

**Columbus Consolidated Government
Council Meeting Agenda Item**

TO:	Mayor and Councilors
AGENDA SUBJECT:	Refuse Truck Advertising (Annual Contract) – RFP No. 21-0016
INITIATED BY:	Finance Department

It is requested that Council approve the execution of a contract with Renaissance Marketing, Inc. (Savannah, GA) to obtain clients to place body wrap advertisements on City-owned refuse trucks for the Public Works Department.

The following is a list of services that Renaissance Marketing, Inc. will provide and the Public Works Department’s stipulations regarding the buses:

- A. Provide quality advertisements, conforming to business standards, appropriate City ordinances and advertising restrictions.
- B. Coordinate the installation and removal of the approved advertisement.
- C. Collect revenue and provide to Public Works it shares of monthly revenue equal to the agreed contracted amounts.
- D. Maintain audit ready records.
- E. Assume all associated financial and administrative costs.
- F. Public Works may use available ad space.
- G. Public Works may add or remove equipment from service based on, but not limited to, programmed capital improvements, preventive maintenance, capacity requirements, vandalism, or any unforeseen cause.
- H. The refuse trucks used for the purpose of body wrap advertising shall display all appropriate truck numbering, decals, and City logo.
- I. Refuse trucks shall be returned to Public Works in original condition, paint scheme, and decal placement as the rest of the fleet at the conclusion of the contract.

The contract term shall be for two (2) years, with the option to renew for three (3) additional twelve-month periods.

Annual Contract History:

This is a new annual contract. In June 2020, the Bus Advertising contract was amended to include advertising on refuse trucks; the Bus Advertising contract expired on October 26, 2020.

RFP Advertisement and Receipt of Proposals:

RFP specifications were posted on the web page of the Purchasing Division, the Georgia Procurement Registry and DemandStar on September 22, 2020. This RFP has been advertised, opened, and evaluated. Four proposals were received on October 23, 2020 from the following:

Renaissance Marketing, Inc. (Savannah, GA)

CHAAS, LLC (Clarkston, GA)

¹Atlanta Creative Graphics (Alpharetta, GA)

²Express Pressure Washing, LLC (McDonough, GA)

¹Atlanta Creative Graphics: With the exception of the mandatory E-Verify Affidavit, *Communication Concerning This Solicitation* form and pricing information, vendors are allowed two (2) days to submit documents that are missing from their proposal.

The proposal from Atlanta Creative Graphics did not include proposed revenue, fees, etc.; therefore, the submittal from Atlanta Creative Graphics was deemed non-responsive and ineligible for further consideration. The vendor received written notification of this finding.

²Express Pressure Washing, LLC: With the exception of the mandatory E-Verify Affidavit, *Communication Concerning This Solicitation* form and pricing information, vendors are allowed two (2) days to submit documents that are missing from their proposal.

On December 2, 2020, the Purchasing Division submitted written notification to Express Pressure Washing regarding the omission of the following documents from the vendor's proposal: Transmittal Letter, Firm Profile, Sample Advertisement, and Business License (Occupation License). Express Pressure Washing responding in writing that they would provide the omitted document by December 4, 2020. The vendor never submitted the omitted documents; therefore, the submittal from Express Pressure Washing was deemed non-responsive and ineligible for further consideration. The vendor received written notification of this finding.

The following events took place after receipt of the proposals.

RFP MEETINGS/EVENTS		
Description	Date	Agenda/Action
Pre-Evaluation Meeting	12/18/20	The Purchasing Manager advised evaluation committee members of the RFP rules and process, and the co-managers of the project provided an overview. Proposals were emailed to each committee member to review.
1 st Evaluation Meeting	01/12/21	The Evaluation Committee discussed each proposal and determined clarifications were required of both responsive firms.
Clarification 1 Requested	01/22/21	Clarification was requested from both firms.
Additional Information Requested	01/24/21	Renaissance Marketing, Inc. requested additional information in order to adequately respond to the committee's request for clarification.
Clarification 1 Received from One firm	01/28/21	Clarification was received from CHAAS, LLC.
Additional Clarification 1 Received	02/04/21	CHAAS, LLC provided follow-up information to explain his response to the request for clarification.

