



**YUBA-SUTTER TRANSIT AUTHORITY
MARYSVILLE/YUBA CITY, CALIFORNIA**

REQUEST FOR PROPOSALS (RFP)

TRANSIT ADVERTISING PROGRAM

RFP RELEASE: MAY 25, 2017
PROPOSALS DUE: 11:00 A.M., FRIDAY, JUNE 30, 2017
AWARD: JULY 20, 2017 (TENTATIVE)
CONTRACT APPROVAL: JULY 31, 2017 (PROJECTED)
CONTRACT START: AUGUST 1, 2017 (PROJECTED)

Notice is hereby given that the Yuba-Sutter Transit Authority is now accepting proposals from qualified firms for the provision of a transit advertising program in the Marysville/Yuba City Area. Proposals will be accepted for one, two or all three components of the envisioned program which will include exterior bus advertising, bus stop shelter advertising and bus stop bench advertising. The successful firm or firms will be solely responsible for the complete provision of each related component of the advertising program. This shall include, but not be limited to, the marketing, production and placement of all advertising materials and the acquisition, installation, maintenance and insurance of all related equipment or facilities during the term of the resulting agreement or agreements, if any, at no cost to Yuba-Sutter Transit.

In exchange, the selected firm or firms shall have the exclusive right to sell advertising space on Yuba-Sutter Transit's vehicles and at Yuba-Sutter Transit's bus stops to the extent provided herein and in the resulting contract agreement or agreements, if any. The number of vehicles and the extent of the permitted advertising on such vehicles; the number and location of advertising bus stop shelters; the number and location of advertising bus stop benches; agreement terms and conditions; the revenue sharing percentage; and, the method of calculation are generally defined herein and are all subject to negotiation with the recommended firm.

Proposals must be clearly marked "ADVERTISING PROGRAM" and received no later than 11:00 a.m. on Friday, June 30, 2017 at the address below:

Yuba-Sutter Transit
2100 B Street
Marysville, CA 95901
Attn: Transit Manager

Proposals received after that date and time will not be considered and will be returned to the sender unopened. A non-public opening of the proposals will be held at the location and time proposals are due. Yuba-Sutter Transit will accept only one proposal from each qualified supplier.

The decision to award a contract or contracts shall be made by the Yuba-Sutter Transit Board of Directors at their first duly called meeting following the proposal due date unless, at their sole discretion, there is adequate justification to delay said award. The selection of a contractor is tentatively scheduled to occur on or after July 20, 2017.

Yuba-Sutter Transit reserves the right to withdraw this RFP or to modify the schedule described above at any time without prior notice and makes no representation that an agreement will be awarded to any firm responding to this RFP. Yuba-Sutter Transit expressly reserves the right to reject any and all proposals, to waive any irregularity or informality in any proposal or in the RFP procedure, and to be the sole judge of the responsibility of any firm and of the suitability of the materials and services to be rendered.

Any changes to the RFP requirements will be made by written addenda and shall be considered part of the RFP. Upon issuance, such addenda shall be incorporated in the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation. No prior, current, or post-award verbal conversations or agreement(s) with an officer, agent, or employee of Yuba-Sutter Transit shall affect or modify any terms or obligations of this RFP or any contract resulting from this procurement.

With the exception of contacting staff to ask questions regarding this RFP, any party submitting a proposal shall not lobby any Yuba-Sutter Transit Board member, official, employee or agent regarding this RFP. Any party attempting to influence the proposal, submittal and review process through the ex parte contact of any Yuba-Sutter Transit official may have their proposal rejected.

Contact Keith Martin, Transit Manager, at (530) 634-6880 for more information.

BACKGROUND

Yuba-Sutter Transit is a Joint Powers Agency created by the Counties of Yuba and Sutter and the Cities of Yuba City and Marysville. It is the sole public transit provider in the region offering a wide range of services with a current fleet of 51 buses of various sizes and types. These services now include six local fixed routes and a local demand response service operating Monday through Saturday in the urbanized area; extensive weekday commuter and midday service between Marysville/Yuba City and downtown Sacramento; and, limited weekday rural route service to and from several surrounding communities. Service is not operated on Sundays or major holidays. Current service, route and schedule information is available on the agency website at www.yubasuttertransit.com.

