



**REQUEST FOR PROPOSAL (RFP) #1247P
INTERIOR & EXTERIOR BUS ADVERTISING**

Issued by:

**The City of Alexandria Purchasing Department
2021 Industrial Park Road, Building WH
Alexandria, LA 71303**

**Proposals must be received by
2:00 PM CDT,
Thursday, September 29, 2016**

LATE PROPOSALS WILL BE REJECTED

MAYOR

JACQUES M. ROY

COUNCIL MEMBERS

**LEE RUBIN – PRESIDENT
ROOSEVELT JOHNSON – VICE PRESIDENT
JIM VILLARD – COUNCILMAN AT-LARGE**

**ED LARVADAIN III – DISTRICT 1
ROOSEVELT JOHNSON – DISTRICT 2
JULES R. GREEN – DISTRICT 3
HARRY B. SILVER – DISTRICT 4
CHARLES L. "CHUCK" FOWLER JR. – DISTRICT 5**

INVITATION FOR PROPOSALS

CITY OF ALEXANDRIA, LOUISIANA PURCHASING DEPARTMENT

Request For Proposals (RFP) #1247P – Interior & Exterior Bus Advertising

NOTICE IS HEREBY GIVEN that sealed proposals are invited by the City of Alexandria Transit Department (ATRANS) a public transit agency. ATRANS wishes to engage a firm to provide “INTERIOR & EXTERIOR BUS ADVERTISING for ATRANS” on specific 35 foot buses, 25 passenger buses, and cutaway vans.

Separate sealed proposals for, INTERIOR & EXTERIOR BUS ADVERTISING for ATRANS, will be received by the CITY OF ALEXANDRIA PURCHASING DEPARTMENT, located at 2021 Industrial Park Road, Building WH, Alexandria, LA 71303, until **2:00 PM CDT, THURSDAY, SEPTEMBER 29, 2016**. Email or faxed proposals will not be accepted.

Copies of the proposal may be obtained by contacting the City of Alexandria Purchasing Department, Wilma Kelly, Senior Buyer at; phone 318-441-6162; or email address wilma.kelly@cityofalex.com . Copies of the proposal may also be obtained at the City of Alexandria’s website, www.cityofalexandrialala.com under the heading “Business”, then drop down to “RFP/RFQ/RFI/BIDS”.

All proposals must be made on the proposal form provided by the City of Alexandria Purchasing Department. The City of Alexandria will award a contract or reject any or all proposals within the time stated in the form of the Proposal. NO proposal may be withdrawn for a period of one hundred twenty (120) days after the opening. The City of Alexandria will not reimburse proposers for any costs incurred in the preparation of their proposal.

The City of Alexandria ATRANS hereby notifies all Proposers that it will affirmatively insure that in any contract entered into, minority business enterprises will be afforded full opportunity to submit proposals in response to this invitation and will not be discriminated against on the grounds of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, sex, age, sexual orientation, status as a disabled veteran or veteran of the Vietnam era, or on any other basis prohibited by law. The City of Alexandria ATRANS will carry out applicable federal requirements in the award and administration of any contract awarded hereunder.

Questions and/or clarifications of proposal specifications are to be in written form only, either mailed or faxed, to the attention of Wilma Kelly, City of Alexandria Purchasing Department, Fax 318-441-6185; email to wilma.kelly@cityofalex.com; and must be received by 4:00 PM CDT, Friday, September 16, 2016.

Address for Postal Delivery:

City of Alexandria Purchasing Department
Attention: Wilma Kelly
PO Box 71
Alexandria, LA 71309-0071

Address for Courier or Overnight Delivery:

City of Alexandria Purchasing Department
Attention: Wilma Kelly
2021 Industrial Park Road, Building WH
Alexandria, LA 71303
Phone: 318-441-6162

PLEASE PUBLISH TWO (2) TIMES:

