



RCS PTD21-002 (JH)

Street Furniture and Bus Advertising Services

July 20, 2021

Public Transit Department – Daniel Rice

1

Housekeeping

- Meeting purpose is to provide solicitation clarifications
- Attendance
 - Appointment only attendees
 - No recording allowable

2



WebEx Meeting Question Format

- Use the chat feature to direct questions to the Procurement Officer (not “everyone”)
- Procurement Officer will read the question to city staff for the response



3

Pre-Offer Conference

Revenue Contract Solicitation (RCS) Schedule

Solicitation Overview

Proposal Instructions

Special Terms and Conditions

Scope of Work

Questions and Answers

Transparency Policy



4

RCS Schedule

IMPORTANT DATES

Pre-Offer Conference	July 20, 2021 10:00 AM (Phoenix local time)
Written Inquiries Due	July 28, 2021 2:00 PM (Phoenix local time)
Proposals Due	August 11, 2021 2:00 PM (Phoenix local time)
Contract Start Date	January 1, 2022



5

Solicitation Overview

TABLE OF CONTENTS

Section I	Solicitation Instructions
Section II	Standard Terms and Conditions
Section III	Special Terms and Conditions
Section IV	Insurance and Indemnification
Section V	Scope of Work
Section VI	Submittal Forms



6

Solicitation Overview

SUBMITTALS

- Section 6.1 Technical and Price Proposal
- Section 6.2 Price Proposal
- Section 1.32 Statement of Bonding Ability
- Section 6.3 Years in Business Certification
- Section 6.4 Addenda Certification
- Section 6.5 Reference Check Form
- Section 6.6 Contract Disclosure Form
- Section 6.7 Offer



7

Solicitation Overview

EXHIBITS

- Exhibit A Transit Advertising Standards
- Exhibit B Transit Furniture Inventory
- Exhibit C Transit Operating Statistics and Fleet Inventory
- Exhibit D Historical Sales Data
- Exhibit E Right of Way Management Program
- Exhibit F Advertising Review Process



8

Proposal Instructions

Section No. 1.35 – Technical Proposals

TECHNICAL PROPOSAL

- Tab 1 Method of Approach (450 Points Max)
- Tab 2 Qualifications and Experience (200 Points Max)
- Tab 3 Required Submittal Forms (Section 6.3 – 6.7)



9

Proposal Instructions

Section No. 1.36 – Price Proposal and Financial Information

PRICE PROPOSAL AND FINANCIAL INFORMATION

- Tab 1 Price Proposal (350 Points Max)
 - Statement of Bonding Ability
 - *Refer to Section VI Submittal, Sub-section 6.2*
- Tab 2 Financial Information



10

Proposal Instructions

Section No. 6.1 – Technical and Price Proposal

PHYSICAL SUBMITTAL ONLY

Sealed envelope/package submitted to:

302 N. 1st Ave., Suite 900, Phoenix, AZ 85003



11

Proposal Instructions

Section No. 1.6 – Offeror Exceptions

“Offerors **must not take any exceptions** to any terms, conditions, or material requirements of this solicitation. Offers submitted with exceptions may be deemed **non-responsive and disqualified** from further consideration in the CITY’s sole discretion.”



12

Special Terms & Conditions

Section 3.1 Term of Contract: January 1, 2022, with an initial term of five (5) years

Section 3.20 Background Screening – Maximum Risk



13

Scope of Work

Street Furniture Ad Program ~1,110 Transit Advertising Furniture Locations

Bus Ad Program ~497 Buses

Ad Standards Standards of Conduct, Content Approvals, Etc.

Payment to CITY See 5.13

Reporting See 5.15



14

Questions and Answers

Section No.1.7 – Inquiries

QUESTIONS

Inquiries Form

All questions must be submitted in writing to
PTDprocurement@phoenix.gov

ANSWERS

RCS Addendum

All answers will be provided in an RCS Addendum



15

Transparency Policy

Section No. 1.18 – Solicitation Transparency Policy

All respondents and their representatives under penalty of disqualification will refrain from contacting anyone involved in this process other than the procurement officer.

OFFERORS THAT VIOLATE THIS POLICY SHALL BE DISQUALIFIED



16