Yuba-Sutter Transit now operates approximately 93,000 hours and 1.5 million miles of service annually with up to 1.3 million passenger boardings each year. The combined population of the two counties including the bi-county urbanized area of Yuba City and Marysville is approximately 172,000.

EXISTING ADVERTISING PROGRAM

Yuba-Sutter Transit's current advertising program is composed of one 15 year contract for all three components of the agency's advertising program. This contract expired on February 28,

2017 and now continues on a month-to-month basis. The existing advertising program includes advertising on the back windows of 27 agency buses; 28 contractor-owned bus stop shelters; two agency-owned shelters; and 69 contractor-owned bus stop benches.

Yuba-Sutter Transit currently receives commission payments equal to 33 percent of the gross advertising revenue on the sale of exterior advertising and 10 percent on the gross advertising revenue on the sale of bus stop shelter and bench advertising with no guaranteed minimum amount. The contract also provides for limited, no-fee (except for production costs) placement of Yuba-Sutter Transit advertising for self-promotion.

PROPOSED ADVERTISING PROGRAM

Yuba-Sutter Transit is now seeking proposals for one, two or all three components of the transit advertising program to include bus exteriors, bus stop shelters and bus stop benches for a period of at least five years. As envisioned, bus exterior program will be expanded significantly to allow advertising on the sides and rear of all 22 local fixed route buses; the rear of all 16 demand response buses; and, the rear of all 13 intercity commuter buses as shown on **Attachment A**. Side signs will be limited to “king” (144” X 30”) and “queen” (96” X 30”) sizes in the area generally under the windows and between the wheel wells on the local fixed route buses unless otherwise authorized in writing by the Transit Manager. Signs on the backs of buses shall be limited to either the rear window, if so equipped, or the engine hatch door(s) for buses without a rear window.

If any Yuba-Sutter Transit vehicle decals or signs are to be covered by exterior advertisements, contractor at their sole expense shall prepare and install new decals or signs of comparable size and quality at locations subject to the approval of the Transit Manager. In addition, contractor shall be solely responsible for all cost in connection with the maintenance, repair and/or replacement of advertising on Yuba-Sutter Transit’s buses including the restoration of any painted surfaces that may be damaged during the installation and/or removal of such advertising. Yuba-Sutter Transit shall be the sole judge in the determination of the extent of any needed repairs and whether the damaged areas have been restored to their original condition.

Any shelters and/or benches provided under any contract that may be granted under this RFP shall be, at a minimum, Tolar Manufacturing Model #12ALD-PM shelters and Tolar Manufacturing Model #7PMADBNCH benches (or an approved equivalent) in the same number, size and color as the units that are now located throughout the local service area. Advertising shelters and benches are located where appropriate and desirable based on land uses, traffic flows, space limitations and passenger boardings at each location. Yuba-Sutter Transit will assist the successful contractor in the site selection and approval process to the extent possible, but final siting authority shall remain with the jurisdiction in which each shelter is placed. The selected firm will be responsible for securing all necessary permits and for compliance with all siting requirements. In addition, Yuba-Sutter Transit would be willing to consider the replacement or relocation of agency-owned shelters as appropriate on a case by case basis.

Bus stop shelter advertising panels, which may be lighted, will be limited to one end of each shelter though shelters of up to over 20’ in length or multiple shelters may be desired at some locations allowing for more than one advertising panel. Shelters are to be constructed of commercial quality materials, aesthetically pleasing and designed for transit use. They shall

include a passenger bench and a transit information panel with adequate access in and around the shelter to meet Americans with Disabilities Act (ADA) accessibility standards. The degree to which a proposed shelter meets these criteria shall be determined solely by Yuba-Sutter Transit.

