

Charlotte Area Transit System / General Services

# **Revenue Services for Transit Advertising Program**

The purpose of this Project is to increase revenue to offset operating expenses. To achieve this goal CATS is making several assets available to receive paid advertising. CATS seeks to receive revenue from exterior advertisements that adhere to the MTC-07 Transit Advertising and Sponsorship Policy (see attachment A- Advertising Policy) while maximizing revenue and ensuring the safe operation of CATS' services. PSR 1143

#### **Details**

Posting Number 2021-Q2(Apr-Jun)-CATS-5557 Anticipated Posting Date 2021-06-14 Commodity Code(s): 91501, 91807

## Requirements

## Insurance Requirements

The City requires the awarded vendor(s) to obtain and maintain the following insurance coverage types:

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**✓** 

Automobile-For automobile operations liability

General Liability-For bodily injury or property damage, arising from products, premises, completed work, personal & advertising injury

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Workers Compensation-For lost wages and medical expenses of injured workers

## **Estimated Total Value**

The total project value is anticipated to be:



\$5,000,000 - 9,999,999

A 3venue contract in which the vendor will sell advertising space on CATS assets and the estimated contract total will be the amount payable to CATS for applying advertising to its vehicles, stations and other assets.

#### Utilization

The City anticipates setting goals for the following types of subcontractor utilization:



DBE-Disadvantaged Business Enterprise

Viewers Option - A Small Red Eye Icon Zero Goals Project

#### Contract Term

The term of the project is anticipated to be:



Multi-Year

# For Questions, Contact:

Jeremy Wall

**Procurement Officer** 

jeremy.wall@charlottenc.gov