Additional Information Received from Department	02/17/21	The last item of additional information, requested by Renaissance Marketing, Inc., was provided by the Public Works Department.
Additional Information Forward and Clarification 2 Requested	02/19/21	The additional information was forwarded to both firms, as well as a request for additional clarifications.
Clarification 2 Received	02/26/21	Clarification responses were received from both firms and all clarification responses were forwarded to the committee.
Evaluation Forms Sent	03/10/21	The committee did not require further clarification; the evaluation forms were forwarded to the voters.
Evaluation Forms Returned	03/30/21	Final set of evaluation forms were completed and returned to Purchasing for compilation of results, which were forwarded to the committee.
Recommendation of Committee	03/30/21	The voting committee members unanimously recommends award to the highest-scoring firm of Renaissance Marketing, Inc.

Evaluation Committee:

The proposals were reviewed by members of the Evaluation Committee, which consisted of two (2) voters from Public Works Department and one (1) voter from Metra Transit Department. Two (2) additional Public Works Department representatives served as alternate voters. Two (2) additional Public Works Department representatives served as non-voting advisors.

Award Recommendation:

The evaluation committee, as reflected by their comments provided below, recommends award to Renaissance Marketing, Inc. for the following reasons:

- The vendor proposed the most revenue sharing percentage.
- Renaissance Marketing currently provides bus advertising for Metra Transit Department.
- Renaissance Marketing, Inc. provided the most accurate and complete information as requested.
- The vendor provided multiple examples of installations performed by their firm.

Vendor Qualifications/Experience:

- Renaissance Marketing is a Georgia-based advertising firm that was founded in February 2003 and specializes in vehicle/transit advertising.
- The firm provided similar services for the Chatham Area Transit System (Savannah, GA) from 2003 to 2017.
- The firm indicates that at the request of the Georgia Municipal Association, the firm's president testified in Washington, DC to a senate subcommittee on the benefits of transit advertising in small and medium markets.

- Listed below are two (2) municipalities or transit authorities for whom Renaissance Marketing has provided similar services with the last five (5) years.
 - Chatham Area Transit (Savannah, GA) February 2004 – December 2017
Initial contractor for the bus advertising services.
 - Metra Transit System (Columbus, GA) 2009 – October 2020
Provided bus advertising services.

The City's Procurement Ordinance, Article 3-110, (Competitive Sealed Proposals (Negotiations)) governs the RFP Process. During the RFP process, there is no formal opening due to the possibility of negotiated components of the proposal. In the event City Council does not approve the recommended offeror, no proposal responses or any negotiated components are made public until after the award of the contract. Therefore, the evaluation results and cost information has been submitted to the City Manager in a separate memo for informational purposes.

Revenue will be deposited into the following Revenue Account: Integrated Waste Fund – Government Wide Revenue - Sale of Advertisements; 0207-099-1999-4872.

A RESOLUTION

NO. _____

A RESOLUTION AUTHORIZING THE EXECUTION OF AN ANNUAL CONTRACT WITH RENAISSANCE MARKETING, INC. (SAVANNAH, GA) TO OBTAIN CLIENTS TO PLACE BODY WRAP ADVERTISEMENTS ON CITY-OWNED REFUSE TRUCKS FOR THE PUBLIC WORKS DEPARTMENT.

WHEREAS, an RFP was administered (RFP No. 21-0016) and four (4) proposals were received; and,

WHEREAS, the proposal submitted by Renaissance Marketing, Inc. met all proposal requirements and was evaluated most responsive to the RFP; and,

WHEREAS, the contract period shall be for two (2) years, with the option to renew for three (3) additional twelve-month periods. Contract renewal is contingent upon the mutual agreement of the City and the Contractor.

NOW, THEREFORE, THE COUNCIL OF COLUMBUS, GEORGIA, HEREBY RESOLVES AS FOLLOWS:

That the City Manager is hereby authorized to execute an annual contract with Renaissance Marketing, Inc. (Savannah, GA) to provide marketing services for clients to place body wrap advertisements on City-owned refuse trucks for the Public Works Department. Revenue will be deposited into the following Revenue Account: Integrated Waste Fund – Government Wide Revenue - Sale of Advertisements; 0207-099-1999-4872.

Introduced at a regular meeting of the Council of Columbus, Georgia, held the _____ day of _____, 2021 and adopted at said meeting by the affirmative vote of _____ members of said Council.

- Councilor Allen voting _____.
- Councilor Barnes voting _____.
- Councilor Crabb voting _____.
- Councilor Davis voting _____.
- Councilor Garrett voting _____.
- Councilor House voting _____.
- Councilor Huff voting _____.
- Councilor Thomas voting _____.
- Councilor Tucker voting _____.
- Councilor Woodson voting _____.

Sandra T. Davis, Clerk of Council

B.H. "Skip" Henderson III, Mayor