



Transit Bus Advertising RFP # 23-001



9 Azalea Drive | Key West, FL 33040 | InTransitAdvertising.com

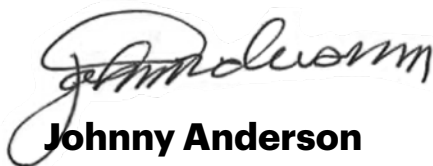
Key West Commissioners
1300 White Street
Key West, FL 33040

RE: Transit Bus Advertising RFP # 23-001

The Florida Keys and Key West in particular offers a unique advertising opportunity. Few places across the country can offer access to such a large diverse audience from all over the world in such a concentrated geographic area. It is our belief that city transit advertising presents one of the best, if not *the best*, opportunity to take advantage of this unique mix.

In Transit Advertising is comprised of well-known, established local professionals with long track records of successfully selling advertising and marketing services in the Florida Keys including within public/private partnerships.

This proposal will illustrate not only our capabilities and experience, but also why **In Transit Advertising** is a perfect partner for the City of Key West. We are well suited to successfully launch, market and operate this important program. We were built for it.



Johnny Anderson

Managing Partner

(305) 294-5479
Johnny@intransitadvertising.com

Project Information

Quick reference.

PROJECT **Transit Bus Advertising
RFP # 23-001**

CONTRACTOR **In Transit Advertising LLC**
9 Azalea Drive
Key West, FL 33040
InTransitAdvertizing.com

**PROJECT
MANAGER** **Johnny Anderson**
Managing Partner

Office:(305) 294-5479
Cell: (305) 797-6702
johnny@intransitadvertising.com

**AUTHORIZED
PERSONNEL** **Andrew Perkins**
Creative Director / Partner

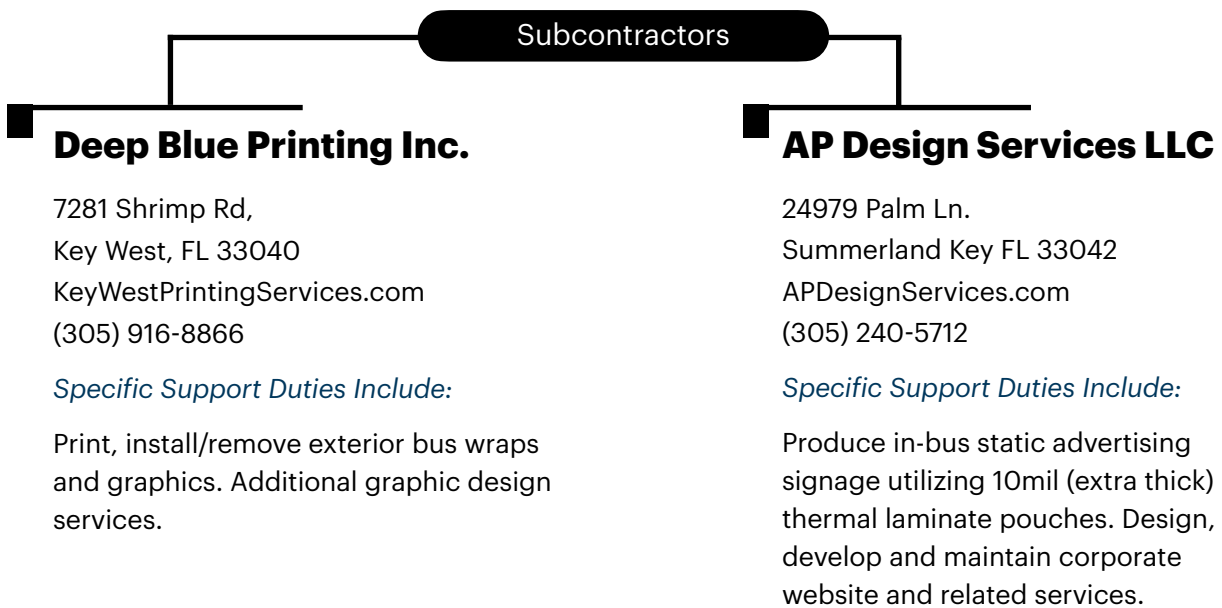
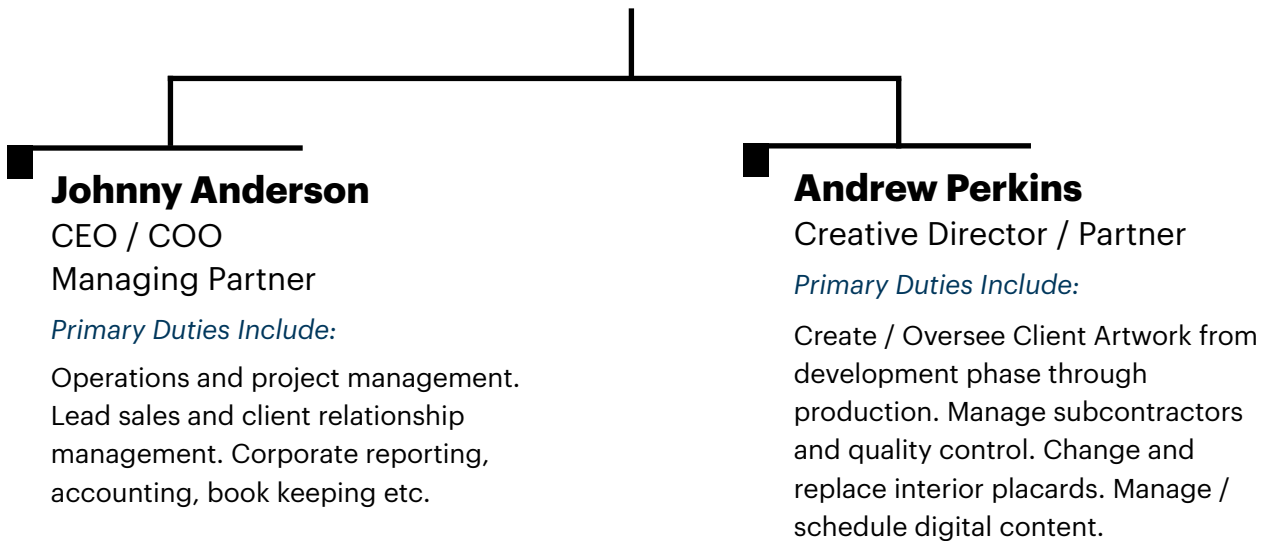
Office: (305) 240-5712
Cell: (248) 207-2028
andrew@intransitadvertising.com

Organization Chart

Illustrating key rolls and responsibilities.



