

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

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

II. DUE DILIGENCE REVIEW

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

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

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

<u>VENDOR NAME – Minimum Qualifications Review</u>		
<u>Criteria</u>	<u>Total Weighted Score</u>	<u>Maximum Score</u>
<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
Total	290	500

II. DUE DILIGENCE REVIEW

COA – Summary of Review
<ul style="list-style-type: none">• impressive new work order system and GPS ID, good customer tracking service;

COA – Pricing
<ul style="list-style-type: none">• <u>\$41,940/yr just on benches; only gave bench unit price \$180; 10% net on bus shelter ads revenue</u>

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

<u>VENDOR NAME – Minimum Qualifications Review</u>		
<u>Criteria</u>	<u>Total Weighted Score</u>	<u>Maximum Score</u>
<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
Total	283	500

II. DUE DILIGENCE REVIEW

Clear Channel Outdoor – Summary of Review
<ul style="list-style-type: none">• 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.

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