

SUMMARY OF INFORMATION SUBMITTED BY PROPOSERS
 REQUEST FOR PROPOSALS FOR DIGITAL BILLBOARDS, MULTIPLE SITES
 RFP 9352

Evaluation Criteria	Outfront Media	Lamar Advertising				
Revenue Initial 10 years	\$3,480,000. Guarantee	\$1,537,500. Guarantee				
Conformance with Digital Display Specifications	Meets Requirements	Meets Requirements				
Sustainability features such as energy efficiency	Meets Requirements	Meets Requirements				
Design features of the digital billboards	Larger than industry standard	Meets Requirements				
Extent of proposed removal of existing outdoor advertising media	Removing 50 static billboards in Fresno area	No removal of static billboards in Fresno area				