Primary Contractor



Company Information

Contractor and a key subcontractor background information.



(305) 294-5479
9 Azalea Drive
Key West, FL 33040
InTransitAdvertizing.com

In Transit Advertising is a new entity to be incorporated upon proposal award. It is a purpose built collaboration between Johnny Anderson of Anderson Outdoor Advertising and Andrew Perkins of AP Design Services, leveraging over 40 years of combined Key West advertising and marketing experience.

Johnny Anderson and Andrew Perkins have worked closely together on dozens of projects over their 10 year relationship. Including many outdoor advertising products, such as, bus shelters, maps, printed indoor and outdoor signage, rack cards and digital display offerings, as well as advertising campaigns for local businesses. Recently the two partners collaborated on and launched a new digital concierge service called Key West Pocket Concierge (keywestpocketconcierge.com).

In Transit Advertising will develop, grow, and administer a robust Transit Bus Advertising program with a focus on generating consistent, meaningful revenue for the city of Key West. As stewards of this important program, we are committed to producing the highest quality advertising products and providing excellent customer service. We understand how this representation reflects back on our community and the City.

■ **Anderson Outdoor Advertising Inc.**

9 Azalea Drive
Key West, FL 33040
InTransitAdvertizing.com
(305) 294-5479

Anderson Outdoor Advertising is not a party to this proposal. However the company's background and experience is pertinent. Anderson Outdoor Advertising has been operating in Key West for over 25 years. Synonymous with Key West Outdoor Advertising throughout this time, they have built an extensive client list of local companies, national brands and large media buyers across the country looking for exposure in the Key West market.

Company Information Cont.

Contractor and key subcontractor background information.

Anderson Outdoor Advertising's has successfully marketed, managed and transformed bus shelter advertising in the Keys with almost \$1 Million invested from Key West to Key Largo. First with solar powered backlit placements and now, new fully digital displays are making their way into the mix.

Anderson Outdoor Advertising has been the exclusive advertising partner with Key West International Airport for 22 years as well the Key West Ferry Terminal. This experience will be detailed further, along with sales reference figures in subsequent sections of this proposal.



AP Design Services LLC

24979 Palm Ln.
Summerland Key, FL 33042
APDesignServices.com
(305) 240-5712

For the past 12 years AP Design Services have provided expert graphic design, consulting and marketing services for many of our community's most recognizable business' as well as a national and international client base.

Owner Andrew Perkins is lead design and creative director for the three person boutique creative firm. Primary services include:

- *Logo Design and Brand Development*
- *Expert Graphic Design*
- *Full Suite of Print Services (Licensed Broker)*
- *Website Hosting - Including Technical Support and Management*
- *Web Design and Development*
- *Email Marketing*
- *Social Media / Online Brand Management*
- *Digital Advertising (PPC, Social, Shopping)*

Many of AP Design Services client relationships span several years (10+ in some cases) and serves as their de facto marketing department. Rarely is there a one and done project. AP Design Services attracts new clients solely on a referral basis and has been operating this way for many years. These two facts speak to the high quality and competency of their work. Key local clientele include:

- *Barefoot Billy Watersports*
- *Square Grouper (and family of businesses)*
- *Manley deBore (and family of businesses)*
- *Monroe County Sheriff's Office*
- *Key West Association of Realtors*
- *Boondocks Grille & Draft House*

Plus numerous other restaurants, water sports, non-profits and county departments.

Company Information Cont.

Contractor and key subcontractor background information.



Deep Blue Printing Inc.

7281 Shrimp Rd.
Key West, FL 33040
keywestprintingservices.com
(305) 916-8866

Deep Blue Printing is the Key West one-stop-shop for all sign and vehicle wrap needs. They have a skilled team of professionals specializing in creating and installing eye-catching signage and wraps. Deep Blue Printing only uses the highest quality wrap material and best practices during installation ensuring a long lasting end product. Primary Services include:

- Commercial window tinting.
- Storefront decals and graphics.
- Perforated (see trough) window vinyl for building storefronts and/or vehicles.
- Vehicle and boat wraps
- Vehicle and boat decals.
- Cost effective vinyl signage on PVC board.
- Custom routed and hand painted signage.
- Custom graphic and design work.



Approach and Methodology

Attracting clientele, communicating value, and making sales.

Understanding the Product and the Client

The ridership on the Duval Loop is different than the city buses and Lower Keys shuttles. The audience viewing the exterior of the buses differs from the captive audience riding the bus. Understanding the differences, (pros and cons) in these various products will help us target the right clientele and advise on what would address their individual business goals.

Client Acquisition

Tapping the extensive client list of Anderson Outdoor Advertising, both locally and nationally, will allow us to hit the ground running upon launch. Calls to our existing media buyer contacts informing them of this new opportunity will get us up and running.

In addition to those sales calls, AP Design clients often look to Andrew for advise and suggestions on where to spend their marketing dollars. If transit advertising is the right medium, existing AP Design Clients trust his expertise and would be comforted in knowing he will see the project through to execution.