It is anticipated that the term of the contract(s), if any, that may be awarded as a result of this RFP shall be for a minimum period of five years commencing on or about August 1, 2017. Proposers may present justification for a longer award and Yuba-Sutter Transit may authorize a longer period if it is determined that such a period is in the best interest of the agency.

PROPOSAL REQUIREMENTS:

All proposals must, at a minimum, include the following:

1. Description of the proposing firm and any relevant experience of the firm and/or its principals including reference names and telephone numbers.
2. Location of the office that would be responsible for the program and the location from where advertising sales, placement and maintenance will be conducted if different.
3. General description of the proposed program identifying which requested components are included in the proposal. At a minimum, address each of the following issues as appropriate for the proposal.
 - A. Anticipated approach to the placement, maintenance and removal of bus exterior advertising including the specifications of the material that will be used.
 - B. Number of anticipated shelters and/or benches noting if the proposal is contingent in any way upon the siting of a minimum or maximum number of units.
 - C. Proposed shelter and/or bench installation schedule and policy including the anticipated role of the transit authority in the placement process.
 - D. Proposed shelter and/or bench cleaning and maintenance schedule.
 - E. Proposed advertising sales program and policy including the anticipated fee structure for each type of space included in the proposal. (A copy of the current Yuba-Sutter Transit advertising policy is included as **Attachment B.**)
 - F. Number or percentage of advertising spaces by type that would be made available to Yuba-Sutter Transit for self-promotion.
 - G. Picture or detailed drawing of the proposed shelter, if any, including a description of the proposed materials and colors, any design or feature options that might be available and any necessary utility hook-ups.
 - H. Certificate of insurance coverage and description of coverage limits of at least \$2 million per occurrence and \$5 million general aggregate.

- I. As part of the Standard Commercial General Liability Insurance, Contractor shall also include within such coverage insurance for advertising injury which shall insure the following offenses in connection with Contractor's advertising of goods or services: libel, slander, invasion of privacy, copyright infringement and misappropriation of advertising ideas. Yuba-Sutter Transit, its member jurisdictions, and their respective officers, employees, agents and volunteers shall all be additional insureds under such policy and the Contractor shall provide in its agreement with its advertisers that they maintain similar insurance.
4. Sample contract provisions including the proposed term, revenue sharing schedule and termination provisions by type of advertising if appropriate.
5. Any special considerations either requested by the proposing firm or to be given to Yuba-Sutter Transit including any optional services or contract approaches being proposed for consideration.
6. Name, title, telephone number, fax number and address of the authorized contact person for the proposing firm.

Attachments: A. Vehicle Inventory List
B. Yuba-Sutter Transit Advertising Policy

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ATTACHMENT A
EXTERIOR ADVERTISING SPACE

VEHICLE#	CURB SIDE	STREET SIDE	REAR
1670	N/A	N/A	WINDOW
1671	N/A	N/A	WINDOW
1672	N/A	N/A	WINDOW
1673	N/A	N/A	WINDOW
1674	N/A	N/A	WINDOW
1675	N/A	N/A	WINDOW
1676	N/A	N/A	WINDOW
1677	N/A	N/A	WINDOW
1678	N/A	N/A	WINDOW
1679	N/A	N/A	WINDOW
1681	N/A	N/A	WINDOW
1682	N/A	N/A	WINDOW
1683	N/A	N/A	WINDOW
1684	N/A	N/A	WINDOW
1685	N/A	N/A	WINDOW
1686	N/A	N/A	WINDOW
2721	QUEEN	QUEEN	WINDOW
2722	QUEEN	QUEEN	WINDOW
2723	QUEEN	QUEEN	WINDOW
2724	QUEEN	QUEEN	WINDOW
2725	QUEEN	QUEEN	WINDOW
2727	QUEEN	QUEEN	WINDOW
3161	KING	QUEEN	WINDOW
3162	KING	QUEEN	WINDOW
3163	KING	QUEEN	WINDOW
3164	KING	QUEEN	WINDOW
3165	KING	QUEEN	WINDOW
3230	KING	QUEEN	ENGINE HATCH
3231	KING	QUEEN	ENGINE HATCH
3232	KING	QUEEN	ENGINE HATCH
3233	KING	QUEEN	ENGINE HATCH
3234	KING	QUEEN	ENGINE HATCH
3235	KING	QUEEN	ENGINE HATCH
3236	KING	QUEEN	ENGINE HATCH
3237	KING	QUEEN	ENGINE HATCH
3238	KING	QUEEN	ENGINE HATCH
3239	KING	QUEEN	ENGINE HATCH
3240	KING	QUEEN	ENGINE HATCH
4151	N/A	N/A	ENGINE HATCH
4152	N/A	N/A	ENGINE HATCH
4153	N/A	N/A	ENGINE HATCH
4154	N/A	N/A	ENGINE HATCH
4155	N/A	N/A	ENGINE HATCH
4156	N/A	N/A	ENGINE HATCH
4157	N/A	N/A	ENGINE HATCH