Friday, September 2, 2016
Friday, September 9, 2016

INTERIOR & EXTERIOR BUS ADVERTISING FOR ATRANS

ADVERTISEMENT

SEPTEMBER 2, 2016

ADVERTISEMENT

SEPTEMBER 9, 2016

RFP DUE DATE

**SEPTEMBER 29, 2016
THURSDAY 2:00PM CDT**

CONTRACT AWARD

To Be Determined

GENERAL CONDITIONS FOR BIDDERS - PLEASE READ CAREFULLY

1. Pursuant to LA R.S 38:2212.1. C.(1)(2), any manufacturer's preference in this proposal is descriptive, but non-restrictive, and is used only to indicate minimum requirement for type, grade and quality unless otherwise specified.
2. Pursuant to LA R.S. 38:2212 B.(1), the provisions and requirement of this bid shall not be considered as informalities and shall not be waived by the City of Alexandria. Therefore, conditions and specifications on this bid form shall be strictly enforced and any and all alterations, deviations, and non-compliance to said conditions and specifications, either on the bid form or by separate attachment, shall be grounds for immediate disqualification.
3. Preference shall be given to bidders quoting F.O.B. Destination (the City of Alexandria using department), FREIGHT PREPAID, unless otherwise requested.
4. Each bidder shall submit his proposal on the proposal form furnished by the City of Alexandria Purchasing Department. The complete bid package must be returned as issued by the City with all pages intact and all specification response columns filled in. Incomplete columns or missing pages, to include addendum pages, shall result in the vendor's entire bid package being rejected.
5. Literature, brochures, and other related paperwork attached to the bid should be identified with the name of the bidder and bid item number.
6. In case of a mathematical discrepancy between unit price and extensions, the unit price shall prevail.
7. Pursuant to LA R.S. 38:2212 F., the bid specifications may contemplate a fixed escalation or de-escalation in accordance with the United States Bureau of Labor Statistic's Consumer Price Index or the Producer Price Index. Bids based on specifications which are subject to a recognized escalation index shall be legal and valid for any item of a public work, at the discretion of the City.
8. Pursuant to LA R.S. 38:2212.1. F., any public procurement unit may participate in a cooperative purchasing agreement with the City of Alexandria to acquire quantities of the above listed items under a contract with the City of Alexandria for items awarded by public bid, pursuant to the cooperative purchasing provisions of Part VII of Chapter 17 of Subtitle III of Title 39 of the Louisiana Revised Statutes of 1950, R.S. 39:1701 et seq.
9. The City of Alexandria reserves the right to award by item or by total bid, unless otherwise specified in the bid specifications. (Price(s) should be itemized.)
10. All erasures or corrections on the bid form must be initialed and the City of Alexandria may rely on the apparent authority represented by the initials.

General Conditions for Bidders - Please Read Carefully (Continued)

11. The City of Alexandria reserves the right to reject for cause any and all bids or parts of bids, or accept bids most beneficial to the City.
12. Any bid submitted which contains additions, conditional or alternate bids, or irregularities which may make the proposal incomplete, indefinite, or ambiguous as to its meaning, thus requiring clarification after the specified date and time of bid opening shall be rejected.
13. Bids shall be opened publicly in the City Council Chambers or Council Committee Room.
14. Cash discounts may be accepted, but SHALL NOT be considered in making award.
15. Regarding a bid for purchase of materials, supplies or services, not to include construction of any public works, a written notice of acceptance mailed or otherwise furnished to the successful bidder shall result in a binding contract without further action by either party.
16. When any bid is accepted for the construction or doing of any public works, a written contract shall be executed by and between the City of Alexandria and the Contractor. No contract shall be binding upon the City until it has been executed by the City and delivered to the successful bidder. Should the bidder to whom the contract is awarded fail to execute the contract, the award shall then be made to the next lowest responsible bidder, or re-advertised for public bid, said decision to be in the sole judgment of the City of Alexandria. This action may result in the loss of bidding privileges for a period of one (1) year.
17. The City of Alexandria shall schedule for payment the invoices for articles or services purchased under this bid within thirty (30) days after due and proper delivery accompanied by invoice.
18. The City of Alexandria is exempt from all sales taxes. A sales tax exempt form shall be furnished by the City of Alexandria Purchasing Department, if requested.
19. Bidder(s) awarded item(s) by the City of Alexandria shall be responsible for supplying all products at the awarded price(s). Failure may result in the City's cancellation of the remaining items awarded.
20. Regarding Service Contracts and Procurement Contracts, the terms of the contract shall be binding upon any and all parties involved until goods and supplies are delivered, services have been rendered, and/or work has been completed and accepted by the Mayor on behalf of the City of Alexandria and all payments required to be made to the Contractor have been made. However, a contract may be terminated under any and all of the following conditions:

General Conditions for Bidders - Please Read Carefully (Continued)

(a) By mutual agreement and consent of either party upon thirty (30) days written notice to the other party;

(b) By the Mayor, on behalf of the City of Alexandria, as a consequence of the failure of the Contractor to comply with the terms and conditions of the contract or the progress or quality of work to be performed in a satisfactory manner, proper allowance being made for circumstances beyond the control of the Contractor; or

(c) By satisfactory completion of all services and obligations described in the contract.

