

Legislation Details (With Text)

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On agenda: 6/12/2023 **Final action:** 6/12/2023

Title: CATS Transit Advertising Production and Installation

Attachments:

| Date | Ver. | Action By | Action | Result |
|-----------|------|-------------------------------|---------|--------|
| 6/12/2023 | 1 | City Council Business Meeting | Approve | |

CATS Transit Advertising Production and Installation

Action:

- A. Approve a contract with QC Signs & Graphics, Inc. for production, installation and removal of large format advertisements on transit fleet and light rail stations for a term of two years, and**
- B. Authorize the City Manager to renew the contract for up to three, one-years terms with possible price adjustments and to amend the contract consistent with the purpose for which the contract was approved.**

Staff Resource(s):

Brent Cagle, CATS
Brandon Hunter, CATS
Larina Green, CATS

Explanation

- Since 2011, CATS has engaged a contractor to broker, print, install and remove advertisements on CATS assets to generate auxiliary revenue.
- In August 2022, CATS brought the sales and administrative portion of the transit advertising program in-house, but continued to use a third-party vendor to print, install, and remove advertisements.
- This contract will procure a long-term vendor to handle the production portion of the transit advertising program.
- Revenues from the transit advertising program help to offset operating costs.
- On January 24, 2023, the city issued a Request for Proposal (RFP); four proposals were received.
- QC Signs best meets the city's needs in terms of qualifications, experience, cost, and responsiveness to RFP requirements.
- The vendor will print, install, and remove advertisements on the exterior and interior of CATS advertising fleet and at light rail stations
- The vendor is required to ensure all advertisements are printed on approved materials as to not damage any city property and to proper specifications, so ads fit safely and securely on assets.
- Annual expenditures are estimated to be \$550,000.

Charlotte Business INClusion

Per Charlotte Business INClusion Policy: Part C: Section 2.1(a) The city shall not establish Subcontracting Goals for Contracts where (a) there are no subcontracting opportunities identified for the Contract; or (b) there are no MWBEs or SBEs certified to perform the scopes of work that the city regards as realistic

opportunities for subcontracting.

These contracts meet the provisions of (a) - No subcontracting opportunities.

Fiscal Note

Funding: CATS Operating Budget