

Legislation Details (With Text)

File #: 15-5597 **Version:** 1 **Name:**

Type: Consent Item **Status:** Approved

File created: 5/15/2017 **In control:** City Council Business Meeting

On agenda: 6/12/2017 **Final action:** 6/12/2017

Title: Transit Advertising Contract Amendment

Attachments:

Date	Ver.	Action By	Action	Result
6/12/2017	1	City Council Business Meeting	Approve	Pass

Transit Advertising Contract Amendment

Action:

Approve contract amendment #1 to extend the contract through December 31, 2018 for \$600,000 with Luguire George Andrews for advertising and marketing services.

Staff Resource(s):

John Lewis, CATS

Explanation

- On May 29, 2012, City Council approved a five-year contract with Luguire George Andrews (LGA) for advertising and marketing services in the amount of \$1,750,000.
- This action will extend the contract through December 31, 2018 and increase the amount by up to \$600,000.
- The contract with LGA provides marketing and advertising services to help promote transit ridership and communicate critical information about CATS operations and services with riders and residents. These services include:
 - Creative design
 - Strategic development
 - Campaign development and execution
 - Radio, direct media, digital, print, electronic, media placement, etc.
- LGA services are required to help promote use of transit service and keep the public informed on key developments with projects including:
 - Blue Line Extension pre-launch, launch and initial revenue service,
 - North Mecklenburg service and service adjustments during toll lane construction,
 - Mobile Payment app Phase 1 and Phase 2 implementation,
 - Rail and Rail Pedestrian safety campaigns, and
 - Other new transit service, service adjustments, or initiatives.
- This amendment will be covered within the existing budget and bring the total contract amount to \$2,350,000.

Charlotte Business INclusion

The City negotiates subcontracting participation after the proposal selection process (Part C: Section 2.1 (h) of the Charlotte Business INclusion Policy). Luquire George Andrews (LGA) has committed 10% (\$60,000) of the total amendment amount to the following certified firm(s):

- Action Graphics (SBE,WBE) (Printing services)
- Allegra Marketing and Print (SBE) (Printing services)
- Fast Signs- S. Tryon (SBE) (Printing services)

Fiscal Note

Funding: CATS Operating Budget