If the contract is terminated for any of the terms and conditions authorized in subparagraph (b) above, Contractor shall be formally notified in writing by the City of Alexandria Purchasing Department by means of certified mail informing him of cancellation of the contract, giving specific reasons for said cancellation. Contractor shall have the right to appeal to the City Council within ten (10) days from the date that said notification is placed in the U.S. Mail. Contractor's appeal shall be accomplished by means of a letter addressed to the City Council and delivered to the City Clerk, stating that an appeal to the decision of cancellation is desired. The City Council shall thereafter hold a hearing on the appeal, giving all parties the opportunity to present any and all evidence concerning the decision of cancellation. After hearing the appeal, the city Council may, by a majority vote, sustain, modify, or reverse the findings for said decision and shall provide, if requested by Contractor, a written determination of its findings.

21. Contractors submitting bids for Public Works construction projects in excess of \$1.00 must show his Contractor's License Number on the front of the bid envelope, except for certain projects for which a Contractor's License Number is not required by the State Contractor's Licensing Board. Failure to comply with this directive shall result in automatic bid rejection, furthermore, any Contractor who submits a bid for a type of construction for which he is not properly licensed shall be acting in violation of LA R.S. 37:2163, and shall be subject to all provisions for violation and penalties thereof. Contractors who are owned by, and are submitting a bid as a subsidiary of a parent company, whose name is listed in the State of Louisiana's Roster of Licensed Contractors, may do so by including a letter of proof of ownership from the parent company with the submitted bid package. The letter must be signed as per LA R.S. 38:2212 B.(5)(a)(b)(c) (see Item #22 below).

22. All bids submitted via USPS (registered or certified), overnight courier or hand delivered, shall be signed by hand and in ink by an authorized company representative per LA R.S. 38:2212 B.(5)(a)(b)(c), which states:

(c)(i) Evidence of agency, corporate, or partnership authority shall be required for submission of a bid to the division of administration or the State of Louisiana. The authority of the signature of the person submitting the bid shall be deemed sufficient and acceptable if any of the following conditions are met:

General Conditions for Bidders - Please Read Carefully (Continued)

(aa) The signature on the bid is that of any corporate officer listed on the most current annual report on file with the Secretary of State, or the signature on the bid is that of any member of a partnership or partnership in commendam listed in the most current partnership records on file with the Secretary of State.

(bb) The signature on the bid is that of an authorized representative of the corporation, partnership, or other legal entity and the bid is accompanied by a corporate resolution, certification as to the corporate principle, or other documents indicating authority which are acceptable to the public entity.

(cc) The corporation, partnership, or other legal entity has filed in the appropriate records of the Secretary of State in which the public entity is located, an affidavit, resolution, or other acknowledged or authentic document indicating the names of all parties authorized to submit bids for public contracts. Such document on file with the Secretary of State shall remain in effect and shall be binding upon the principal until specifically rescinded and canceled from the records of the office.

23. In-State preferences shall not apply to procurements involving federal funds.

24. Pursuant to LA R.S. 38:2212 O.(2)(a)(b), any modifications of plans and specifications will be made through an addendum. No addendum shall be issued within seventy-two (72) hours of the bid opening, excluding weekends and legal holidays, without the extension of the bid opening date. An extension of at least seven (7) but no more than thirty (30) working days is required but, re-advertising is not required. The addendum shall be transmitted by any one of the following methods: (1) facsimile transmission; (2) e-mail; (3) by hand; or (4) posted on the City of Alexandria's website (www.cityofalexandrialala.com) and posted on Central Bidding's website (www.centraauctionhouse.com) if applicable.

25. All Federal Transit Administration (FTA) funded procurements, including operating assistance funding contracts, are to follow the Master Agreement, to include all applicable federal clauses.

a. Any bidder that is found listed on the Federal Government's *System for Award Management* (SAM) website, at www.sam.gov/portal/sam, under the advanced search feature for *Excluded Parties List System* (EPLS), shall automatically be rejected for the award of this bid, by Category and/or in its entirety. This applies to any portion of the bid that is a procurement funded by FTA.

