Item G-5

CARSON CITY REGIONAL TRANSPORTATION COMMISSION
REQUEST FOR COMMISSION ACTION

Date Submitted: March 30, 2010 **Meeting Date:** April 14, 2010

To: Regional Transportation Commission

From: Ken Smithson, Transit Coordinator

Subject Title: Information regarding Request for Proposals (RFP) for Bus Advertising.

Staff Summary: RFP #0910-180 for Bus Advertising was released on April 4, 2010 and proposals are due April 30, 2010.

Type of Action Requested: (check one)

(☒) None – Information Only
(☐) Formal Action/Motion

Recommended Commission Action: N/A

Explanation for Recommended Commission Action: Staff has released a request for proposals for potential contractors to manage an advertising program using available space on the interior and exterior of JAC buses. The timing of this is significant because the four (4) new buses have more external advertising space, and, for the first time, internal advertising space as well. The RFP has been published in the Nevada Appeal, the Reno Gazette Journal and on the Carson City website. At least five (5) area marketing firms were also directly notified.

Under the proposed contract, the contractor will be responsible for all marketing, sales and contracting with advertisers; installation, maintenance and removal of advertising media; and any necessary repairs to the buses when media is removed. Standards for advertising content have been developed, and the City reserves the right to approve all advertising before it is placed on the buses.

Revenue from the proposed contract will consist of an annual guaranteed minimum payment to be made to the City, plus a percentage of all revenues collected by the contractor. While this is not the only potential method of securing transit advertising revenue, it is common practice in the industry and minimizes the amount of work for City staff. The size of the revenue stream is unknown at this time, but any realized advertising income will be treated the same as City funding – as local match. This

revenue will partially offset the multiple reductions that the Transit Fund has experienced in the annual transfer from the City General Fund.

Staff intends to bring a recommendation for contract award to the RTC at the May 12, 2010 meeting.

Applicable Statue, Code, Rule or Policy: N/A

Fiscal Impact: N/A

Explanation of Impact: N/A

Funding Source: N/A

Alternatives: N/A

Supporting Material: None.

Prepared By: Ken Smithson, Transit Coordinator

Commission Action Taken:

Motion: _____ 1) _____ Aye/Nay

2) _____ _____

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_____ (Vote Recorded By)