

## AWARD ANALYSIS

**SERVICE: Bus Shelter and Bus Benches Franchise**

**SERVICE DESCRIPTION: Management and operations of bus shelters/bus bench advertisements and facilities.**

**VENDOR: Focus Media Group**

**OVERALL RANKING: 1 out of 3**

**SUBJECT MATTER EXPERTS/RATERS:**

1. Deputy PW Director – Transp & Eng
2. Transportation Manager
3. Operations Manager

**I. MINIMUM QUALIFICATIONS REVIEW**

- Written Proposal Score: Avg. of 463

<b>VENDOR NAME – Minimum Qualifications Review</b>		
<b><i>Criteria</i></b>	<b><u>Total Weighted Score</u></b>	<b><u>Maximum Score</u></b>
<b><i>Compliance with RFP</i></b>	24	25
<b><i>Technical Approach</i></b>	121	125
<b><i>Proposed Methodology</i></b>	121	125
<b><i>Qualification/Experience</i></b>	117	125
<b><i>Cost</i></b>	33	50
<b><i>References</i></b>	47	50
<b>Total</b>	<b>463</b>	<b>500</b>

**II. DUE DILIGENCE REVIEW**

<b>Focus Media Group – Summary of Review</b>
<ul style="list-style-type: none"><li>• Detailed survey on ridership data, detailed project phase schedule, mobile app for tracking, refs from FV, WMSTR, Stanton, SA, HB</li></ul>

<b>Focus Media Group – Pricing</b>
<ul style="list-style-type: none"><li>• <b><u>\$120K MAG + 25% revenue on shelter wraps</u></b></li></ul>

## AWARD ANALYSIS

**SERVICE: Bus Shelter and Bus Benches Franchise**

**SERVICE DESCRIPTION: Management and operations of bus shelters/bus bench advertisements and facilities.**

**VENDOR: Creative Outdoor Advertising**

**OVERALL RANKING: 2 out of 3**

### **SUBJECT MATTER EXPERTS/RATERS:**

1. Deputy PW Director – Transp & Eng
2. Transportation Manager
3. Operations Manager

#### **I. MINIMUM QUALIFICATIONS REVIEW**

- Written Proposal Score: Avg. of 290

<b>VENDOR NAME – Minimum Qualifications Review</b>		
<b><u>Criteria</u></b>	<b><u>Total Weighted Score</u></b>	<b><u>Maximum Score</u></b>
<i>Compliance with RFP</i>	13	25
<i>Technical Approach</i>	113	125
<i>Proposed Methodology</i>	75	125
<i>Qualifications/Experience</i>	54	125
<i>Cost</i>	22	50
<i>References</i>	13	50
<b>Total</b>	<b>290</b>	<b>500</b>

#### **II. DUE DILIGENCE REVIEW**

##### **COA – Summary of Review**

- impressive new work order system and GPS ID, good customer tracking service;

##### **COA – Pricing**

- \$41,940/yr just on benches; only gave bench unit price \$180; 10% net on bus shelter ads revenue

**AWARD ANALYSIS**

**SERVICE: Bus Shelter and Bus Benches Franchise**

**SERVICE DESCRIPTION: Management and operations of bus shelters/bus bench advertisements and facilities.**

**VENDOR: Clear Channel Outdoor**

**OVERALL RANKING: 3 out of 3**

**SUBJECT MATTER EXPERTS/RATERS:**

- 1. Deputy PW Director – Transp & Eng 2. Transportation Manager 3. Operations Manager

**I. MINIMUM QUALIFICATIONS REVIEW**

- Written Proposal Score: Avg. of 283

<b>VENDOR NAME – Minimum Qualifications Review</b>		
<b><i>Criteria</i></b>	<b><u>Total Weighted Score</u></b>	<b><u>Maximum Score</u></b>
<i>Compliance with RFP</i>	13	25
<i>Technical Approach</i>	71	125
<i>Proposed Methodology</i>	63	125
<i>Qualifications/Experience</i>	75	125
<i>Cost</i>	33	50
<i>References</i>	28	50
<b>Total</b>	<b>283</b>	<b>500</b>

**II. DUE DILIGENCE REVIEW**

<b>Clear Channel Outdoor – Summary of Review</b>
<ul style="list-style-type: none"><li>• refurbishment starts 90 days, then between first 5 years of 10-year term; no maintenance program or schedule; CCO is incumbent yet no references from HB.</li></ul>

<b>Clear Channel Outdoor – Pricing</b>
<ul style="list-style-type: none"><li>• <u>COO offers MAG at \$250k annually; 6th YR goes to \$275k</u></li></ul>