26. Under the City's *AFEAT* (*Alexandria Fairness, Equality, Accessibility, and Teamwork Program*), participation by minority and/or disadvantaged business enterprise firms is encouraged. The *AFEAT* Program should be inquired about through the Division of Finance.

Alexandria Fairness, Equality, Accessibility, and Teamwork Program (AFEAT)

Dear Vendor:

Under the City's *AFEAT (Alexandria Fairness, Equality, Accessibility, and Teamwork Program)*, participation by minority and/or disadvantaged business enterprise firms is encouraged. The AFEAT Program should be inquired about through the Division of Finance. The goals for qualifying disadvantaged, minority and female owned business in the use of professional service agreements with prime contractors will help effectuate the goals of increasing: the competitive viability of small business, minority, and women business enterprise by providing contract, technical, educational, and management assistance; business ownership by small business persons, minority persons, and women (including professional service opportunities); and the procurement by the City of professional services, articles, equipment, supplies, and materials from business concerns owned by small business concerns, minority persons, and women.

Prime contractors offering subcontracting should take specific action to ensure that a bona fide effort is made to achieve maximum results towards meeting the established goals. Primes shall document efforts and shall implement steps at least as extensive as the following in a good faith effort to reach or exceed the established goals:

- A. Establish and maintain a current list of minority and female owned businesses in Alexandria, in Rapides Parish, and in the State of Louisiana.*
- B. Document and maintain a record of all solicitations of offers for subcontracts from minority or female construction contractor and suppliers in Alexandria, in Rapides Parish, and in the State of Louisiana.*
- C. Secure listing of minority and women owned businesses from the City of Alexandria Purchasing Department, the Central Louisiana Business Incubator, and the State of Louisiana Department of Minority Affairs.*
- D. Participate in associations which assist in promoting minority and women owned businesses such as the Central Louisiana Business League, the Central Louisiana Business Incubator, and the Entrepreneurial League System.*
- E. Designate a responsible official to monitor all activity made in the effort to achieve or exceed the established goals; record contacts made, subcontracts entered into with dollar amounts, and other relevant information.*

For more information on AFEAT and the City of Alexandria's Diversity in Action Initiative, and to explore a local and statewide directory of minority businesses, please visit www.diversityinaction.org.

Should you have any questions or comments, please do not hesitate to contact our Finance Department at 318-449-5091 or our Purchasing Department at 318-441-6180.

Sincerely,
City of Alexandria

INSURANCE REQUIREMENTS:

INSURANCE: Bidder shall furnish, attached to the bid document, a current copy of his Certificate of Insurance indicating limits of General Liability, Automobile Liability and Worker's Compensation in force at the time of the bidding. Evidence of reliable insurance to fully indemnify against long-term liabilities shall be part of the evaluation criteria for award of this bid. Certificate of Insurance shall have a General Liability Aggregate of Four Million (\$4,000,000) Dollars and a per person/per occurrence of Two Million (\$2,000,000) Dollars. Automobile Liability will have a Combined Single Limit of Two Million (2,000,000). Also on the Certificate, the City shall be named as an "additional insured" and a waiver of subrogation in favor of the City of Alexandria. On the Certificate of Insurance under Worker's Compensation, it shall state that "This is a standard Worker's Compensation Policy", with statutory limits. Cancellation of any Certificate of Insurance should require sixty (60) days notice to the City of Alexandria, but under no circumstances less than thirty (30) days notice. Also, the following wording must be removed before acceptance of the Certificate: "Endeavor to" or "But failure to mail such notice shall impose no obligation of liability of any kind upon the company, its agents or representatives." Certificate holder shall be the City of Alexandria, P.O. Box 71, Alexandria, LA 71309-0071, Attention: Purchasing Manager.

I. SCOPE – The City of Alexandria ATRANS is soliciting proposals to manage Interior & Exterior Bus Advertising Program on its fleet of buses for a three (3) year base term with option, exercisable upon mutual consent of both parties, for two (2) additional one year terms. Should ATRANS determine to exercise each option, ATRANS will notify the Contractor of its determination, in writing, at least sixty (60) days prior to the end of the base term or option term.