ATTACHMENT A
EXTERIOR ADVERTISING SPACE

5701	N/A	N/A	ENGINE HATCH
5702	N/A	N/A	ENGINE HATCH
5703	N/A	N/A	ENGINE HATCH
5704	N/A	N/A	ENGINE HATCH
5705	N/A	N/A	ENGINE HATCH
5706	N/A	N/A	ENGINE HATCH

KEY:

KING - 144" X 30"

QUEEN - 96" X 30"

/Common/Advertising/2017 Advertising RFP/Exterior Advertising Space

ATTACHMENT B

YUBA-SUTTER TRANSIT AUTHORITY ADVERTISING POLICY Adopted May 18, 2017

The purpose of this policy is to define the standards by which the Yuba-Sutter Transit Authority will review advertising to be displayed on or in any vehicles, equipment, real property or publications, either owned or controlled by Yuba-Sutter Transit, and the conditions under which such advertising space will be made available free of charge. This policy includes, but is not limited to, the interior and exterior of buses, bus stop shelters, bus stop benches, facilities and publications.

The following types of advertising are found to be unacceptable for display on or in Yuba-Sutter Transit's vehicles, equipment, real property or publications:

1. Religious Advertising – material from any religious group or organization or material of a religious nature from any individual or organization.
2. Political Advertising – including, but not limited to, local, state or national elections or issues.
3. Sexually Explicit, Vulgar or Obscene Advertising – including any sexually explicit, obscene or vulgar graphic or written material which is judged to be inconsistent with local community standards of morality and decency.
4. Tobacco and Marijuana – any material that would directly or indirectly promote the sale or use of tobacco or marijuana in all forms including electronic cigarettes, vaping or related products; products that contain tobacco or marijuana; products that resemble tobacco, marijuana or illegal substances of all types.
5. Alcohol – any material that would directly or indirectly promote the sale or use of alcohol unless its inclusion in the ad is clearly incidental to the primary product of service be promoted for sale or use such as for a restaurant.
6. False, Misleading, Deceptive, or Defamatory Advertising

Any agency, organization, contractor or vendor proposing to advertise on or in Yuba-Sutter Transit vehicles, equipment, real property or publication shall submit copies of proposed advertising text and graphics to the Transit Manager prior to its display or publication. The Transit Manager or his/her designee will advise the contractor if the material is inconsistent with this policy within five (5) working days of the receipt of said material.

Except as limited by any third party agreements, unsold advertising space on or in Yuba-Sutter Transit's vehicles, equipment, real property or publications will be available for use by governmental agencies without charge for community purposes. Such advertising will also be judged by the above criteria and will be displayed for a reasonable period subject to the sale of the space or the need for said space by other governmental agencies.

The decision by the Transit Manager to allow or disallow any advertising pursuant to this policy may be appealed to the Yuba-Sutter Transit Board of Directors. The decision of the Board of Directors shall be final.