

REQUEST FOR PROPOSALS FOR WAUKESHA TRANSIT COMMISSION

Bus Advertising Sales

Procurement No. 18-0143

Proposals Received September 24, 2018. Interviews Week of October 22, 2018.

Finalist Technical Scores-

Review Committee: Brian Engelking, Transit Manager; Michael Warren, General Manager; Jason Zachow, Maintenance Director

Houck

<u>Criteria</u>	<u>Evaluator #1</u>	<u>Evaluator #2</u>	<u>Evaluator #3</u>	<u>Total</u>	<u>Average Score</u>	<u>Grand Total</u>
Experience/Quality of Staff	29	17	27	73	24.3	
Management Methodologies	19	10	19	48	16.0	40.33

Proposer is compliant.

Vector

<u>Criteria</u>	<u>Evaluator #1</u>	<u>Evaluator #2</u>	<u>Evaluator #3</u>	<u>Total</u>	<u>Average Score</u>	<u>Grand Total</u>
Experience/Quality of Staff	27	19	28	74	24.7	
Management Methodologies	17	10	16	43	14.3	39.00

Proposer is compliant.

**Revenue Proposals
Best and Final Offers**

Monthly Guarantee: 25 Points Maximum
Percentage of Revenue Share: 15 Points Maximum
Projected Monthly Payment 10 Points Maximum
Total Maximum Points: 50

				Option Year #1	Option Year #2			
Houck	Year 1	Year 2	Year 3	Year 4	Year 5	5 Year Average	% Max. Points	Points
Monthly Guarantee	\$3,800.00	\$3,900.00	\$4,100.00	\$4,200.00	\$4,300.00	\$4,060.00	100%	25.0
Percentage of Revenue Share	50%	50%	50%	50%	50%	50%	96.2%	14.4
Projected Monthly Payment	\$3,800.00	\$4,100.00	\$4,500.00	\$5,000.00	\$6,000.00	\$4,680.00	100%	10.0
Total Points								49.4

				Option Year #1	Option Year #2			
Vector	Year 1	Year 2	Year 3	Year 4	Year 5	5 Year Average	% Max. Points	Points
Guarantee Monthly	\$3,450.00	\$3,450.00	\$3,450.00	\$3,450.00	\$3,450.00	\$3,450.00	85%	21.2
Percentage of Revenue Share	52%	52%	52%	52%	52%	52%	100%	15.0
Projected Monthly Payment	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	85%	8.5
Total Points								44.8

Waukesha Transit Commission

Bus Advertising Sales

	Technical	Revenue	Total
Houck Transit Advertising	40.33	49.42	89.76
Vector Media	39.00	44.79	83.79

Proposals Received September 24, 2018

Interviews Held October 23 & 25th, 2018

Recommend award to

Houck Transit Advertising