Services shall include, but are not 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; and such other work as may be necessary to comply with the requirements contained in these specifications.

TABLE OF BUSES & ADVERTISING DIMENSIONS

Vehicle #	Quantity	Year	Make	Model	Length of Vehicle	Width of Vehicle	Height of Vehicle	Advertising Dimensions
1314	1	2002	Gillig	Phantom	35'	96"	29'	passenger side from wheel to door 9' L X 2' W drivers side from wheel to wheel 13' L X 2.5' W full back 6.5' L X 8' W tail gate area only 6.25' X 3' W
1492	4	2006	Gillig	Low Floor	35'	102"	29'	passenger side from wheel to door 8' L X 3.5' W drivers side from wheel to wheel 14' L X 3.5' W full back 6.5' L X 7' W tail gate area only 7' X 2.25' W
1493								
1494								
1495								
1823	4	2012	Gillig	Low Floor	35'	102"	29'	passenger side from wheel to door 8' L X 3.5' W drivers side from wheel to wheel 14' L X 3.5' W full back 6.5' L X 7' W tail gate area only 7' X 2.25' W
1824								
1825								
1826								
1830	4	2012	International	Passport	30' 4.5"	102"	119"	passenger side from door to wheel 7' L X 2' W drivers side from front window to wheel 13' L X 2' W
1831								
1832								
1833								
2029	1	2015	Gillig	Low Floor	35'	102"	29'	passenger side from wheel to door 8' L X 3.5' W drivers side from wheel to wheel 14' L X 3.5' W full back 6.5' L X 7' W tail gate area only 7' X 2.25' W
1782	1	2010	Ford	F450 Cutaway	25'	97"		driver side from cutaway section to fuel cap 5' L X 2' W(only)
2148	2	2015	Chevrolet	4500 Cutaway	24'	79.1"		passenger and driver side from wheel to wheel 5' L X 3' W
2149								

II. CONTRACT INCORPORATION AND REQUIRED CERTIFICATIONS

Contractor should be aware that the contents of the successful proposal as well as the entire content of RFP #1247 and attachments will become a part of the subsequent contractual documents.

The contractor should also be aware of the contents of the certifications and guidelines contained herein, that it will be required to execute as required by the Federal Transit Administration (FTA) and the City of Alexandria Transit Department (ATRANS). Failure of contractor to accept these obligations will result in the rejection of its proposal or cancellation of any award.

III. GENERAL REQUIREMENTS

The Contractor shall have rights to sell ATRANS approved advertising space upon the interior and exterior of the fixed-route fleet subject to the terms and conditions set forth in the contract as a result of this request for proposals.

This program may include such graphic formats as full bus wraps, except bus front, ½ side Murals (vehicle wrapped only below the windows using approved production materials), and back/tail. Other related traditional and non-traditional advertising opportunities will be considered on a case-by-case-basis, and are subject of ATRANS' approval prior to being installed. All advertising must be in accordance with ADA (American Disability Act) requirements.

The contractor shall develop ATRANS as an advertising franchise that returns an increasing amount of revenue based upon the value that advertisers receive. The Contractor shall achieve this in part through sale of the space, and programs made available to the Contractor and by selling that space at market rates that significantly add to the revenue returned to both the Contractor and ATRANS.

All advertising shall meet ATRANS' requirements. All advertisement shall be presented to ATRANS for its review prior to installation. ATRANS shall be the sole judge of whether an advertisement (not limited to graphic, word, phrase and name) will be posted for display.

IV. ADVERTISING GUIDELINES

Any advertisements that are determined not to be in compliance with ATRANS' standards shall be removed by the Contractor at the direction of and at no cost to ATRANS and within seventy- two (72) hours of the date/time of ATRANS' written notice to the Contractor.

The Contractor shall utilize its own labor, at its own expense, to perform all work associated with the design, development, sales and installation and maintenance of all advertising elements.

Space availability for advertising on ATRANS vehicles may change during the period of this contract for reasons including, but not limited to, the acquisition of new vehicles, the retiring of old vehicles or new bus designs or configurations which do not allow for exterior advertising capability.

ATRANS shall alert the Contractor of restrictions to advertising space availability for vehicles that will be out of service for extended periods of time. No guarantees shall be made about route specific advertising. The Contractor shall not self-promote on any ATRANS' vehicle without express written consent from ATRANS.