Value Proposition

Having a deep rolodex helps, but it doesn't close any sales. Articulating the unique benefits of transit advertising, in general, and also specific to the Key West and Lower Keys market is paramount. These attributes will be detailed on company website as well as media kits for prospective advertisers. Key attributes include:

- **Maximum Reach** - Welcoming millions of visitors each year.
- **Frequency** - On a 2 mile by 4 mile island, visitors and locals alike will be exposed to exterior bus advertisements regularly, Duval Loop in particular.
- **Captive Audience** - Interior placements present a great opportunity for advertisers.
- **Slow Speeds** - Maximum speed limit in Key West is 35mph, often slower during heavy traffic, gives ample time for viewers to consume advertisers messaging.

Getting The Message Out

In addition to a content rich corporate website following all SEO best practices and ADA compliance, In Transit Advertising will have a robust online presence. This includes Facebook, Instagram and LinkedIn accounts. Claiming and verifying Google Business listing, Yelp and other business directories. Value attributes and more will be detailed on the company website as well as media kits for prospective advertisers.

Personnel

Principle's experience and background information.

Johnny Anderson

CEO / COO

Johnny Anderson has been a large part of the business and local community for the past 30 years. He has owned and operated Anderson Outdoor Advertising for over 25 years, but his contributions to the community go far beyond business alone.

- Member of the Lunch Rotary Club for many years.
- 17 years as a member of the Board of Directors for Key West Chamber of Commerce.
- 15 Years as Co-Chair of the Chamber Of Commerce Golf Tournament.
- 5 years as Chairmen of the Key West High School Baseball, and annual fundraising golf tournament raising over \$22,000 per year for the baseball team.
- 5 years as a member of the Military Affairs Committee.

In addition to his involvement with these various organizations, Johnny has also coached city and travel baseball teams for 12 years, city basketball teams at Douglas Gym for 3 years (ages 12 and under) including several sizable donations through the years.

I am part of this great community and will always have the communities back for the rest of my life. Both my kids, now back from college and joining the workforce are also beginning to understand what it's like to be part of the best community anywhere in America.

- Johnny

Andrew Perkins

Creative Director / Partner

Andrew Perkins launched AP Design Services in Detroit, Michigan in 2007 and relocated to the Lower Keys in 2011 when wife (then fiancé) Erika Perkins accepted a Production Director position at US-1 Radio and affiliated stations now part of Florida Keys Media.

Prior to launching AP Design Services, Andrew worked at Facet International Marketing in Plymouth, Michigan post graduation from Michigan State University. Graduating in 2006 with a BA in Advertising, Andrew made Dean's List multiple times and is a member of the National Society of Collegiate Scholars.

Andrew currently enjoys island life on Summerland Key with his wife Erika, son Max (4) and daughter Drew (2).

Qualifications

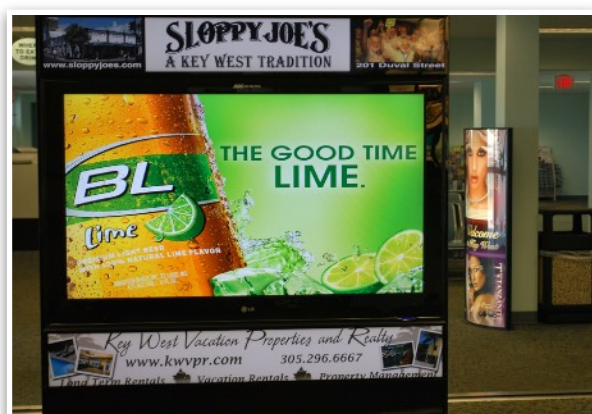
To demonstrate experience and showcase similar assignments.

Successful Advertising Products

The following examples demonstrate In Transit Advertising personnel's ability to create, produce and sell advertising products in a sustained, profitable manner. Andrew has considerable experience learning and administering several digital display software systems and has worked along side Johnny for several years managing various systems utilized in Anderson Outdoor Advertising programs. The longevity of each of these examples speak to our effectiveness, client satisfaction and ability to work as a team to generate meaningful revenue for project stakeholders.

1. Airport Terminal Advertising Program

Anderson Outdoor Advertising has held an exclusive contract with Key West International Airport for over 22 years. Backlit display inventory in terminal and baggage claim areas are always 100% full. New digital displays rotating a mix of video and static content see heavy demand. Plus a custom built rack card display system. This translates into approximately \$120,000/yr in ad revenue for the Airport.



Contact:

Richard Strickland
Director of Airports
Strickland-Richard@MonroeCounty-FL.Gov
305-809-5210

2. Ferry Terminal Advertising Program

Anderson Outdoor Advertising has held an exclusive contract with Key West Ferry Terminal for 12 years. Revenue share paid to the city for this agreement is approximately \$20,000/year.

Contact:

Elke Rockteschel
Tenant Coordinator
City Of Key West / Port & Marine Services
erockteschel@cityofkeywest-fl.gov
305-809-3802

Qualifications Cont.

To demonstrate experience and showcase similar assignments.

3. Bus Shelter Advertising Program (City Of Key West)

Anderson Outdoor Advertising has serviced and sold bus shelter advertising for the Lower Keys Shuttle for 25 years. This advertising product has produced approximately \$100,000/yr revenue stream for the City.

Contact:

Rod Delostrinos
Director of Transportation (KWDoT)
Rdelostrinos@cityofkeywest-fl.gov
305-809-3918



4. Bus Shelter Advertising Program (Monroe County)

Anderson Outdoor Advertising has serviced and sold bus shelter advertising for the Upper Keys for 11 years. This advertising product has produced approximately \$10,000/yr revenue stream for the County.

