

**SOUTHEASTERN REGIONAL TRANSIT AUTHORITY**

**SRTA**

**REQUEST FOR PROPOSALS (RFP)**

**ADVERTISING SALES ASSISTANCE**

RFQ 19-02



April 1, 2019

PUBLIC NOTICE  
REQUEST FOR PROPOSAL  
FOR  
ADVERTISING SALES ASSISTANCE

The Southeastern Regional Transit Authority (SRTA) is requesting proposals for Advertising Sales Assistance for SRTA vehicles and real property.

The SRTA is responsible for public transit services in ten (10) communities within the Southeastern Massachusetts region, and is funded with Federal, State and local subsidies, as well as fare box revenue. The SRTA was created pursuant to Massachusetts General Laws, Chapter 161B. In accordance with MGL Chapter 161B, SRTA has contracted transit operations to South Coast Transit Management (SCTM). The advertising contractor will work under the direction of the Administrator of the SRTA and the General Manager of South Coast Transit Management Inc. The SRTA is a political subdivision of the Commonwealth of Massachusetts operating under MGL Chapter 161B.

The RFP may be downloaded from the SRTA website on April 1, 2019. Copies of the RFP may also be obtained by contacting the Southeastern Regional Transit Authority, 700 Pleasant Street, Suite 320, New Bedford, MA 02740 or (508) 997-6767 Ext. 3312, Monday through Friday, between the hours of 8:00am and 4:00pm.

RFP due date is May 3, 2018 at 3 PM.

## I. Purpose

The SRTA is a regional transit authority, which provides public fixed route bus service and demand responsive transit services in southeastern Massachusetts. Information on the SRTA service is available at [www.srtabus.com](http://www.srtabus.com).

The SRTA is soliciting proposals from qualified firms for the sale of advertising space on revenue vehicles and real property. The selected contractor shall be required to sell, track inventory, and reconcile funds related to advertising sales as needed. The selected contractor shall be responsible for collecting all monies from advertisers and forwarding payment to SRTA. Monthly payment will be accompanied by an inventory list of available advertising space, upcoming advertising contracts, and explanation of overdue or unpaid invoices. The advertising contractor shall comply with the Guidelines Regulating Advertising for the Southeastern Regional Transit Authority.

## II. General Information for Interested Parties

This RFP contains instructions concerning the proposal to be submitted and the material to be included. A description of services to be provided, eligibility requirements for consideration, evaluation criteria, and other requirements to be met by each proposer are enclosed.

Proposers have the opportunity to ask questions about this RFP by forwarding the questions via email to [info@srtabus.com](mailto:info@srtabus.com) no later than April 19, 2019. Phone calls will not be accepted. All responses to questions will be shared with all potential proposers.

Proposers should submit four (4) proposals: one (1) original and three (3) copies. The proposer is fully responsible for delivery of the proposal; reliance on mail delivery is at the risk of the proposer and proposals will not be considered if delivered after the due date. Proposals submitted via email or fax will not be considered.

Proposals must be submitted in a sealed envelope and be clearly marked "Advertising Sales Proposal" and addressed to:

Erik Rousseau  
Administrator  
SRTA  
700 Pleasant Street, Suite 320  
New Bedford, MA 02740

Proposals are due Friday, May 3, 2019 no later than 3:00 PM. Proposals received after that time and date will not be considered by SRTA and will be returned to the proposer unopened.

The contract term for the advertising sales requested herein is three (3) years with two one (1) year renewal options, provided however, that SRTA may change vendors at any time during this period if the contract terms are not met by the contractor.

SRTA reserves the right to postpone, accept, or reject any and all proposals and waive any informality in the RFP process as SRTA deems to be in its interest. The issuances of this RFP or consideration of a proposal does not constitute a binding offer or award for the service requested. Any changes to the RFP will be made by written addendum with notification to all proposers.

Proposals may be withdrawn by written notice to SRTA at the aforementioned address, or by email to [info@srtabus.com](mailto:info@srtabus.com).

The SRTA is a tax-exempt entity; tax exempt documentation will be provided.

### III. Scope of Work

The SRTA has an interest in generating revenue through advertising opportunities that exist on revenue vehicles and real property. The SRTA fleet available for advertising consists of as many as 70 fixed route transit buses and 40 demand response vans which are maintained and dispatched from two garages: Fall River and New Bedford; vehicles are not transferred between garages during normal operations. Advertising space is available in the SRTA terminals, bus shelters, and other real property with approval from the SRTA administrator.

Proposers are responsible for the installation and removal of all advertisements and shall be coordinated with the SCTM maintenance manager. Installation and removal shall be conducted in such a way as to not disturb or disrupt the normal operations of SRTA service, property maintenance, or vehicle maintenance. The Proposer should assume that vehicles will not be equipped with advertising frames and are expected to provide mounting equipment at their own expense. Advertising space is available on the exterior and interior of revenue vehicles. SRTA will reserve 5% of all advertising space for the purpose of displaying public service announcements.

Proposers are notified that if vehicles are damaged in the placement or removal of advertising, OR if any real property or fixtures are damaged in the placement or removal of advertising, the damaged area will be repaired by SCTM at the expense of the proposer. The necessity of repairs will be determined by the SCTM Maintenance manager.

