all proposals received will be available within 24 hours of the bid opening. Bid results may be viewed by visiting the City's website at www.bangormaine.gov/bidtabs.

IV. Questions

All questions must be directed in writing to bids@bangormaine.gov no later than 12:00 PM, **Friday, March 18, 2016**.

The City will issue a response to any questions or inquiries submitted in writing by the date above, on or before 4:30 PM, **Monday, March 21, 2016**. The response will be in the form of an addendum, which will be available on the City's website.

Any addenda must be acknowledged and included with the proposal submission. All signatures on offers, amendments, or related correspondence must be by persons who are authorized to contractually bind the offerors.

V. Background

The Community Connector is a fixed route public transit system operated by the City of Bangor for the communities of the Greater Bangor Urbanized Area. These include Bangor, Brewer, Veazie, Orono, Old Town, and Hampden. The bus also provides service to Husson University, NESCOM (New England School of Communications), Eastern Maine Community College and the University of Maine. The City of Bangor supplies service to these communities on a contractual basis. The City of Bangor has been operating public transportation since December 1972.

The Community Connector operates within the urbanized area of the six member communities. The routes are within walking distance of 75% of the population of the six communities. The service area covers 103 miles of roadway (measured one-way only).

Major Arterial services includes the following:

- Route 1A area of Hampden, Bangor, and Brewer
- Route 2 area of Old Town, Orono, Veazie, and Bangor
- Route 15 area of Bangor and Brewer
- Route 222 area in Bangor
- Route 9 area in Brewer

The Community Connector provides service system-wide Monday through Friday. Saturday service is offered for nine routes of the eleven routes. No Sunday service is provided. The basic hours of operation are from 6:15 a.m. to 6:15 p.m.

The Community Connector owns a total of twenty one (21) transit vehicles. The motorbus fleet is 100 percent wheelchair lift equipped. In FY 2015, Community Connector provided 888,223 rides, covered 602,553 miles and operated 47,120 revenue hours using 14 active vehicles. This translates into 18.85 rides per vehicle revenue hour and 2893 rides per day.

VI. Objective & Scope of Work

The City is seeking a Proposer to provide and manage all bus advertising services for the Community Connector of the greater Bangor area in a manner acceptable to the City and in strict compliance with the Agreement. The advertising may be applied to the exterior

and interior of the buses. The City reserves the right to limit the amount of interior/exterior advertisement space.

The texts and illustrations of all advertising signs shall initially be determined by Proposer provided that said advertising signs shall contain nothing considered by the City to be of a disreputable or objectionable nature. In the event of a dispute as to the propriety of an advertising sign, the final determination as to its utilization in and upon any bus shall rest with the Bus Superintendent or his/her appointee of the Community Connector.

Services provided by the successful Proposer shall include, but are not limited to the following:

- Marketing/selling of bus advertising
- Account management
- Installation of bus advertising
- Executive and administrative management
- Receipt of payment from advertisers
- Preparation of reports of financial and other matters pertaining to the provision of the service; and
- Other work as may be necessary to comply with the requirements contained in the agreement.

Proposer shall provide a percentage of the cost total as compensation to the Community Connector for the privilege of placing the advertising on the buses. The operating fleet may be rotated when necessary; no guarantee may be given to determine which specific buses will be available for service on any given day. The scheduling of advertisement installation on buses must be flexible and shall be scheduled with the Bus Superintendent, and/or his appointee, and at least one (1) week prior to anticipated installation, in an effort to best accommodate the Community Connector's bus schedule.

The successful Proposer shall be responsible for the installation (or sub-contracting of) of all vinyl exterior signs on buses. The installer hired by the Proposer will also be responsible for taking photography of the finished advertising for any confirmation or sales needs of the Proposer.

The Community Connector at its own expense shall supply, place, install, repair and maintain the interior of each bus now or hereafter owned, operated or controlled by it. The interior advertising space which shall consist of one (1) row of 11 inch interior racks or moldings on each side. Other interior advertising space may be made available upon approval of the Bus Superintendent. The Community Connector will be responsible for the installation of interior advertising.