Contact:

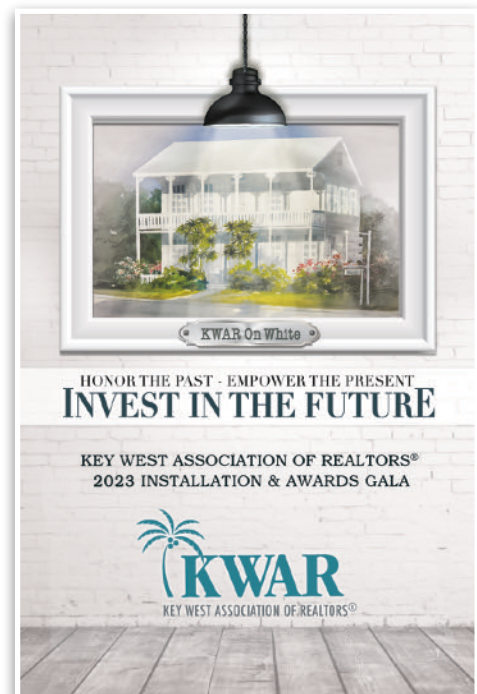
Judith Clarke
Director of Engineering Services
Monroe County
305-295-4329
clarke-judith@monroecounty-fl.gov

5. Key West Association of Realtors Gala Booklet

AP Design Services has designed and produced the KWAR Annual Gala program booklet since 2016. This 20 page booklet is uniquely themed each year outlining the years goals and priorities. It also serves as a major revenue generator for the organization by selling ad space throughout. In 2023 this product attracted 37 sponsors and raised almost \$40,000. Andrew and his team work closely with KWAR staff as well as directly with many sponsors on ad creation, layout and numerous other coordinated print products for the event.

Contact:

Daria Lopez
Director of Member Services
Key West Association of Realtors
kwadmin@keywestrealtors.org
305-296-8259



Qualifications Cont.

To demonstrate experience and showcase similar assignments.

6. Various Map Products

AP Design Services has designed and produced Key West tourist maps for numerous companies over their 12 years in Key West. Most notably Barefoot Billy's Key West and Sebago Watersports printing upwards of 150,000 maps per year. Barefoot Billy Marketing personnel consistently cite the map as their most important and effective sales tool.

Currently in development is a map product for the Lower Keys Chamber of Commerce who is looking to generate ad revenue. Design aesthetic, the ability to work with multiple decision makers efficiently and a quality finished product is essential for a successful project.

Contact:

Billy Mosblech
Owner / Operator
Barefoot Billy's Key West
billy@barefootbillys.com
305-849-0815

Contact:

Steve Miller
Executive Director
Lower Keys Chamber of Commerce
executivedirector@lowerkeyschamber.com
305-394-1779



Client References

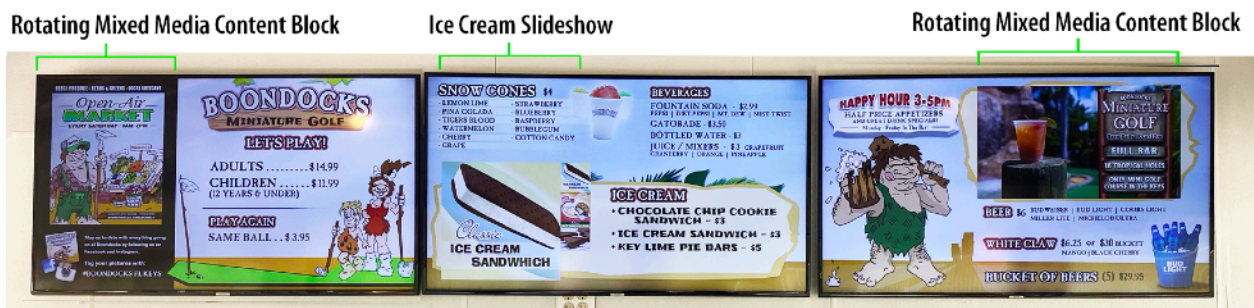
Showcasing the In Transit Advertising team's abilities.

Contacts listed above serve as quality references for their respective projects. However, beyond advertising products, below outlines relative projects showcasing In Transit Advertising's ability to execute other aspects of this program. Such as administering digital display systems, vehicle wraps and executing important government projects.

1. Boondocks Grille and Draft House Multi-Faceted Digital Display Marketing Program

AP Design Services consulted on and helped implement multiple digital content systems for a comprehensive in-house digital marketing program. AP Design Services then created and managed content in a coordinated fashion for 5+ years. Program included:

- **3 Screen Yodeck Installation** - Yodeck is a cloud based mixed media digital display system. AP Design Services designed, created and managed Boondocks' Mini-Golf menu board. The content of this three screen menu board included pricing, food and beverage offerings as well as an animated slide show of products. In addition to product info there were two designated content areas for ads, branded video clips and company culture imagery.



- **Dedicated Display Marketing Channel** - Televisions throughout the property tuned to a particular channel would display content from a "headless" server. Content is managed remotely via Connect-Wise (a LogMeIn type service) displaying a mix of video, animated GIFs and static graphic content on a 30-40 minute loop. Schedule was created with the intention of exposing each dining customer to a message twice during the average stay.
- **Atmosphere TV** - Video content provider and ad management system. Ad content displayed in between short viral video clips.

Contact:

Lanny Gardner
Owner (2002 - 2022)
lannygardner74@gmail.com
305-797-8425

Client References Cont.

To demonstrate experience and showcase similar assignments.

3. Key West Transit Decals and Vehicle Graphics

Deep Blue Printing has engaged with the City of Key West on various projects over the years including the Department of Transportation. Based on their outstanding reputation and commitment to quality, Deep Blue was selected to install Transit Bus striping on a number of large buses plus conch shell graphics and lettering on several smaller buses.

Contact:

Rogelio Hernandez
Operations Manager (KWDoT)
rhernandez@cityofkeywest-fl.gov
305-809-3915

4. Monroe County Benefits Direct Mail Communications

Since 2016 AP Design Services has been trusted by the Monroe County Human Resource Department to design, produce and execute two important county wide mailings each year. One for their Wellness Fair and one for the Annual Healthcare Open Enrollment. In those 6 years AP Design Services has never missed a deadline.

Contact:

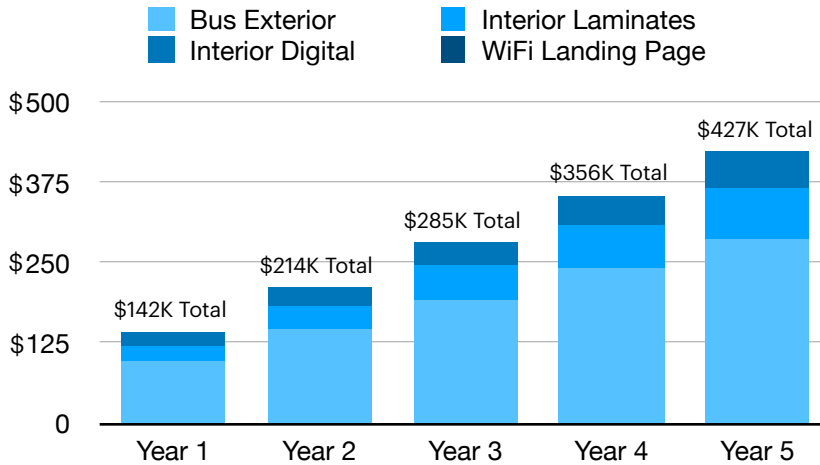
Natalie Maddox
Sr. Employee Benefits Administrator
Maddox-Natalie@MonroeCounty-FL.Gov
305-292-4448



Revenue Proposal

Revenue proposal form, projections and added value from In Transit Advertising.

Revenue Projections (in \$1000s)



Proposing a 30% revenue share for the City of Key West. Projected annual remittance:

- Year 1 - \$42,500
- Year 2 - \$65,000
- Year 3 - \$85,500
- Year 4 - \$107,000
- Year 5 - \$128,000

Value Added Marketing of Transit Services

In lieu of a guaranteed minimum we offer a value added service set to market and expand the ridership of Key West Transit and Duval Loop specifically. As part of our commitment to the success of these programs we will print and distribute the Duval Loop bi-fold brochure in high traffic locations across Key West and beyond at no cost to the City.

Duval Loop Marketing Services at No Cost to the City of Key West

Description	Value
Key West Airport - 2 Rack Card Slots	\$4,320 / yr
Key West Ferry Terminal - 2 Rack Card Slots	\$2,400 / yr
Keys Finest Locations (15 total) - 2 Rack Card Slots	\$2,880 / yr
Lower Keys Chamber of Commerce (Big Pine) - Counter Display	N/A
Key West Airport Terminal Digital Display Ads	\$9,600 / yr
Total Monthly Placement Value	\$19,200 / yr
Duval Loop Brochure <i>Printing</i> . (20,000 - 4/4, 100# Gloss Book, Bi-Folded)	\$2,250 / year

These combined services constitutes \$21,450 per year of added marketing value for the City of Key West.

Exhibit C: Revenue Proposal

Firm Name: **In Transit Advertising**

Project Name: **Transit Bus Advertising**

Project Number: **RFP #23-001**

Exterior Bus Wrap Vinyl Advertising (lump sum): Please enter a lump sum guaranteed minimum and percentage of advertising revenue that will be paid to the City on a quarterly basis.

Year	Annual Guaranteed Minimum	Percentage of Advertising revenue
Year 1	\$ 21,450 (In-Kind Services)	30%
Year 2	\$ 21,450 (In-Kind Services)	30%
Year 3	\$ 21,450 (In-Kind Services)	30%
Year 4 – (Year 1 of two-year option to renew)	\$ 21,450 (In-Kind Services)	30%
Year 5 – (Year 2 of two-year option to renew)	\$ 21,450 (In-Kind Services)	30%
Total 5-Year Guaranteed Minimum Revenue for Bus Wraps	\$ 107,250 (In-Kind Services)	

Interior Printed Styrene or Laminated Signs: Please enter a lump sum guaranteed minimum and percentage of advertising revenue that will be paid to the City on a quarterly basis.

Year	Annual Guaranteed Minimum	Percentage of Advertising revenue
Year 1	\$ 21,450 (In-Kind Services)	30%
Year 2	\$ 21,450 (In-Kind Services)	30%
Year 3	\$ 21,450 (In-Kind Services)	30%
Year 4 – (Year 1 of two-year option to renew)	\$ 21,450 (In-Kind Services)	30%
Year 5 – (Year 2 of two-year option to renew)	\$ 21,450 (In-Kind Services)	30%
Total 5-Year Guaranteed Minimum Revenue for Interior Printed Signs	\$ 107,250 (In-Kind Services)	

Interior Electronic Media (Signage/Video): Please enter a lump sum guaranteed minimum and percentage of advertising revenue that will be paid to the City on a quarterly basis.

Year	Annual Guaranteed Minimum	Percentage of Advertising revenue
Year 1	\$ 21,450 (In-Kind Services)	30%
Year 2	\$ 21,450 (In-Kind Services)	30%
Year 3	\$ 21,450 (In-Kind Services)	30%
Year 4 – (Year 1 of two-year option to renew)	\$ 21,450 (In-Kind Services)	30%
Year 5 – (Year 2 of two-year option to renew)	\$ 21,450 (In-Kind Services)	30%
Total 5-Year Guaranteed Minimum Revenue for Interior Electronic Media	\$ 107,250 (In-Kind Services)	

WiFi landing page/ advertising on City provided on-board internet access service : Please enter a lump sum guaranteed minimum and percentage of advertising revenue that will be paid to the City on a quarterly basis.

Year	Annual Guaranteed Minimum	Percentage of Advertising revenue
Year 1	\$ 21,450 (In-Kind Services)	30%
Year 2	\$ 21,450 (In-Kind Services)	30%
Year 3	\$ 21,450 (In-Kind Services)	30%
Year 4 – (Year 1 of two-year option to renew)	\$ 21,450 (In-Kind Services)	30%
Year 5 – (Year 2 of two-year option to renew)	\$ 21,450 (In-Kind Services)	30%
Total 5-Year Guaranteed Minimum Revenue for WiFi landing page/advertising	\$ 107,250 (In-Kind Services)	

Thank You

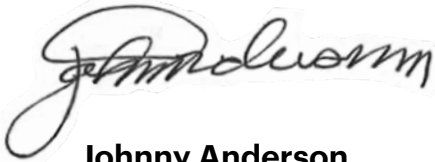
Brief summary and thank-you for considering InTransit Advertising.