Vehicles in service are assigned to their routes daily at the discretion of SCTM dispatchers and are generally assigned based on route geometry and historic and anticipated passenger volumes. SRTA makes no guarantee vehicles with advertisements will be consistently or regularly assigned to specific geographic areas in the SRTA service area. Proposer requests for vehicles with advertisements to serve specific routes or geographic areas will not be granted.

Proposers will be allowed to make an appointment to view vehicles and to visit the SRTA terminals. To schedule an appointment, call or email Shayne Trimbell ([stribbell@srtabus.com](mailto:stribbell@srtabus.com)) 508-997-6767 ext. 3312.

### IV. Proposal Contents

The proposals shall include the following to be considered responsive to this RFP:

- Description of the firm;
- List of business licenses;
- Experience of key staff involved with the proposal;
- Details of comparable contracts held including the client name, length of the contract, a history or revenue collections, and revenue splits;
- List of contracts discontinued by client since 2014 and explanation for why the contract was discontinued;
- Experience and capability of the advertising sales firm to perform the ongoing delivery of advertising sales based on the firm's previous experience with transit authorities;
- Detailed methodology of sales strategy for advertising sales on vehicles and real property;
- Outline of the rate card for advertising on SRTA vehicles and real property;
- Proposed revenue split;
- Projection of annual gross sales;
- Plan for growing advertising sales for SRTA;
- Insurance coverage carried by proposer;
- Complete forms found in Section VI.

## V. Selection Criteria

A selection committee representing SRTA will review and evaluate proposals deemed responsive to this RFP. The SRTA reserves the right to select a contractor for this project based upon the information submitted without formal presentations by the proposers.

Proposals will be scored out of 100 points based on the following criteria:

1. Experience and capabilities of the proposer – 20 point;
2. Methodology of securing advertising contracts – 30 points;
3. Projected revenue – 50 points.

The contractor proposal with the highest score will be selected as the advertising contractor.

## VI. Required Forms

All proposals will be required to have completed the following forms as part of being deemed responsive to this Request for Proposals:

- A. General Information Form
- B. Certification of Eligibility
- C. Certification of Non-Collusion

A. General Information Form

**REQUEST FOR PROPOSALS (RFP) RFP 19-02**  
**Advertising Sales Assistance**  
**GENERAL INFORMATION FORM**  
**(Must be completed and submitted with Proposal)**

Name of Organization: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Years in Business: \_\_\_\_\_

Organization is (check one):

Corporation  Partnership  Association

Joint Venture  Sole Proprietorship  Public Agency

Quasi-Public Agency

Other: (Explain): \_\_\_\_\_

Organization's Address: \_\_\_\_\_

\_\_\_\_\_

Name, Title and Telephone Number of the Organization's Authorized Representative:

\_\_\_\_\_

\_\_\_\_\_

Acknowledgment of received Addenda No(s): \_\_\_\_\_

The undersigned, being cognizant of the pages, documents and Exhibits concerned herewith agrees to provide the SRTA, with the services described in the Request for Qualifications for Architectural and Engineering Service for New Bedford Terminal Relocation RFQ 19-01

The stated Proposal shall be firm for 120 days from the due date for this Proposal.

The Contractor hereby affirms that this Proposal is genuine, not a sham or collusive, and is not made in the interest of any person not therein named.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

B. Certification of Eligibility to Bid or Propose

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**CERTIFICATION OF ELIGIBILITY TO BID OR PROPOSE**

\_\_\_\_\_ hereby certifies that it is not included on the U.S.

Comptroller

(Name of Proposer)

General's Debarred Bidders List.

Signature of Authorized official: \_\_\_\_\_

Firm: \_\_\_\_\_

The Proposer further certifies to the best of its knowledge and belief that it and its principals  
Are not presently debarred, suspended, proposed for debarment, declared ineligible, or  
voluntarily excluded from covered transactions by any federal department or agency. Have not  
within a three (3) year period preceding this Proposal, been convicted of or had a civil judgment  
rendered against them for commission of fraud or a criminal offense in connection with  
obtaining, attempting to obtain, or performing a public (Federal, state or local) transaction or  
contract under a public transaction, violation of Federal or state antitrust statutes, or commission  
of embezzlement, theft, forgery, bribery, falsification or destruction of records, making a false  
statement, or receiving stolen property.

Are not presently indicted for, or otherwise criminally or civilly charged by a governmental entity  
(Federal, state or local) with commission of, any of the offenses enumerated in Paragraph B of  
this certification.

Have not within a three (3) year period preceding this Proposal had any public transactions  
(federal, state or local) terminated for cause or default.

Where the Proposer is unable to certify to any of the statements in this Certification, such  
Proposer shall attach an explanation to this Proposal.

(Check One)

\_\_\_\_\_ I DO CERTIFY \_\_\_\_\_ I DO NOT CERTIFY

DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

NAME & TITLE: \_\_\_\_\_

C. Certification of Non-collusion

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**CERTIFICATION OF NON-COLLUSION**

The undersigned certifies under penalties of perjury that this Proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this Certification, the word "person" shall mean any natural person, business, partnership, corporation, Union committee, club, or other organization, entity or group of individuals.

SIGNATURE: \_\_\_\_\_

NAME: \_\_\_\_\_

FIRM: \_\_\_\_\_

DATE: \_\_\_\_\_