



1130 Quintard Avenue Quintard Tower, Suite 300 Anniston, AL 36201

TO: Businesses

DATE: April 24, 2024

FROM: Heath Compton, Principal Project Coordinator

Handwritten initials 'HC' in black ink, positioned to the right of the 'FROM:' line.

SUBJECT: Transportation Advertising Program

The East Alabama Regional Planning and Development Commission is soliciting bids for an advertising agent. Sealed bids will be accepted until 2:00 pm (CST) on Friday May 17, 2024, at the offices of EARPDC, 1130 Quintard Avenue Suite 300, Aniston, Alabama 36201, at which time bids will be publicly opened. Potential bidders must submit bids sealed with "Sealed Proposal: ACTS Advertising Program" clearly printed on the outside. Any other format of transmittal (electronic or faxes, e. g.) will not be accepted. Bids will be reviewed, and the contract awarded by the Board of Directors of the EARPDC on or about May 22, 2024. If you have any questions, please contact Heath Compton at 256-237-6741, email at heath.compton@earpdc.org or Fax: 256-237-6763.

The East Alabama Regional Planning and Development Commission

Request for Proposals for Advertising Services

The East Alabama Regional Planning and Development Commission (EARPDC) is soliciting proposals to market advertising space on EARPDC transit vehicles. The selected company will be responsible for marketing space; developing advertisements; and overseeing the production, installation, and maintenance of advertising materials for a fleet of approximately 17 of transit buses.

CONTRACTOR RESPONSIBILITIES

Proposer will assume responsibility for delivery of services and application performance, regardless of whether Proposer subcontracts any of these items and services. The Proposer will be the sole point of contact regarding contractual matters, including performance of services and the payment of any and all charges resulting from contract obligations. The proposer will be totally responsible for all obligations outlined under this RFP.

PROPOSER QUALIFICATIONS

All bidders, to the best of their knowledge and belief, must be in and remain in compliance with all applicable federal, state, and local laws, ordinances, resolutions, and regulations. All bidders should be prepared to timely submit to the EARPDC non-confidential evidence or documentation demonstrating they are presently licensed and permitted by law to do business in Alabama. Such non-confidential evidence or documentation is encouraged to be submitted with the Bid Package. All vendors, contractors, and grantees are required to comply with the Alabama Immigration Law under Sections

31-13-9 (a) and (b) of the Code of Alabama. Forms and documents will be included with award documents. Information and forms can be obtained by contacting The East Alabama Regional Planning and Development Commission at 256-237-6741 or heath.compton@earpdc.org.

Factors to be considered in the award of these services include: 1) Firm experience and existing client base; 2) Qualifications of key personnel; 3) Marketing strategy; 4) Revenue and benefits to EARPDC expressed in terms of A) proceeds earned from sale of advertisement per vehicle and B) if based on percentage, net share of the proceeds and/or negotiated flat rate to be provided to the EARPDC.

Bidders wishing to be considered for this proposal should submit a proposal covering the above factors. The EARPDC will select bidder based upon an assessment of each proposal and the reasonableness of each proposal with respect to the above factors.

The public will be notified of this advertising opportunity on our website so that there is an equal opportunity for all possible advertisers. Proposals must be submitted no later than 2:00 PM CST on May 17, 2024. Submittals received after this time and date shall not be considered.

Sealed packages may be mailed, or hand delivered to Heath Compton, Principal Project Coordinator, at 1130 Quintard Avenue, Suite 300 Anniston, Alabama 36201.

Questions concerning this solicitation should be directed to Heath Compton

The request will be placed twice in the *Anniston Star* on Wednesday, April 24, 2024 and

Wednesday, May 1, 2024.

Please mail affidavit to: EARPDC, Attention: Heath Compton, 1130 Quintard Avenue Suite 300
Anniston, Alabama 36201