In Transit Advertising understands the importance of this project as well as the opportunity. We have assembled a team of experienced local professionals with complimentary strengths and clearly defined rolls to tackle each aspect of this project.

- Johnny Anderson with his long track record of successful outdoor advertising sales and City partnerships. Never missing a payment (or even being late) in his two plus decade relationship with the City of Key West.
- Andrew Perkins creative design and brand building expertise along with his ability to administer various display advertising systems.
- Deep Blue Printing's (sub contractor) vehicle wrap experience and existing familiarity with the KWDoT Fleet.

Thank you so much for your consideration.

Respectfully,



Johnny Anderson
Managing Partner

(305) 294-5479
Johnny@intransitadvertising.com



Andrew Perkins
Partner

(248) 207-2028
Andrew@intransitadvertising.com

ANTI-KICKBACK AFFIDAVIT

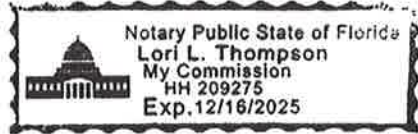
STATE OF FLORIDA

COUNTY OF MONROE

I the undersigned hereby duly sworn, depose and say that no portion of the sum herein response will be paid to any employee of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

BY: *John Anderson*

Sworn to (or affirmed) and subscribed before me by means of [] physical presence or [] online notarization, this 25th day of APRIL, 2023, by JOHN ANDERSON



(NOTARY SEAL) *Lori L. Thompson* / Lori THOMPSON
(Signature of Notary Public- State of Florida)
(Name of Notary Typed, Printed, or Stamped)

Personally Known OR Produced Identification _____
Type of Identification Produced _____

NON-COLLUSION AFFIDAVIT

STATE OF FL.
COUNTY OF MONROE

I, the undersigned hereby declares that the only persons or parties interested in this Proposal are those named herein, that this Proposal is, in all respects, fair and without fraud, that it is made without collusion with any official of the Owner, and that the Proposal is made without any connection or collusion with any person submitting another Proposal on this Contract.

BY: *John Anderson*

Sworn to (or affirmed) and subscribed before me by means of [] physical presence or [] online notarization, this 25th day of APRIL, 2023, by JOHN ANDERSON.

Lori L. Thompson
(Signature of Notary Public- State of Florida)

(NOTARY SEAL)



(Name of Notary Type, Print or Stamped)

Personally Known OR Produced Identification

Type of Identification Produced _____

in another person, or a pooling of equipment of income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statute means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement (indicate which statement applies).

Neither the entity submitting this sworn statement, or any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list (attach a copy of the final order).

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH ONE (1) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES, FOR THE CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.


John Anderson
(SIGNATURE)

4/25/23
(DATE)

STATE OF FL.

COUNTY OF MONROE

Sworn to (or affirmed) and subscribed before me by means of [] physical presence or [] online notarization, this 25th day of APRIL, 20 23 by JOHN ANDERSON

Lori L. Thompson
(Signature of Notary Public- State of Florida)
(NOTARY SEAL)

(Name of Notary Typed Printed/Stamped)

Personally Known OR Produced Identification _____

Type of Identification Produced _____

EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT


STATE OF FLORIDA
COUNTY OF MONROE

I, the undersigned hereby duly sworn, depose and say that the firm of In Transit Advertising
_____ provides benefits to domestic partners of its employees on the
same basis as it provides benefits to employees' spouses, per City of Key West Code of Ordinances
Sec. 2-799.

By: John Anderson

Sworn to (or affirmed) and subscribed before me by means of [] physical presence or [] online
notarization, this 25th day of APRIL, 20 23 by JOHN ANDERSON

(NOTARY SEAL)

Lori L. Thompson
(Signature of Notary Public - State of Florida)

(Signature of Notary Public - State of Florida)

Personally Known OR Produced Identification _____

Type of Identification Produced _____

CONE OF SILENCE AFFIDAVIT

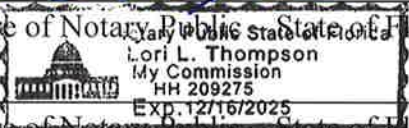
Pursuant to City of Key West Code of Ordinances Section 2-773 (attached below) STATE

OF FLORIDA
COUNTY OF MONROE

I the undersigned hereby duly sworn depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of In Transit Advertising have read and understand the limitations and procedures regarding communications concerning City of Key West issued competitive solicitations pursuant to City of Key West Ordinance Section 2-773 Cone of Silence (attached).

[Signature]
(signature)
4/25/23
(date)

Sworn to (or affirmed) and subscribed before me by means of [] physical presence or [] online notarization, this 25th day of APRIL, 2023, by JOHN ANDERSON

[Signature]
(Signature of Notary Public - State of Florida)
(NOTARY SEAL)

(Signature of Notary Public - State of Florida)

Personally Known OR Produced Identification _____

Type of Identification Produced _____

**VENDOR CERTIFICATION REGARDING
SCRUTINIZED COMPANIES LISTS**

Respondent Vendor Name: InTransit Advertising
Vendor FEIN: _____
Vendor's Authorized Representative Name and Title: Johnny Anderson, Managing Partner
Address: 9 Azalea Dr.
City: Key West State: FL Zip: 33040
Phone Number: (305) 797-6702
Email Address: AOAKW@ADL.COM

Section 287.135(2)(a), Florida Statutes, prohibits a company from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services of any amount if, at the time of contracting or renewal, the company is on the Scrutinized Companies that Boycott Israel List, created pursuant to section 215.4725, Florida Statutes, or is engaged in a boycott of Israel. Section 287.135(2)(b), Florida Statutes, further prohibits a company from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services over one million dollars (\$1,000,000) if, at the time of contracting or renewal, the company is on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, both created pursuant to section 215.473, Florida Statutes, or the company is engaged in business operations in Cuba or Syria.

