

Bus Advertising Program, RFP #PUR0616-224

Proposal Evaluation Summary, September 8, 2016

Evaluators: Brad DeBrower, Transit Operations Manager; Kelly Riley, Transit Data Coordinator; Marci Williams, Transit Programs Coordinator

Proposals received:

	Name of Company	Location	Evaluation Score
1	Houck Transit Advertising	St. Paul, MN	986.8
2	World Class Graphics & Displays	Cedar Rapids	590.2 (includes 50 pts local preference)

Top ranked firms:

1. Houck Transit Advertising

Percentage of gross advertising revenue	50%
Guaranteed annual revenue	\$75,000-85,000

Facts:

- a) Transit advertising is their only business
- b) Currently partners with over 40 transit systems in the US
- c) Offered guaranteed annual revenue

2. World Class Graphics & Displays

Percentage of gross advertising revenue	50%
Guaranteed annual revenue in dollars	\$0

Facts:

- a) Company is experienced in advertising
- b) Is a local Cedar Rapids business
- c) No guaranteed annual revenue

Recommendation for Award:

The evaluation team ranked each proposal independently and unanimously chose **Houck Transit Advertising** as the top proposal.