

CITY OF SMYRNA
PURCHASING DEPARTMENT
2800 KING STREET
SMYRNA, GEORGIA 30080
678-631-5406

TO: Joseph Bennett, Interim City Administrator
Penny Mocerri, Interim Assistant City Administrator

FROM: Kelly Brown, Purchasing Manager

DATE: January 22, 2021

SUBJECT: Recommendation - RFP 21-012 Bus Shelter Advertising, Installation & Maintenance

Request for Proposals for Bus Shelter Advertising, Installation and Maintenance was advertised on November 9, 2020. The program's intent was to repair/replace the existing bus shelters and provide advertising, maintenance and revenue sharing.

Twenty-five (25) firms viewed the RFP requirements and we received two (2) proposals. The proposers provided their best solution and were scored based on the following evaluation criteria: Financial Strength, Qualifications and Experience, References, Qualification of Proposed Project Team, Business and Sales Plans, Innovative Approaches and Compensation Plan. The proposals were scored by staff from Public Works, Administration and Purchasing.

FIRM	Score
Plainview Outdoor Advertising	80.20
Signal Outdoor Advertising	58.47

Revenue Sharing Proposal:

BASE CONTRACT YEARS 1 – 15

Contract Year	Plainview Outdoor Advertising		Signal Outdoor Advertising	
	Minimum Guarantee	Percentage of Net Revenues	Minimum Guarantee	Percentage of Net Revenues
1	\$67,200.00	%	\$7,200.00	15%
2	\$67,200.00	%	\$7,200.00	15%
3	\$67,200.00	%	\$7,200.00	15%
4	\$67,200.00	%	\$7,200.00	15%
5	\$67,200.00	%	\$7,200.00	15%
6	\$70,560.00	%	\$8,000.00	15%
7	\$70,560.00	%	\$8,000.00	15%
8	\$70,560.00	%	\$8,000.00	15%
9	\$70,560.00	%	\$8,000.00	15%
10	\$70,560.00	%	\$8,000.00	15%
11	\$74,088.00	%	\$8,800.00	15%

12	\$74,088.00	%	\$8,800.00	15%
13	\$74,088.00	%	\$8,800.00	15%
14	\$74,088.00	%	\$8,800.00	15%
15	\$74,088.00	%	\$8,800.00	15%

OPTION YEARS 1 – 5

Contract Year	Plainview Outdoor Advertising		Signal Outdoor Advertising	
	Minimum Guarantee	Percentage of Net Revenues	Minimum Guarantee	Percentage of Net Revenues
1	\$77,792.00	%	\$9,000.00	15%
2	\$77,792.00	%	\$9,000.00	15%
3	\$77,792.00	%	\$9,000.00	15%
4	\$77,792.00	%	\$9,000.00	15%
5	\$77,792.00	%	\$9,000.00	15%

Based on the evaluation scores and revenue share we recommend award of this project to Plainview Outdoor Advertising. Plainview Outdoor Advertising has proposed a solution to use a portion of the revenue share to replace a percentage of the existing shelters each year and provide weekly maintenance and digital advertising.

Please prepare any necessary paperwork to present to Mayor and Council for approval.