IV. ADVERTISING GUIDELINES (Continued)

If a Contractor is given responsibility of installation/removal of external ads on ATRANS vehicles, the Contractor is responsible for the cost associated with bus preparation and maintenance of interior and exterior ads.

Proposers must provide a list of Prime Contractor and Subcontractors/Suppliers.

V. REQUIRED ADVERTISING MATERIALS

All materials to be used in the placement of advertising shall be of the highest industry standards. ATRANS wishes to maximize the use of direct application materials on the interior and exterior of its vehicles. The material must be removable adhesive vinyl, either 3M IJ36-20 or equivalent with UV Clear Coat. Any recommendations that deviate from these approved specifications should be contained in the Contractor's Technical Proposal.

All static advertising displays and units to be placed on or in ATRANS owned and operated inventory or elsewhere are subject to review by ATRANS staff prior to installation.

All maintenance shall be performed using industry standard practices. All work in and on the City of Alexandria facilities shall be approved in advance by ATRANS or its designee and will be scheduled by

ATRANS as requested by the Contractor. At no time will the Contractor schedule or perform maintenance that will impede or interfere with ATRANS operations.

The Contractor is obligated to contact ATRANS prior to installation of advertising materials and or equipment. At all times, the employees of the Contractor will be allowed the right of reasonable entry and access to the facility subject to the rules and regulations of ATRANS. To schedule entrance into the facility please contact the Transit Manager, Karen Kelly @ 318-441-6021. Contractor will be allowed on site to perform duties Monday – Friday after 6 o'clock PM.

When posting and re-posting advertising, the Contractor shall remove and properly dispose of scrap materials at the time of removal. In the event that scrap materials left by the Contractor are discovered on ATRANS controlled property, ATRANS may, without prior notice, remove and dispose of the materials to the account of the Contractor.

VI. DIMENSIONS OF ADVERTISEMENT

In no case shall the dimensions of any interior or exterior advertising material exceed dimensions that interfere with safe bus operations. No vinyl will be allowed to interfere with any safety devices, lights, signals or distinctive logos on ATRANS vehicles. This includes, but is not limited to, reflective materials, side directional lights, side reflectors and other features. In addition, the vinyl cannot interfere with the normal utilization of fuel doors, vents, glazing and other equipment installed in the various vehicles that may require regular preventive maintenance. ATRANS Contract Administrator and/or designee shall be the judge of such matters of safety, convenience, appearance, and the number of location of advertisements on vehicles.

VII. VEHICLES FRAMES AND INVENTORY

For framed and adhesive signs, the Contractor shall use materials agreed upon by ATRANS and the Contractor for the production of physical media. Deviation of production type by the Contractor is only allowable after written authorization from an ATRANS designee.

In instances where the Contractor has installation responsibility, the change-out of advertising displays is the sole responsibility of the Contractor. Relating media for which installation remains ATRANS responsibility, Contractor must provide notice of the need for removal five days before the end of the advertising flight. The Contractor is also responsible for all costs attributable to damage resulting from the activities of the Contractor and/or its designees or staff, especially damage to paint resulting from the misapplication of pressure-sensitive direct application materials.

When damage is identified by ATRANS, the Contractor shall be notified. Repairs to ATRANS assigned fleet will be made by ATRANS and the cost of these repairs will be paid by the Contractor directly to ATRANS.

VIII. APPROVAL OF ADVERTISING MATERIALS, DEVICES AND LOCATIONS

ATRANS reserves the right to approve all materials, devices and locations of advertising to be placed under this contract.

The Contractor shall comply with generally accepted industry principles with respect to good taste and all applicable laws and regulations including, but not limited to truth in advertising, copyright and trademarks. Additionally, the Contractor shall remove unapproved, damaged or defaced advertisement within 24 hours of notice given by ATRANS Contract Administrator of his/her designee.

IX. DESIGN, DEVELOP, INSTALL AND MAINTAIN ADVERTISING SIGNAGE

ATRANS grants the Contractor the exclusive right to design, develop, sell, install and maintain various types of advertising signs, displays and materials in, on, and upon advertising space of ATRANS vehicles and facilities as defined herein and within the Technical and Business Plans presented by the Contractor.

