



REQUEST FOR PROPOSALS FOR BUS SHELTER ADVERTISING AND MAINTENANCE SERVICES

Issue Date:	March 10, 2013
Proposals Due:	March 28, 2014, 5 p.m. PST
Send Proposals: (4 copies)	Debbie Ingram, Administrative Coordinator City of Temple City 9701 Las Tunas Dr. Temple City, CA 91780
Mark Envelope:	PROPOSAL- Advertising and Maintenance Services
Contact Persons:	Brian Haworth, Assistant to the City Manager (626) 285-2171, ext. 2323 bhaworth@templecity.us Cathy Burroughs, Parks and Recreation Director (626) 285-2171, ext. 2363 cburroughs@templecity.us

INTRODUCTION

The City of Temple City ("City") is soliciting proposals from qualified contractors to provide revenue-generating transit commercial advertising services. Advertising will take form on both City-owned and contractor-furnished bus shelters. The successful contractor shall take full responsibility for all aspects of exterior advertising sales, advertising placement, and shelter maintenance and repair as generally set forth in this Request for Proposals ("RFP").

BACKGROUND

Temple City is centrally located in the west San Gabriel Valley, approximately five miles southeast of Pasadena and 13 miles east of downtown Los Angeles. Predominately residential, the community is home to 35,000 residents and surrounded by the municipalities of Arcadia, San Gabriel, El Monte, Rosemead and unincorporated Los Angeles.

Metro bus lines primarily serve the community with a majority of boarding and alighting along Rosemead Boulevard—a major and regional thoroughfare that provides a 2.2-mile segment through Temple City and generates roughly 38,000 vehicle trips daily. Over \$20 million in capital improvements to the corridor will be completed by May 10, 2014, allowing for California's first-ever "complete street" that serves cars, buses, bicycles and pedestrians equally. Among the amenities are eight new miles of bike lanes and sidewalks, over 30 public art installations, thousands of new trees and other plantings, and sophisticated lighting fixtures and street furniture—including 15 new City-owned bus shelters with advertising panels and trash receptacles. Attachment A provides shelter locations, specifications and photos.

Additionally, the City is nearing its contract with an advertising company for the furnishment and maintenance of four bus shelters in the vicinities of Lower Azusa Road and Las Tunas Drive. Those shelters, installed in 2000, are located near key intersections that average 28,000 vehicle trips daily and service three Metro bus lines. The City wishes to retain the shelter locations, which are identified in Attachment B.

As detailed in the following project scope, the City is seeking a more traditional print advertising model; **however, proposals may provide for an added option of digital advertising, Wi-Fi and other enhancements.** All aforementioned bus shelter locations

are adjacent to electrical conduits, and the new Rosemead Boulevard shelters incorporate solar panels for LED lighting.

PROJECT SCOPE

The City is seeking proposals from qualified contractors to provide bus shelter advertising and maintenance services. The proposed contract is for five years with a five-year option.

The successful contractor shall:

- Have exclusive rights to market, lease and place commercial advertisement on all transit shelters. All advertising, except where noted below, will be obtained for the sole purpose of generating revenue.
- Provide compensation to the City in the form of monthly payments in return for said exclusive advertising rights. The compensation may be based on a minimum dollar amount or a percentage of revenue generated, whichever is greater.
- Give its best effort to sell advertising space and operate a fully staffed business office to manage this effort. The contractor must be familiar with the greater Los Angeles area, and capable of acquiring both local and national advertising contracts.
- Comply with generally accepted industry principles with respect to good taste and all applicable laws and regulations including but not limited to truth in advertising, copyrights and trademarks. The contractor shall remove any advertising the City deems inappropriate within 24 hours of written notice.
- Produce and maintain all finished advertising material to be placed on the transit shelter; and remove damaged, stolen or defaced ads within 24 hours of written notice by the City. The contractor will also remove all dated advertising materials within five days from their expiration date.¹

¹ Dated materials refer to advertising materials that are relevant to a specific time period or relevant to an event that has been completed.

- Avail to the City a minimum of 18 unsold advertising spaces per year for purposes of public service announcements and the publicity of other City activities. With at least a 24-hour notice, the successful contractor may remove these announcements if the space is sold. The contractor may also place its own advertisements in empty spaces with the City's prior approval.
- Maintain the transit shelters at least twice weekly with such maintenance to include sweeping, cleaning, emptying trash receptacles and keeping shelters free of graffiti, litter and debris.
- Steam clean sidewalks in and around the transit shelters at a minimum of twice yearly, or as need dictates.
- At no cost, increase the frequency of transit shelter maintenance—at the request of the City—where required maintenance is not sufficient.
- Replace and repair any and all damaged or defaced shelters or individual parts within 24 hours after the City reports notification of such damage or defacement. If such damage or defacement renders the shelter dangerous, the contractor shall respond within four hours.