The City shall not incur any costs related to the services identified above, unless otherwise specified. The Proposer must furnish all equipment, facilities, labors, supervision, and any and all other required materials and services, unless otherwise noted in the Agreement.

VII. Instructions and Information for Proposers

Before submitting a proposal, all prospective Proposers are encouraged to examine the requirements and fully inform themselves with the existing conditions. Failure of the above will not release a successful Proposer from the Contract Agreement, or to provide the services required by the City.

Proposers must be in the advertising field for a period of not less than three (3) years. Proposer will ideally have contracts with national accounts as an aid to promote sale of advertising space.

The following items must be included in each proposal to be considered complete and responsive:

1. Completed Proposal Form indicating the payment proposed to be made to the Community Connector. All Proposals must contain a minimum guaranteed payment or percentage with expected payment plan to the Community Connector.
2. A resume/portfolio describing the firm's history and experience in advertising, advertising management, and sales.
3. Resume(s) of all key personnel who would be responsible for this project.
4. Three (3) or more References.
5. Description of the Proposer's business and marketing plan(s) based on the Community Connector's needs and should include but is not limited to, anticipated expenditures for operating and capital purposes, financing, marketing, anticipated revenue, etc.
6. Firm name, firm address, firm's status as a Disadvantaged Business Enterprise (DBE) or non-DBE, age of firm, and annual gross receipts of the firm, for the Proposer and for any subcontractors. Annual gross receipts may be reported as an exact figure or as one of the following brackets: less than \$500,000; \$500,000-\$1 million; \$1-2 million; \$2-5 million; \$5-10 million; \$10-25 million; \$25-50 million; \$50-100 million; greater than \$100 million. Firms quoting on subcontracts should report this information directly to the Community Connector.

The selected proposer shall not assign or subcontract services or responsibilities without the prior written consent of the Community Connector's Bus Superintendent. We acknowledge that subcontracting may be necessary, and therefore, in the City's best interest, however, we reserve the right of final approval.

VIII. Selection Criteria

The City intends to select the firm that would generate the most revenue while providing the highest quality service. We will evaluate the proposals based upon the following major criteria:

- a. Experience of Proposer, measured in the number of years of experience, and proven track record with emphasis on direct experience with bus advertising for a transit system of 20+ buses;
- b. Capability of Proposer, scope of services available, understanding of local situation/potential problems of operating area based on proposal, ability to secure national advertising sales, financial strength and stability, and number of employees currently employed;
- c. Expected payments/ revenue to be paid to the City; and
- d. Other factors such as acceptance of the City's conditions relating to terms of agreement, current personnel and acceptance of other conditions included within this Request for Proposal will also be considered although to a lesser extent. Final approval of the Proposal shall be contingent upon execution of an appropriate Contract.

All proposals must be submitted on the attached proposal form, in addition to other necessary and/or requested documentation. Failure to do so may result in disqualification of proposal.

IX. Federal and DBE Requirements

This work may be funded in part with funds from the U.S. DOT and Federal Transit Administration and is subject to the terms and conditions of the grant agreement including but not limited to the Federal Transit Administration Requirements and Disadvantaged Business Enterprise (DBE) statement. Among other requirements, Community Connector shall take all necessary and reasonable steps under 49 CFR Part 26 to ensure nondiscrimination in the award, administration, and performance of DOT assisted contracts. Additional information and forms may be required. Full documentation is available for review at: www.bangormaine.gov/dbe.



Proposal Form
Transit Bus Advertising
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Purchasing Department
73 Harlow Street
Bangor, Maine 04401

Note: This form must be returned with proposal. Failure to comply may result in disqualification.

Item	Description	Exterior Advertising	Interior Advertising
Percentage of gross receipts to be paid to the Community Connector:			
1	First Contract Year	%	%
2	Second Year	%	%
3	Third Year	%	%
Indicate anticipated amount of gross receipts:			
4	First Contract Year	\$	\$
5	Second Year	\$	\$
6	Third Year	\$	\$
Location of Office:			

Business Name:			
Street or PO Box			
City, State, Zip			
Telephone Number			
Fax Number			
Email Address			
Contact Name			
Title		Date	