X. DEFACED OR DAMAGED ADVERTISEMENTS

The Contractor shall insure that the advertising material installed on ATRANS vehicles is in good condition at all times. More particularly, the Contractor will be required to remove immediately, no later than 24 hours from given notice by Contract Administrator, any graffiti on the vinyl and make other repairs as necessary to the vinyl that is otherwise damaged or defaced.

XI. STORAGE AND WORK SPACE

The Contractor agrees to assume all expenses associated with installation and maintenance of advertising space in and on ATRANS vehicles.

ATRANS shall not incur any expenses or liability whatsoever for the activities of the Contractor and/or Contractor's designees or employees while on the City of Alexandria's property.

The Contractor shall hold The City of Alexandria harmless from any claims resulting from injuries to its employees while installing or maintaining advertising materials on the City of Alexandria's property.

XII. ENTERING AND LEAVING

Contractor shall check in with appropriate personnel before entering and check out upon leaving ATRANS premises.

XIII. LOCATION OF BUS FACILITIES & CONTACT PERSON

ATRANS currently operates vehicles from the City of Alexandria's Central Facilities, located at 2021 Industrial Park Road, Building V, Alexandria, LA 71303.

XIV. CONTACT INFORMATION

Contractor shall provide an emergency phone number for ATRANS to reach Contractor in case of an emergency situation. Contractor will respond to an emergency situation within 24 hours of ATRANS request.

Transit Manager, Karen Kelly can be contacted @ 318-441-6021.

XV. DISCLAIMER

ATRANS reserves the right, in all circumstances, to require that an advertisement on or in its facilities include a disclaimer indicating that it is not sponsored by, and does not necessarily reflect the views of ATRANS.

XVI. COMPENSATION

The proposed Contractor shall pay ATRANS a percentage of gross advertising revenue generated on ATRANS controlled spaces. The proposed Contractor shall specify, in its proposal, the annual percentage of all monies to be paid and minimum monthly guarantee applicable during each year of the contract.

The Contractor shall provide quarterly reports detailing all contracts and billing collection activity, as well as monthly (and total) net revenue earned by ATRANS advertising vehicle/medium, during that monthly reporting period, as well as the number of months contracted and number of months left on the contract.

The report shall include a copy of all fully executed space advertising sales contracts. The contracts should detail the amount of advertising purchases including the size and duration of the buy.

XVII. SELECTION PROCESS AND EVALUATION CRITERIA

Contractor's compensation to ATRANS will be based on either (1) a fixed annual guarantee; or (2) a percentage of gross advertising revenue generated and a minimum monthly guarantee for either Option A or Option B. Contractor must submit proposals for both compensation structures for both Option A and Option B, and ATRANS will select which option to use during the evaluation process and which method to use at the time of award.

Proposers will be ranked from highest to lowest for each criterion besides cost. Award will be made to the Proposer who best meets ATRANS' requirements and who offers the most advantageous combination of compensation and high ranking for other criteria.

Instructions: Proposers must fill in all spaces on this form to be considered responsive to the solicitation requirements.

	Option A	Option B
Contract Year	Fixed Annual Guarantee	Percentage of Gross Revenue With Minimum Monthly Guarantee
Base Year One	\$	____ % \$
Base Year Two	\$	____ % \$
Base Year Three	\$	____ % \$
Option Year One	\$	____ % \$
Option Year Two	\$	____ % \$

Bidder Information:

Company Name: _____

Address: _____

City/State/Zip: _____

Telephone #: (____) _____ Fax #: (____) _____

Authorized Printed Name and Title: _____

Authorized Signature: _____

(Per LA R.S. 38:2212(A)(c)(i) - See General Conditions Item #22, Page 4 of these bid specifications.)

SAMPLE PRICE PAGE

**CITY OF ALEXANDRIA – TRANSIT INCOME TO REED’S
ADVERTISING**

MONTH OF JANUARY, 2016

TOTAL ALEXANDRIA TRANSIT	\$20,000.00
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MONTH OF FEBRUARY, 2016

TOTAL ALEXANDRIA TRANSIT	\$10,000.00
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MONTH OF MARCH, 2016

TOTAL ALEXANDRIA TRANSIT	\$15,000.00
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TOTAL ALEXANDRIA TRANSIT INCOME – 1ST QUARTER	\$45,000.00
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TAX PERCENTAGE 10%

TOTAL DUE CITY OF ALEXANDRIA	\$4,500.00
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