SUBMITTAL REQUIREMENTS

Prospective contractors interested in this RFP shall submit four copies (one unbound) of a proposal that includes the following:

1. A cover letter signed by an authorized official stating the proposal presents a firm offer for a 120-day period.
2. An overview and statement of qualifications of the contractor's firm and proposed subcontractors, if any.
3. An organizational chart for the Project Team, identifying the Project Manager and key staff.
4. Resumes for the Project Manager and key staff including education, relevant past project experience and a description of their assignment for their project.

5. A detailed work plan, quality control program and any value-added services to be provided. **This information shall account for the maintenance and repair of both contractor-furnished and City-owned bus shelters.**
6. A revenue sharing proposal that includes basis for methodology, and a minimum monthly guarantee for each year of the contract's base and option terms.
7. A list of similar contracts that the contractor is currently servicing or has completed in the last five years. If a subcontractor is proposed, two to three similar qualifications and references must be provided.

The submitted proposal should be concise and shall not exceed 50 single-sided pages. The cover letter, tabs (if used), and front and back covers will not be counted against the page limit.

PROPOSED TIMELINE

March 10, 2014	Release of RFP
March 28, 2014	Responses due ²
April 6, 2014 (week of)	Interviews ³
May 5, 2014 (week of)	Consultant selection
May 14, 2014	Notice to proceed ⁴

GENERAL CONDITIONS

1. The City shall not be liable for any pre-contractual expenses incurred by a contractor, nor shall any contractor include such expenses as part of the proposed cost. Pre-contractual expenses include any expense incurred by a proposal and negotiating any terms with the City.

² Postmarked responses and copies sent via electronic means will not be considered.

³ Interviews will be held with up to five contractors.

⁴ Final contractor compensation for the project will be negotiated with the highest rated contractor after the selection process is completed. In the event negotiations fail, the City will commence negotiations with the next ranked contractor.

2. The City reserves the right to modify the scope of this RFP, to reject all submissions or to request and obtain from one or more contractors submitting proposals, supplementary information as may be necessary for the City to make a selection. The information may be requested from a contractor individually, or from all prospective contractors simultaneously.
3. Proposals may, at the City's option, be rejected if they are incomplete, or contain erasures or irregularities of any kind. The City reserves the right to reject any and all proposals. The City expressly reserves the right to postpone submittal opening for its own convenience and to reject any and all submittals responding to this RFP.
4. The selected contractor will be required to comply with all existing Federal and State laws including equal opportunity employment provisions.
5. The City reserves the right to negotiate special requirements and proposed service levels using the selected proposal as a basis. Compensation for services will be negotiated with the selected contractor.
6. All responses to this RFP shall become the property of the City, and will be retained or disposed of accordingly.
7. No proposal amendments, additions or alternates shall be accepted after the submission date and time.
8. All documents, records, designs, and specifications developed by the selected contractor in the course of providing services for the City shall be property of the City. Anything considered to be proprietary should be so designated by the consultant.
9. Acceptance by the City of any proposal submitted pursuant to this RFP shall not constitute any implied intent to enter into a contract for services.
10. The City reserves the right to issue written notice to all participating contractors of any change in the proposal submission schedule should the City determine, in its sole discretion, that such changes are necessary.

EXHIBIT A

City-owned shelter locations:

Rosemead Blvd./Pentland St. (NEC)
Rosemead Blvd./Pentland St. (NWC)
Rosemead Blvd./Sereno Dr. (NEC)
Rosemead Blvd./Olive St. (SWC)
Rosemead Blvd./Broadway (NEC)
Rosemead Blvd./Broadway (SWC)
Rosemead Blvd./Las Tunas Dr. (SWC)
Rosemead Blvd./Las Tunas Dr. (NEC)

Las Tunas Dr./Rosemead Blvd. (NWC)
Las Tunas Dr./Rosemead Blvd. (SEC)
Rosemead Blvd./Hermosa Dr. (NWC)
Rosemead Blvd./Garibaldi Ave. (NWC)
Rosemead Blvd./Longden Ave. (SWC)
Rosemead Blvd./Emperor Ave. (NEC)
Rosemead Blvd./Emperor Ave. (NWC)

City-owned shelter:





Shelter specifications:

Download at: <https://www.dropbox.com/s/9zaw6d5glmqejml/Shelter Specs.pdf>

EXHIBIT B

Contracted advertising shelter locations:

Baldwin Ave./Lower Azusa Rd. (NEC)
Temple City Blvd./Lower Azusa Rd. (NEC)

Las Tunas Dr./Sultana Ave. (NWC)
Las Tunas Dr./Sultana Ave. (SEC)

Contracted advertising shelter:



