

**LISTING OF PROPOSERS**

FOR: RFP for Fresno Area Express (FAX) Bus Advertising Services

RFP No. 9650  
RFP Opening: 6/14/2022

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<b><u>PROPOSERS</u></b> (In alphabetical order)	<b><u>Total Proposal Amount</u></b>
1. Lamar Transit LLC 4645 Avon Lane Suite 205 Frisco, Texas 75033	\$3,090,000.00 Total minimum annual guarantee revenue years 1-7

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Each proposer has agreed to allow the City One Hundred Twenty (120) days from date proposals were opened to accept or reject their proposal.

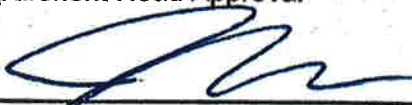
**DEPARTMENT CONCLUSIONS AND RECOMMENDATION:**

Award a revenue contract in the amount of \$3,090,000 to Lamar Transit LLC in accordance with the Selection Committee recommendation.

Reject all proposals. Reason:

Remarks:

Department Head Approval



Title Director

Date June 17, 2022

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The recommended proposer complied with the DBE requirements pursuant to the Request for Proposals.

Olustee Smith

DBE Program Coordinator

6/20/2022

Date

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Approve Dept. Recommendation

Approve Finance/Purchasing Recommendation

Disapprove

Disapprove

See Attachment

**FINANCE DEPARTMENT**

**CITY MANAGER**

*unspal* 06/20/2022  
Purchasing Manager Date

*J. L. Lute* 6/20/22  
City Manager or Designee Date

*Michael Silva* 6/20/22  
Finance Director Date

## SUMMARY OF EVALUATION

RFP#: 9650

### FAX Bus Advertising RFP

**BACKGROUND:** *The background describes the purpose of the solicitation as well as the events that are material to the solicitation as well as the committee's rationale on selection.*

FAX receives revenues from bus advertising. The current bus advertising contract expires on August 19, 2022. The purpose of this solicitation was to solicit proposals to provide and manage bus advertising services in a manner acceptable to the City of Fresno. The Contractor's services shall include, but not be limited to the placement of advertisement; executive and administrative management; maintenance of advertisement; customer relations; preparation of reports of financial and other matters pertaining to the operation of service.

The RFP was published in the Business Journal and posted on Planet Bids on May 20, 2022 and advertised in Mass Transit Magazine for three consecutive weeks starting on May 26, 2022. Bids were due June 14, 2022. FAX received one proposal from Lamar Transit LLC.

<u>Vendor</u>	<u>\$ Proposal</u>
Lamar Transit LLC	\$2,190,000.00
	Total minimum guaranteed revenue over 5 years
	\$3,090,000
	Total minimum guaranteed revenue over seven years

### LAMAR TRANSIT LLC

Lamar Transit is a publicly owned advertising company founded in 1902. They manage over 60 transit advertising programs across North America. They are the current contractors for this contract and have been since 2007.

Chronology of the evaluation process:

- May 20, 2022: RFP advertised in Business Journal and posted to Planet Bids
- June 14, 2022: Proposal received
- June 16, 2022: Scoring Committee evaluated proposals

Three evaluators scored the proposals and one procurement specialist and one planner facilitated the scoring meeting:

- Carolina Ilic, FAX Planning Manager (evaluator)
- Jeff Long, FAX/FCOG Senior Transit Planner (evaluator)
- Susanna Herrera, Management Analyst, Clovis Transit (evaluator)
- Augustus Krider, Procurement Specialist (Facilitator)
- Harold Sobrado, FAX/FCOG Planning and Marketing Coordinator (Facilitator)

Committee members scored the proposal with an average of 97.3%. The Committee unanimously recommended to award the contract to Lamar Transit LLC.

EVALUATION CRITERIA: *The Evaluation Criteria list and details out of the criteria used to rank proposals*

- City's Projected Revenue**, as shown on the proposal form, including the Minimum Annual Guarantee and the Annual % of Net Advertising Revenue. This category will evaluate the reasonable and competitiveness of the projected revenues presented by the proposer.
- Past Performance and Experience** based on references and experience shown in both the "Proposer Qualifications Questionnaire" and the proposal. This category will examine the qualifications and experience of each proposer, associated staff, specific individuals assigned to the project, and financial capacity of each proposer. This category will also evaluate each proposer based on information obtained from references listed in the proposal.
- Ability** to meet the stated service requirements. This category will evaluate ability to meet the requirements, proposed approach to complete the work, and proposed approach to project management.
- Conformance** to the terms and conditions of the RFP. This category will evaluate the proposer's conformance to the terms and conditions of the RFP
- Financial Stability** based on information provided in the proposal.

WEIGHTED VALUES: *The Weighted Values will describe how each criteria is weighted or prioritized.*

1. City's Projected Revenue – 35 points
2. Past Performance and Experience – 30 points
3. Ability to meet the stated service requirements – 20 points
4. Conformance to terms and conditions – 10 points
5. Financial stability – 5 points

SUMMARY OF COMMITTEE EVALUATIONS: *Each committee member independently evaluated the proposals, which resulted in the following:*

Evaluation committee members agreed that this proposer is capable of providing the City of Fresno with professional bus advertising services. The selection was based this proposer's submittal and their past performance with this contract for the Cities of Fresno and Clovis.

With only one proposal, the committee members submitted their ranking sheets after careful review of the proposer's submittal. All members felt that Lamar's past performance spoke for itself having a good history with both the Cities of Fresno and Clovis on delivery of past contractual requirements.

Other potential bidders were contacted to inquire why they did not submit a proposal. Reasons included lack of time to prepare a proposal and insufficient cash reserves to successfully compete with a national advertising company.

Committee members scored the proposal with very high points, averaging 97.3%. The Minimum Annual Guarantee was higher in this proposal than in FAX's existing contract (57% revenue share or \$430,000 per year in years 1 and 2, \$440,000 in years 3 and 4, and \$450,000 in years 5, 6, and 7, resulting in guaranteed revenues of \$2.19 million over five years or \$3.09 million over seven years), and the proposal included another \$12,500 annual production credit. With a locally-based operations team in Fresno backed by a national advertising sales force, and based on current and previous experience, the Committee agreed that the firm is qualified to perform the work.

CONCLUSION: The committee unanimously agreed that Lamar Transit LLC will be able to provide the most effective and professional Bus Advertising Services based on their proposal and experience with the City of Fresno. Therefore, the committee recommended that Lamar Transit LLC be awarded the Bus Advertising Services contract for Bid No. 9650.