

RESOLUTION NO. 2011-74

AUTHORIZING CONTRACT NO. 2011-080 WITH BROKAW, INC. TO PROVIDE ADVERTISING SERVICES FOR A PERIOD OF THREE YEARS WITH TWO ONE-YEAR OPTIONS IN AN AMOUNT NOT TO EXCEED \$2,325,000.00 FOR THE BASE THREE YEARS AND AN AMOUNT NOT TO EXCEED \$775,000.00 FOR EACH OPTION YEAR FOR A TOTAL CONTRACT AMOUNT NOT TO EXCEED \$3,875,000.00 (GENERAL FUND, MARKETING & COMMUNICATIONS DEPARTMENT BUDGET)

WHEREAS, the Greater Cleveland Regional Transit Authority has determined the need to obtain the services of a professional advertising agency to provide advertising services for a period of three years with two one-year options; and

WHEREAS, the proposal of Brokaw, Inc., located at 425 West Lakeside Avenue, Cleveland, Ohio 44113 to provide advertising services was received on July 11, 2011; and

WHEREAS, the General Manager/Secretary-Treasurer deems the offer of Brokaw, Inc., as negotiated, to be in the best interest of the Authority and recommends acceptance thereof by the Board of Trustees.

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the proposal submitted by Brokaw, Inc., as modified by negotiations, to provide advertising services for a period of three years, with two one-year options, be and the same is hereby accepted.

Section 2. That the General Manager/Secretary-Treasurer of the Authority be, and he is hereby authorized to enter into a contract with Brokaw, Inc. for advertising services for a period of three years, with two, one-year options subject to approval of the exercise of each option by the General Manager/Secretary-Treasurer.

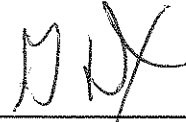
Section 3. That said contract shall be payable from the General Fund, Marketing & Communications Department budget in an amount not to exceed two million three hundred twenty-five thousand & 00/100 dollars (\$2,325,000.00) for the base three years with the Authority retaining two, one-year options in an amount not to exceed seven hundred seventy-five thousand & 00/100 dollars (\$775,000.00) for each option year for a total contract amount not to exceed three million eight hundred seventy-five thousand & 00/100 dollars (\$3,875,000.00).

Section 4. That said contract shall be binding upon and an obligation of the Authority contingent upon approval of future funding, compliance by the contractor to the Specifications and Addenda, if any; the Affirmative Action Plan adopted by the Board of Trustees in Resolution 2011-034; bonding and insurance requirements and all applicable laws relating to contractual obligations of the Authority.

Section 5. That the Greater Cleveland Regional Transit Authority's Board of Trustees expects that Brokaw, Inc. will attempt to exceed the 15% minimum DBE goal assigned to this procurement.

Section 6. That this resolution shall become effective immediately upon its adoption.

Adopted: September 20, 2011



President

Attest: 

CEO, General Manager/Secretary-Treasurer



Greater Cleveland Regional Transit Authority
STAFF SUMMARY AND COMMENTS

<p>TITLE/DESCRIPTION CONTRACT: ADVERTISING SERVICES</p> <p>VENDOR: BROKAW, INC.</p> <p>AMOUNT: NTE \$2,325,000.00 FOR BASE THREE YEARS AND NTE \$775,000.00 FOR EACH OPTION YEAR FOR TOTAL CONTRACT AMOUNT NTE \$3,875,000.00</p>	<p>Resolution No.: 2011-74</p> <p>Date: September 15, 2011</p> <p>Initiator: Marketing Department</p>
<p>ACTION REQUEST: X Approval <input type="checkbox"/> Review/Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other _____</p>	

- 1.0 PURPOSE/SCOPE: This action will allow the Authority to enter into a contract to obtain advertising services for a period of three years with two, one-year options.

- 2.0 DESCRIPTION/JUSTIFICATION: The Authority has identified a need to obtain the services of a professional advertising agency to assist in promoting the GCRTA. These services include consulting in the development of advertising campaigns and the supervision of sub-contractors/vendors to assure effective implementation of the campaign. This contract includes the purchase of all services related to the Authority's advertising including the purchase of media time and other items identified in the RFP scope of services.

- 3.0 PROCUREMENT BACKGROUND: The Request for Proposal (RFP) was posted on the GCRTA Procurement web site and advertised in the local newspapers. Thirty-three (33) prospective proposers downloaded the solicitation and six (6) proposals were received. After evaluation by a panel of Authority employees in accordance with established Procurement Department policies and procedures, and after negotiations, the proposal of Brokaw, Inc. was determined to be advantageous to the Authority. An amount not to exceed \$2,325,000.00 for the base contract with two one year options in an amount not to exceed \$775,000.00 per option year for total contract amount not to exceed \$3,875,000.00 was agreed upon.

A cost analysis was performed and the Procurement Department has determined the offer of Brokaw, Inc. to be fair and reasonable for the Authority.

- 4.0 AFFIRMATIVE ACTION/DBE BACKGROUND: All Affirmative Action requirements have been met. A 15% DBE goal was established for this procurement. Brokaw, Inc. has committed to achieving a 21% DBE participation utilizing Media Impressions (female owned) in an amount of \$60,000, Synergy MKT Strategy/Research (female owned) in an amount of \$20,000, and Dar Public Relations (female owned) in an amount of \$20,000 for a total DBE participation of \$100,000.

- 5.0 POLICY IMPACT: Does not apply.

- 6.0 ECONOMIC IMPACT: The contract will be funded through the General Fund, Marketing & Communications Department budget in an amount not to exceed two million three hundred twenty-five thousand & 00/100 dollars (\$2,325,000.00) for the base three years, and in an amount not to exceed seven hundred seventy-five thousand & 00/100 dollars (\$775,000.00) for each of the two option years for a total contract amount not to exceed three million eight hundred seventy-five thousand & 00/100 dollars (\$3,875,000.00). This is within the budgeted amount for these services.
- 7.0 ALTERNATIVES: Reject this offer. Rejection of this offer would delay the procurement of advertising services and disrupt the scheduled planning and implementation of future marketing and advertising campaigns.
- 8.0 RECOMMENDATION: This procurement was discussed at the September 6, 2011 Finance Committee and recommended for approval to the Board of Trustees. It is recommended that the offer of Brokaw, Inc., as negotiated, be accepted and the resolution passed authorizing the General Manager/Secretary-Treasurer to enter into a contract.
- 9.0 ATTACHMENTS: None.

Recommended and certified as appropriate to the availability of funds, legal form and conformance with the Procurement requirements.



CEO, General Manager/Secretary-Treasurer