

GENERAL FACT SHEET

BILL NUMBER 12R-279

BRIEF TITLE	APPROVAL DEADLINE	REASON
Annual Requirements for Transit Advertising Services, RFP No. 12-237		Multiple Year Contract - 5 years

DETAILS

POSITIONS/RECOMMENDATIONS

<p>Resolution for a contract with Houck Transit Advertising for Transit Advertising Services, RFP Number 12-237 for a five (5) year term with no renewals beginning at the execution of the contract. Houck Transit Advertising will sell advertising space on StarTran Buses and Bus Shelters throughout the term of the contract. The City will receive a commissions from the advertisement sales as per the compensation schedule attached. The estimated revenue each year is as follows:</p> <p>Year 1 - \$135,000 or 50% Bus Ad Sales and 40% Shelter ad sales Year 2 - \$135,000 or 50% Bus Ad Sales and 40% Shelter ad sales Year 3 - \$135,000 or 50% Bus Ad Sales and 40% Shelter ad sales Year 4 - \$135,000 or 50% Bus Ad Sales and 40% Shelter ad sales Year 5 - \$140,000 or 50% Bus Ad Sales and 40% Shelter ad sales</p> <p>Total minimum revenue for 5 year period is \$675,000.00.</p>	Sponsor	Purchasing
	Program Departments, or Groups Affected	Public Works & Utilities - StarTran
	Applicants/ Proponents	Applicant: Purchasing City Department: Other
<p>Discussion (Including Relationship to other Council Actions)</p>	Opponents	Groups or Individuals Basis of Opposition
	Staff Recommend.	<input type="checkbox"/> For <input type="checkbox"/> Against Reason Against
	Board or Commission Recommend.	BY <input type="checkbox"/> For <input type="checkbox"/> Against <input type="checkbox"/> No Action Taken <input type="checkbox"/> For with revisions or conditions (See Details column for conditions)
	CITY COUNCIL ACTIONS (For Council Use Only)	<input type="checkbox"/> Pass <input type="checkbox"/> Pass (As Amended) <input type="checkbox"/> Council Sub. <input type="checkbox"/> Without Recommendation <input type="checkbox"/> Hold <input type="checkbox"/> Do not Pass

DETAILS

POLICY/PROGRAM IMPACT

<p>Resolution for a contract with Houck Transit Advertising for Transit Advertising Services, RFP Number 12-237 for a five (5) year term with no renewals beginning at the execution of the contract. Houck Transit Advertising will sell advertising space on StarTran Buses and Bus Shelters throughout the term of the contract. The City will receive a commissions from the advertisement sales as per the compensation schedule attached. The estimated revenue each year is as follows:</p> <p>Year 1 - \$135,000 or 50% Bus Ad Sales and 40% Shelter ad sales Year 2 - \$135,000 or 50% Bus Ad Sales and 40% Shelter ad sales Year 3 - \$135,000 or 50% Bus Ad Sales and 40% Shelter ad sales Year 4 - \$135,000 or 50% Bus Ad Sales and 40% Shelter ad sales Year 5 - \$140,000 or 50% Bus Ad Sales and 40% Shelter ad sales</p> <p>Total minimum revenue for 5 year period is \$675,000.00.</p>	POLICY OR PROGRAM CHANGE	<input checked="" type="checkbox"/> NO <input type="checkbox"/> YES _____ _____ _____
	OPERATIONAL IMPACT ASSESSMENT	_____ _____ _____
	FINANCES	
	COST AND REVENUE PROJECTIONS	COST of total project: \$ COST of this Ordinance/ Resolution \$
		RELATED annual operating Costs \$
		INCREASE REVENUE EXPECTED/YEAR \$
	SOURCE OF FUNDS	CITY [Approximately] _____ \$ _____ % _____ \$ _____ % _____ \$ _____ % _____ \$ _____ % NON CITY [Approximately] _____ \$ _____ % _____ \$ _____ % _____ \$ _____ %
BENEFIT COST		
<input type="checkbox"/> Front Foot Assessment <input type="checkbox"/> Square Foot	_____ Average \$ _____ \$ _____	

APPLICABLE DATES:

FACT SHEET PREPARED BY:

REVIEW BY:

REFERENCE NUMBER