



**CITY OF BARSTOW
Informal Request for Bids**

Date: September 26, 2011

1. If interested, please provide the following information from an individual authorized by your company to submit bids by: **5:00pm/ Monday October 31, 2011.**
2. Please fax or e-mail to City of Barstow, 760-256-1528, Attn: Transportation Manager, Jason Shaw, jshaw@barstowca.org

Procuring Agency requests proposals from qualified firms for the privilege to:

- 1) To place approved advertising materials on the exterior and interior of BAT buses.
- 2) To construct, place and maintain bus shelters, with advertising space, in locations throughout the City of Barstow.
- 3) To construct, place and maintain bus benches, with advertising space, in locations throughout the City of Barstow.

SOLICITATION SCHEDULE

The following is the solicitation schedule of for this procurement:

Release of RFP September 26, 2011

Deadline for questions to be submitted in writing October 7, 2011

Proposal due Date October 31, 2011

Barstow Area Transit reserves the right to amend the RFP at any time. Any amendments to or interpretations of the RFP shall be described in written addenda. Barstow Area Transit shall provide copies of the addenda to all prospective Proposers officially known to have received the RFP.

Proposals shall be submitted in a sealed envelope, clearly marked

TRANSIT ADVERTISING PROPOSAL FOR EXTERIOR, INTERIOR, BUS SHELTERS, and BUS BENCHES ADVERTISING.

Companies shall submit one original and two (2) copies of the proposal response.

Successful bidder must possess and maintain all permits and licenses necessary to perform work in accordance with all local, state and federal laws.

Marketing and Sales

The successful proposer will be required to perform complete advertising servicing and sales functions including, but not limited to:

- The proposer must explain how it will establish and maintain a continuous sales effort within the service area conducted by a professional staff of sufficient size to assure adequate service to all advertising clients.
- The proposer must submit an explanation of marketing strategies and literature it will use to promote transit advertising.
- The proposer must state what printing services will be provided to potential customers.

Advertising Content and Control

The proposer must ensure that only displays of a high quality standard with regard to art work, and advertising content will be shown. Proposers must ensure the following:

- Advertisements shall be of a reputable character, shall conform to recognized business standards and shall not conflict with the laws of the United States or any state or political subdivision thereof.
- Graphics, art work, and copy of the advertisements are expected to be of high quality and good taste.
- Vulgar, disreputable or other advertisements that may be offensive to the public shall not be acceptable.
- All advertising shall be displayed in a neat and workmanlike manner.
- The successful proposer shall maintain all displayed advertising so as to ensure its neat appearance and promptly remove all advertising which is torn or otherwise unsightly in appearance.
- The transit system reserves the right to require the successful bidder to promptly remove, at the proposer's own expense, any advertising which in the opinion of the transit system, is unsightly in appearance.

On-Site Visitation

Proposers may wish to make an on-site visit to contractor's operating site to inspect the vehicles and the space allocated for sign storage. Contact Jason Shaw, Transportation Manager, telephone number 760 255-5170 to make arrangements for an inspection

Character of Advertisements

All advertisements shall be of a reputable character, shall conform to recognized business standards, and shall not conflict with the laws of the United States, California, or political subdivisions thereof. Proposers are specifically advised and hereby notified that the graphics, artwork, and copy of the advertisements are expected to be of high quality and of good taste. Barstow Area Transit will have sole and unquestioned authority to determine what constitutes "high quality and good taste." However, Barstow Area Transit requests the proposers to submit outlines for proposed advertising standards/guidelines and to note how they would strive to limit questionable advertising.

Immoral, vulgar, disreputable or other advertisements that may be offensive to the public shall not be accepted. Barstow Area Transit also expressly reserves the sole right to refuse any advertisement which may be construed to reflect its support for a particular product, service, idea, political viewpoint, or point of view.

Advertising for tobacco products will not be displayed on or in Barstow Area Transit buses.

All advertising shall be printed and displayed in a neat and workman like manner. The successful proposer shall maintain all displayed advertising so as to insure its neat appearance, and promptly remove all advertising that is worn or otherwise unsightly in appearance. Barstow Area Transit reserves the right to require the successful proposer to promptly remove, at the proposer's own expense, any advertising which, in the opinion of Barstow Area Transit, is unsightly in appearance. The successful proposer further agrees to remove dated advertising no later than fifteen (15) days following the final date of an advertised event or offer.

Public, Charitable, or Educational Advertisements

The successful proposer shall display in spaces not in use for commercial advertising; public, charitable, or educational advertisements deemed by both the successful proposer and Barstow Area Transit to be proper for the purpose of avoiding unfilled spaces and for promotion of public good will. Such non-commercial advertising will be charged at customary reduced rates.

