

**REPORT FROM EVALUATION COMMITTEE
REQUEST FOR PROPOSAL FOR
DIGITAL BILLBOARDS, MULTIPLE SITES
RFP NO. 9352**

COMMITTEE MEMBERS:

Bruce Rudd, City Manager, Office of the Mayor and City Manager
Renena Smith, Assistant City Manager, Office of the Mayor and City Manager
Wilma Quan-Schecter, Deputy City Manager, Office of the Mayor and City Manager
Jennifer Clark, City of Fresno, Director of Development
Mike Lima, City of Fresno, Director of Finance
Laura Rapp, Buyer/Facilitator, City of Fresno, Finance – Purchasing

BACKGROUND:

The goal of this Request for Proposal (RFP) was to solicit proposals from qualified entities to develop and operate two-sided digital billboards on city-owned sites located along freeways and major traffic corridors. In addition to this, the proposers were to demonstrate a willingness and capability to remove existing billboards within the City of Fresno.

EVALUATION BY COMMITTEE:

Outfront Media Fresno.

The committee was in agreement that Outfront Media of Fresno met all requirements of the RFP. Their proposal included one-time fees and revenue sharing for each location. Outfront Media has access to National advertisers, which increases the revenue share potential over the course of the contract. They also offered two dedicated executives to the City of Fresno account. Furthermore, Outfront Media offered to take down 50 static billboards throughout the city of Fresno as part of their proposal.

Lamar Advertising

Lamar Advertising has experience in erecting and maintaining billboards. However, Lamar's proposal offered one-time fees and revenue sharing for each location. The proposal was not favorably comparable to the proposal by Outfront Media. Furthermore, Lamar Advertising was not able to offer any static billboards for removal in the city of Fresno.

RECOMMENDATION:

The Committee recommends that Outfront Media of Fresno be awarded a contract for DIGITAL BILLBOARDS, MULTIPLE SITES for the following reasons:

1. They submitted a competitive proposal.
2. Their proposal and responses during their interview convinced the Committee that they have the ability to provide high quality and dependable digital billboards.
3. They have the ability and commitment to meet the objectives of the RFP and have demonstrated a willingness to remove existing digital billboards within the City of Fresno.