AS THE PERSON AUTHORIZED TO SIGN ON BEHALF OF RESPONDENT, I HEREBY CERTIFY THAT THE COMPANY IDENTIFIED ABOVE IN THE SECTION ENTITLED "RESPONDENT VENDOR NAME" IS NOT LISTED ON EITHER THE SCRUTINIZED COMPANIES THAT BOYCOTT ISRAEL LIST, SCRUTINIZED COMPANIES WITH ACTIVITIES IN SUDAN LIST OR THE SCRUTINIZED COMPANIES WITH ACTIVITIES IN THE IRAN PETROLEUM ENERGY SECTOR LIST I UNDERSTAND THAT PURSUANT TO SECTION 287.135, FLORIDA STATUTES, THE SUBMISSION OF A FALSE CERTIFICATION MAY SUBJECT SUCH COMPANY TO CIVIL PENALTIES, ATTORNEY'S FEES, AND/OR COSTS AND TERMINATION OF THE CONTRACT AT THE OPTION OF THE AWARDING GOVERNMENTAL ENTITY.

CERTIFIED BY: Johnny Anderson Managing Partner
PRINT NAME PRINT TITLE

WHO IS AUTHORIZED TO SIGN ON BEHALF OF THE ABOVE REFERENCED COMPANY.

Authorized Signature: 

CITY OF KEY WEST INDEMNIFICATION FORM

PROPOSER agrees to protect, defend, indemnify, save and hold harmless The City of Key West, all its Departments, Agencies, Boards, Commissions, officers, City's CONTRACTOR, agents, servants and employees, including volunteers, from and against any and all claims, debts, demands, expense and liability arising out of injury or death to any person or the damage, loss of destruction of any property which may occur or in any way grow out of any act or omission of the PROPOSER, its agents, servants, and employees, or any and all costs, expense and/or attorney fees incurred by the City as a result of any claim, demands, and/or causes of action except of those claims, demands, and/or causes of action arising out of the negligence of The City of Key West, all its Departments, Agencies, Boards, Commissions, officers, agents, servants and employees. The PROPOSER agrees to investigate, handle, respond to, provide defense for and defend any such claims, demand, or suit at its sole expense and agrees to bear all other costs and expenses related thereto, even if it (claims, etc.) is groundless, false or fraudulent. The City of Key West does not waive any of its sovereign immunity rights, including but not limited to, those expressed in Section 768.28, Florida Statutes. PROPOSER understands and agrees that any and all liabilities regarding the use of any subcontractor for services related to this agreement shall be borne solely by the PROPOSER. Ten dollars of the consideration paid by the City is acknowledged by PROPOSER as separate, good and sufficient consideration for this indemnification.

This indemnification shall be interpreted to comply with Section 725.06 and 725.08, Florida Statutes.

These indemnifications shall survive the term of this agreement. In the event that any action or proceeding is brought against the City of Key West by reason of such claim or demand, PROPOSER shall, upon written notice from the City of Key West, resist and defend such action or proceeding by counsel satisfactory to the City of Key West.

The indemnification provided above shall obligate PROPOSER to defend at its own expense to and through appellate, supplemental or bankruptcy proceeding, or to provide for such defense, at the City of Key West's option, any and all claims of liability and all suits and actions of every name and description covered above which may be brought against the City of Key West whether performed by PROPOSER, or persons employed or utilized by PROPOSER.

The PROPOSER's obligation under this provision shall not be limited in any way by the agreed upon Contract Price as shown in this agreement, or the PROPOSER's limit of or lack of sufficient insurance protection.

[REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK]

PROPOSER: In Transit Advertising

Address 9 Azalea Drive
Key West, FL 33040

Signature [Handwritten Signature]

JOHN ANDERON 4/25/23
Print Name Date

Managing Partner
Title

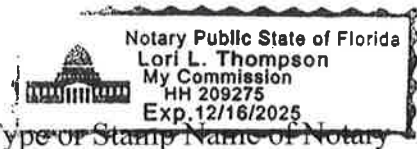
NOTARY FOR THE PROPOSER

STATE OF FLORIDA

COUNTY OF MONROE

The foregoing instrument was acknowledged before me by means of [] physical presence or [] online notarization, this 25th day of APRIL, 2023, by _____.

Signature of Notary [Handwritten Signature]



Print, Type or Stamp Name of Notary

Personally Known OR Produced Identification _____

Type of Identification Produced

CERTIFICATION REGARDING DEBARMENT (PRIME)

**Certification Regarding Debarment, Suspension, And Other Responsibility Matters
Primary Covered Transactions**

TO BE COMPLETED BY PRIMARY CONTRACTOR

- A. The prospective primary participant (contractor) certifies to the best of its knowledge and belief, that it and its principals (subcontractors and suppliers):
1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
 2. Have not within a three (3) year period preceding this bid proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.
 3. Are not presently indicted for or otherwise criminally or civilly charged by a government entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (1) (b) of this certification; and
 4. Have not within a three-year period preceding this bid proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
- B. Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this bid proposal.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Johnny Anderson CEO/COO
Name and Title

4/25/23
Date

Johnny Anderson
Signature

IN TRANSIT ADVERTISING
Firm

9 Azalea Drive
Street address

Key West FL 33040
City, State, Zip

DRUG-FREE WORK PLACE

The undersigned firm, in accordance with Florida statute 287.087, hereby certifies that _____

IN TRANSIT Adv. does:
(Name of Firm)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are proposed a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under proposal, the employee will propose by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Johnny Anderson CEO/COO
Name and Title

4/25/23
Date

Johnny Anderson
Signature

IN TRANSIT Advertising
Firm

9 Azalea Drive
Street address

Key West FL 33040
City, State, Zip

CERTIFICATION REGARDING DEBARMENT (SUB)

