




## MEMORANDUM

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Date: May 16, 2023

To: Honorable Mayor and Commissioners

Via: Albert P. Childress  
City Manager 

From: Rodrigo Delostrinos  
Director of Transportation

Subject: Approving Staff Ranking of Firms for RFP #23-001

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### **Introduction**

Staff recommends the City Commission approve the staff ranking of firms submitting responses to RFP #23-001 Transit Bus Advertising and authorize City Manager to negotiate and, pursuant to legal review, enter into a contract with the highest ranked firm, Fuel Media Holdings, LLC.

### **Background**

The City of Key West has provided over 1.3 million passenger trips over the last 42 months and is an essential transportation service. The Transit Department has a fleet of twenty-four (24) buses that operate in Key West, Stock Island, and areas of Monroe County and the city of Marathon, Florida. Key West Transit uses a mix of 30-foot, 35-foot, and 25-foot (14 passenger) transit style buses. On a typical operating day, there are approximately five (5) buses on route with the addition of one (1) to two (2) other buses at various times of the day. The entire system operates from 05:30 a.m. to 10:00 p.m. with certain exceptions for City-sanctioned holidays or events.

Through RFP #23-001 Transit Bus Advertising, the City of Key West sought proposals from qualified and experienced advertising individuals or firms for a Contract for Exterior and Interior Advertising Services on Buses owned and operated by the City of Key West. The successful firm would market advertising to the general public with the idea that their advertising will be seen throughout the community through the use of directly applied vinyl advertising copy to the exterior of the buses, interior styrene or laminated signs, multi-media on the on-board bus installed screen(s), and on-board Wi-Fi services and pay revenue to the City of Key West.

The City received two (2) proposals to the Request for Proposal (RFP) from the following firms:

- Fuel Media Holdings, LLC
- In Transit Advertising

On May 3, 2023, a selection committee of City Staff evaluated the received packages and considered only one firm, Fuel Media Holdings, LLC, responsive and responsible. The firm considered non-responsive, In Transit Advertising, failed to provide a lump sum Guaranteed Minimum Revenue, but instead indicated in-kind services at specified values would be rendered. Selection committee qualification ranking sheet is attached.

With successful negotiations staff anticipates an executed contract along with Notice to Proceed no later than June 2023.

**Procurement**

The 411 Transit Cost Center is an enterprise fund whose operating expenditures are typically subsidized by the Federal and/or State Government at 50%. The remaining 50% City Cost share is generated from revenues from sources such as fare collection, Park N Ride fees, and advertising. Current advertising revenue was limited to static signage on-board buses as well as contractor bus shelter advertising.

Negotiation and execution of a contract originating from RFP #23-001 Transit Bus Advertising expands current advertising sales and delves into new sources of advertising revenue. This strategy increases transit revenue potential, thus keeping transit services financially sustainable.

**Recommendation**

The City Manager's Office recommends the City Commission approve staff ranking of firms submitting responses to RFP #23-001 Transit Bus Advertising and authorize the City Manager to negotiate and, pursuant to legal review, enter into a contract with the highest ranked firm, Fuel Media Holdings, LLC.