Contracts between the successful proposer and public, charitable, or educational advertising clients must be executed and processed in the same manner as for-profit advertising clients. Barstow Area Transit reserves the right to offer interior ad space to certain public, charitable or educational entities free of charge. Such clients are responsible for the production costs for said signs.

Trade for Advertising

Barstow Area Transit must give prior approval for any trades of advertising space for media time or space (newspaper, billboard, radio or television). It must be guaranteed that any trade time negotiated will not be pre-empted by paid advertising contracted by said media. Certified logs are required to verify the placements made of advertisements. Barstow Area Transit may cancel the provisions of this paragraph at any time, except for previously approved contracts.

Barstow Area Transit reserves the right to use up to four (4) percent of the fleet, on a space available basis, to make its own deals for the trade of advertising space for promotional purposes. The contracting advertiser shall utilize the successful proposer for the production of signs or wrapped buses and the successful proposer will be responsible for posting signs, etc.

Monthly Remittance and Report

The successful proposer is required to remit revenues earned each month within twenty (20) calendar days after the end of the month in which they were earned. The revenue must be accompanied by a report that includes details of:

- A. All contracts in effect
- B. Billings for the month
- C. Collections for the month
- D. Past due amounts
- E. Total remaining balances on accounts
- F. Contract expiration dates

The monthly payment and report is to be mailed to:

Jason Shaw
Transportation Manager
City of Barstow
220 E. Mountain View St. Suite A
Barstow, CA 92311

The successful proposer shall furnish Barstow Area Transit with copies of all signed contracts and correspondence (including changes in prices, lengths of contracts and cancellation notices) within a month of their execution.

The successful proposer shall maintain all required records for three (3) years after final payment by the successful proposer to Barstow Area Transit under the terms of the operating contract. However, if any audit, claim, or litigation is started before the expiration of the three (3) year period, the records shall be retained until all litigation, claims, or audit findings involving the records have been resolved.

The successful proposer will permit Barstow Area Transit to inspect/audit all records and financial data involved in the operation of the concession during the regular business hours

EXTERIOR/INTERIOR ADVERTISING PROGRAM

The successful proposer, at its own expense, will be responsible for posting advertising signs, removing outdated signs and any signs rejected by Barstow Area Transit. Barstow Area Transit reserves the right to reject any advertising it finds to be offensive, objectionable or in poor taste.

Installation and ongoing maintenance of signs and other necessary activities of the successful proposer must not interfere with Barstow Area Transit operations. Access to vehicles will be provided only at times consistent with the operational hours of the operating facilities. Vehicles will not be removed from service for the purpose of installing or removing advertising signs.

Methods of Posting Advertisements

A fleet profile is provided in Exhibit A.

The successful proposer will be responsible for any paint damage on buses when directly applied signs are removed and shall compensate Barstow Area Transit for the expense incurred to repaint the damaged sections.

Interior Advertising

The selling of interior space is included as part of the RFP package. The successful proposer is solely responsible for installing, maintaining and removing all interior advertisements in a timely fashion.

Exterior Advertising

The advertising space available on the buses will be required to be vinyl stick on to avoid damage to the bus' exterior.

Barstow Area Transit Advertising On/In Buses

Barstow Area Transit reserves the right to use, without charge, unsold available advertising space for the promotion of its transit services. A minimum of one (1)

interior bus signs per bus may be used by Barstow Area Transit for its own use. The successful proposer shall place and remove Barstow Area Transit advertisements without charge. Barstow Area Transit will be responsible for the production costs of any advertising signs used for Barstow Area Transit.

Barstow Area Transit Profile

Barstow Area Transit operates public transit services in the City of Barstow, and nearby communities within San Bernardino County. Barstow Area Transit operates Three fixed bus routes, plus complementary paratransit service for Seniors and person with disabilities.

Relevant information is provided by operating division.

Bus Fleet	
Chevy Aero Elite	3
Ford Allstar	1 2
Chevy Glaval	2
Ford Glaval	2
Total Vehicles- 19	

Service Characteristics:

Hours of Operation	7:00 am until 7:00 pm Monday through Friday
	9:00 am until 5:00 pm Saturday
	8:00 am until 4:00 pm Sunday
Annual Miles Operated	757,051
Annual Hours Operated	39,984
Annual Ridership	214,532

Fabrication, Installation and Specifications

Bus benches with advertising panels will be located throughout the service area, adjacent to transit routes operated by the transit system, where agreed upon between the successful proposer and the transit system. The bench design, agreed upon by the transit system and the contractor, shall be installed and maintained by the contractor.