**Certification Regarding Debarment, Suspension, Ineligibility
And Voluntary Exclusion**

TO BE COMPLETED BY ALL SUB-CONTRACTORS

- A. The prospective participant (sub-contractor) certifies to the best of its knowledge and belief, that it and its principals (subcontractors and suppliers):
1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
 2. Have not within a three (3) year period preceding this bid proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.
 3. Are not presently indicted for or otherwise criminally or civilly charged by a government entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (1) (b) of this certification; and
 4. Have not within a three-year period preceding this bid proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
- B. Where the prospective participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this bid proposal.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

ANDREW PERKINS, OWNER
Name and Title

4/24/2023
Date

A Perkins
Signature

AP DESIGN SERVICES LLC.
Firm

24979 Palm Ln.
Street address

SUMMERLAND KEY, FL 33042
City, State, Zip

CERTIFICATION REGARDING DEBARMENT (SUB)

**Certification Regarding Debarment, Suspension, Ineligibility
And Voluntary Exclusion**

TO BE COMPLETED BY ALL SUB-CONTRACTORS

- A. The prospective participant (sub-contractor) certifies to the best of its knowledge and belief, that it and its principals (subcontractors and suppliers):
1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
 2. Have not within a three (3) year period preceding this bid proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.
 3. Are not presently indicted for or otherwise criminally or civilly charged by a government entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (1) (b) of this certification; and
 4. Have not within a three-year period preceding this bid proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
- B. Where the prospective participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this bid proposal.

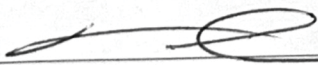
As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Nicholas Formico - President

Name and Title

4/25/23

Date



Signature

Deep Blue Printing

Firm

2208 Harris Ave

Street address

Key West FL 33040

City, State, Zip



**CITY OF KEY WEST
TRANSIT DEPARTMENT
5701 College Road
Key West, FL 33040**

ADDENDUM NO. 1

**TRANSIT BUS ADVERTISING
RPQ #23-001**

The information contained in this Addendum adds information to be included in the RFP and is hereby made a part of the document. The referenced RFP package is hereby addended in accordance with the following items:

QUESTIONS and COMMENTS:

Q1: What are the size of the screens inside the Buses.

A1: **30 and 35 foot buses:** 37"; Cutaway Bus: 24". (All Measured Diagonally)

Q2: Are the screens larger in the larger buses and smaller in the smaller buses.

A2: Yes.

Q3: What are the pixels sizes in the screens inside the different sized buses:

A3: **30 and 35 foot Buses:** 37" 1920x540 Resolution

Cutaway Bus: 24" 1920x1080 Resolution

Q4: Could you please send me the schematics of the outside of the buses used in the RFP.

A4: See attached diagram Figure 1.

Q5: How many buses are utilized the the Duval loop?

A5: Approximately 3-4 Buses on route.

Q6: The Buses run to the Middle of Marathon and back (CORRECT):

A7: Sandowsky Causeway in Marathon, FL (Approximately US-1 Mile Marker 52.5) is the northernmost point of the Lower Keys Shuttle route.

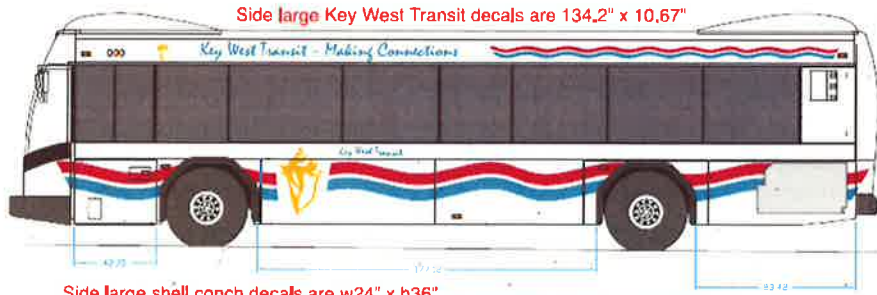
All other elements of the RFP documents, including the submission dates shall remain unchanged.

All Respondents shall acknowledge receipt and acceptance of this **Addendum No. 1** by submitting the addendum with their proposal. Proposals submitted without acknowledgement or without this Addendum may be considered non-responsive.


Signature


Name of Business

OPTION B



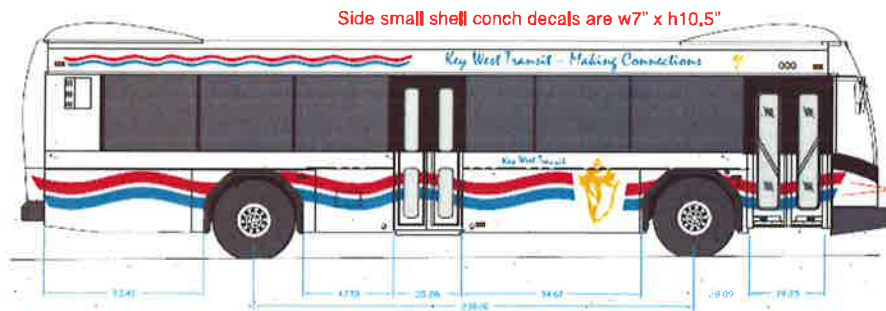
Side large Key West Transit decals are 134.2" x 10.67"

Decal stripes are 1.7" high each with 1" space in between



Rear Key West Transit decal is 44" x 9"
Rear www.KEYWESTCITY.com decal is 36.4" x 2.3"

Side large shell conch decals are w24" x h36"
Side small Key West Transit decals are 32.78" x 6.44"



Side small shell conch decals are w7" x h10.5"

Decal Stripes are 6" high with 2" space in between



Figure 1 Bus Exterior



9 Azalea Drive | Key West, FL 33040 | InTransitAdvertising.com