

## Legislation Text

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File #: 15-5597, Version: 1

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### 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