Exhibit B shows the dimensions for the bench.

Proposer must submit a time schedule for construction and installation. The time schedule should include plans for providing adequate personnel to install and maintain shelters/benches and advertising panels

Maintenance Plan

The proposer must state, in detail, its plan for cleaning, repairing and addressing vandalism on the benches in the service area.

Vendor Bench Deployment and Management

Barstow Area Transit reserves the right to reject inappropriate advertising. All bench displays must be approved by Barstow Area Transit staff.

Barstow Area Transit reserves the right to use any unused advertising space for promotional and informational purposes until the space is leased to an advertiser.

Maintenance of all benches and areas immediately surrounding each bench will be the responsibility of the vendor.

Vandalism such as graffiti must be removed within 48 hours of notification by Barstow Area Transit.

REVENUE PROPOSAL FOR TRANSIT ADVERTISING FOR BARSTOW AREA TRANSIT

Proposers are to present their **Revenue Bid Proposal** in the following format:

ADVERTISING PROGRAM

Share of Revenue:

- ____% of Annual Income payable to BAT in FY 2012
- ____% of Annual Income payable to BAT in FY 2013
- ____% of Annual Income payable to BAT in FY 2014
- ____% of Annual Income payable to BAT in FY 2015
- ____% of Annual Income payable to BAT in FY 2016

All proposals must contain and include the following:

- * Anticipated revenues from all advertising sales.
- * Anticipated growth in revenues over the next five years.
- *Marketing strategy that will lead to a sustainable advertising program and revenue growth.

Any questions regarding specific information for this bid may be directed to Jason Shaw, Transportation Manager 760-255-5170, or email jshaw@barstowca.org.
The City has the right to reject all bids.

ONLY THE SUCCESSFUL BIDDER WILL BE NOTIFIED BY PHONE
IF YOU ARE SUBMITTING A BID...PLEASE FILL OUT THE FOLLOWING:

Signature of Authorized Agent: _____
Printed Name: _____
Business Name: _____
Business Phone Number: _____

PLEASE NOTE – ALL INFORMATION MUST BE COMPLETE TO BECOME A PART OF
THE CONSIDERATION OF AN AWARD FOR THIS BID.
BIDDERS ARE RESPONSIBLE FOR CONFIRMING RECEIPT OF THEIR BIDS BY THE
CITY

Exhibit A

MODEL YEAR	YEAR MADE	MANUFACTURER	LENGTH	HEIGHT	WIDTH	ENGINE	NUMBER OF SEATS
2007	2007	Chevy Aero Elite	28'	11'	8'	Chevy C5500	22
2007	2007	Chevy Aero Elite	28'	11'	8'	Chevy C5500	22
2007	2007	Chevy Aero Elite	28'	11'	8'	Chevy C5500	22
2008	2008	Ford Allstar	22'	10'6"	7'8"	Ford V10	17
2008	2008	Ford Allstar	22'	10'6"	7'8"	Ford V10	17
2008	2008	Ford Allstar	22'	10'6"	7'8"	Ford V10	17
2008	2008	Ford Allstar	22'	10'6"	7'8"	Ford V10	17
2009	2009	Ford Allstar	22'	10'6"	7'8"	Ford V10	15
2009	2009	Ford Allstar	22'	10'6"	7'8"	Ford V10	15
2009	2009	Ford Allstar	22'	10'6"	7'8"	Ford V10	15
2009	2009	Ford Allstar	22'	10'6"	7'8"	Ford V10	15
2009	2009	Ford Allstar	22'	10'6"	7'8"	Ford V10	15
2009	2009	Ford Allstar	22'	10'6"	7'8"	Ford V10	15
2009	2009	Ford Allstar	22'	10'6"	7'8"	Ford V10	15
2009	2009	Chevy Glaval	28	11'4"	8'5"	Chevy C5500	30
2009	2009	Chevy Glaval	28	11'4"	8'5"	Chevy C5500	30
2011	2011	Ford Glaval	28	11'4"	8'5"	Ford 550	28
2011	2011	Ford Glaval	28	11'4"	8'5"	Ford 550	28

Exhibit B

Bus Shelter and Bench Description

Roof	13' Low Dome
Roof Lexan Panel	48" x 56 5/16'
Roof Band	3" with Rubber J-Channel
Dual Post Weldment	24 1/8" Center to Center with Screen Tabs
End Screen Weldment	20 1/4" Wide x 77 1/2" Ht.
Bench	
8'	Perf. Metal Bench w/ 3 vagrant bars & 5/8" holes