

RESOLUTION NO. 2021-101

AUTHORIZING CONTRACT NO. 2021-098 WITH BROKAW, INC. TO PROVIDE ADVERTISING SERVICES FOR A PERIOD OF ONE YEAR IN AN AMOUNT NOT TO EXCEED \$850,000.00, WITH TWO, ONE-YEAR OPTIONS IN AN AMOUNT NOT TO EXCEED \$850,000.00 FOR EACH OPTION YEAR, FOR A TOTAL CONTRACT AMOUNT NOT TO EXCEED \$2,550,000.00 (GENERAL FUND, ADMINISTRATION & EXTERNAL AFFAIRS DEPARTMENT BUDGET)

WHEREAS, the Authority has the need to obtain the services of a professional advertising agency to provide marketing and advertising services for a period of one year with two, one-year options; and

WHEREAS, the proposal of Brokaw, Inc. located 1213 West 6th Street, Cleveland, Ohio 44113, was received on September 10, 2021; and

WHEREAS, after negotiations, the proposal of Brokaw Inc. to provide Advertising Services in a contract amount not to exceed \$850,000.00 for a period of one year, with two, one-year options in an amount not to exceed \$850,000.00 for each option year, for a total contract amount not to exceed \$2,550,000.00, was determined to be most advantageous to the Authority, cost and other factors considered; and

WHEREAS, the General Manager, Chief Executive Officer, deems the offer of Brokaw, Inc. 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 offer of Brokaw, Inc., as negotiated, to provide Advertising Services for a period of one year with two, one-year options be and the same is hereby accepted.

Section 2. That the General Manager, Chief Executive Officer of the Authority be and she is hereby authorized to enter into a contract with Brokaw Inc. to provide Advertising Services for a period of one-year with two, one-year options subject to approval of the exercise of each option by the General Manager, Chief Executive Officer.

Section 3. This procurement shall be payable through the General Fund, Administration & External Affairs Department budget, contingent upon Board approval of the FY 2022 General Fund Budget, in a contract amount not to exceed \$850,000.00 for a period of one year, with two, one-year options in an amount not to exceed \$850,000.00 for each option year, for a total contract amount not to exceed \$2,550,000.00.

Section 4. That said contract shall be binding upon and an obligation of the Authority contingent upon future funding, compliance by the contractor to the Specifications and Addenda, if any; the Affirmative Action Plan adopted by the Board of Trustees; bonding and insurance requirements; and all applicable laws relating to the 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 11% minimum DBE goal assigned to this procurement.

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

Adopted: November 16, 2021



President

Attest:



Secretary-Treasurer



<p>TITLE/DESCRIPTION: CONTRACT: ADVERTISING SERVICES VENDOR: BROKAW, INC. AMOUNT: NTE \$850,000.00 FOR A PERIOD OF ONE YEAR, WITH TWO, ONE-YEAR OPTIONS IN AN AMOUNT NTE \$850,000.00 FOR EACH OPTION YEAR, FOR A TOTAL CONTRACT AMOUNT NTE \$2,550,000.00</p>	<p>Resolution No.: 2021-101</p> <p>Date: November 11, 2021</p> <p>Initiator: Administration and External Affairs</p>
<p>ACTION REQUEST: <input checked="" type="checkbox"/> 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 provide Advertising Services for a period of one year with two, one-year options.

- 2.0 **DESCRIPTION/JUSTIFICATION:** The Authority sought the services of qualified and interested professional advertising agencies to effectively communicate the Authority's marketing and advertising messages. The contractor will assist in the development and implementation of a fully integrated, highly creative, annual Marketing Plan for the Authority designed to stimulate ridership growth as well as shape perceptions of various target markets to ensure diversity, equity and inclusion. Elements of the plan will include a multi-media advertising campaign including, but not limited to: broadcast and connected television, radio, digital, robust social media, out-of-home, and direct mail, market/consumer research, promotional opportunities, special events, media-related activities and community directed programs. The contractor will develop and produce effective print, electronic and digital advertising that projects the Authority as a progressive, customer-oriented organization in a fresh, distinctive manner.

- 3.0 **PROCUREMENT BACKGROUND:** The Request for Proposals ("RFP") was posted on the procurement website and advertised in the local newspapers. Six (6) proposals were received on September 10, 2021 in response to this solicitation. After evaluation by a panel of Authority employees in accordance with established Procurement Department policies and procedures and subsequent negotiations, the proposal of Brokaw, Inc. to provide Advertising Services for a period of one year in an amount not to exceed \$850,000.00, with two, one-year options in an amount not to exceed \$850,000.00 for each option year, for a total contract amount not to exceed \$2,550,000.00, was determined to be in the best interest of the Authority.

A cost analysis was performed and the Procurement Department has determined the negotiated amounts for a period of one year, with two, one year options to be fair and reasonable to the Authority.

- 4.0 **AFFIRMATIVE ACTION/DBE BACKGROUND:** All Affirmative Action requirements have been met. An 11% DBE goal was established for this procurement. Brokaw, Inc. has committed to achieving the DBE participation goal through the utilization of DAR Public Relations, Inc. (African American Female-owned) in the amount of \$141,000.00 and Media Impressions, Inc. (Female-owned) in the amount of \$139,500.00 for a total of \$280,000.00 or 11%.

- 5.0 **POLICY IMPACT:** Does not apply.

- 6.0 ECONOMIC IMPACT: This procurement shall be payable through the General Fund, Administration & External Affairs Department budget, contingent upon Board approval of the FY 2022 General Fund Budget, for a contract amount not to exceed \$850,000.00 for a period of one year, with two, one-year options in an amount not to exceed \$850,000.00 for each option year, for a total contract amount not to exceed \$2,550,000.00.
- 7.0 ALTERNATIVES: Reject this offer. Rejection of this offer would disrupt the planning and implementation of future marketing and advertising campaigns.
- 8.0 RECOMMENDATION: This procurement was discussed by the Board of Trustees at the November 9, 2021 Organizational, Services & Performance Monitoring Committee meeting. It is recommended that the offer of Brokaw, Inc. be accepted and the resolution passed authorizing the General Manager, Chief Executive Officer to enter into a contract.
- 9.0 ATTACHMENT: None.

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



General Manager, Chief Executive Officer