



**CAPE FEAR PUBLIC TRANSPORTATION AUTHORITY  
(DBA. WAVE TRANSIT)**

**REQUEST FOR INFORMATION**

**FOR**

**EXTERIOR ADVERTISING ON WAVE TRANSIT BUSES**

**Issued By:  
Cape Fear Public Transportation Authority**

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**1. ORGANIZATION INFORMATION**

All spaces below are to be completed and this sheet must be submitted as your cover page upon submitting this Request for Information (RFI).

Response of:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## **2. RFI OBJECTIVE**

Cape Fear Public Transportation Authority is requesting information on proposals for exterior advertising on our 35 ft. buses and 26 ft. light transit vehicles. The intent is to develop a program where organizations and businesses will have the opportunity to advertise on Wave Transit vehicles, and for Wave Transit to then have a monthly revenue source from securing these participating advertisers. The goal of Wave Transit is to contract with an advertising agency to administer this advertising program for us, and then remit payment to Wave Transit on a monthly basis of which the Authority will use as revenue.

This request does not provide a rigid set of guidelines as to how this advertising program is to be established and executed; therefore, respondents are encouraged to take creative liberties with their submissions, suggesting innovative ways to advertise that will be appropriate for Wave Transit, the City of Wilmington, and New Hanover County. Wave Transit extends an invitation to all interested, capable, and responsive parties to submit information relevant to the development of this project.

Information and suggestions submitted in response to this RFI are requested by **Friday, August 13, 2010 by 4:00pm**. Responses should be sent via e-mail or mail service to the following:

**Cape Fear Public Transportation Authority  
Attn: Matthew Kunic, Director of Planning and Development  
P.O. Box 12630  
Wilmington, NC 28405  
mkunic@wavetransit.com**

### **3. PROJECT CONSIDERATIONS**

Based on the needs of Wave Transit, the following preferred requirements will be considered when reviewing this RFI:

- Advertisements must be limited to matters appropriate to the general public
- The advertising agency must provide equal access to interested organizations choosing to contact them regarding advertising opportunities
- Wave Transit will review all advertisements prior to an advertising agency entering into a contract with any interested advertising organization
- The advertising agency must screen potential advertisers to ensure they are not on any debarment lists to conduct business in the state of North Carolina and are in good standing with all local, state, and federal regulations in the operation of their organization
- All cost allocation, revenue calculations, and other monetary considerations will be the responsibility of the responding agencies in providing this information to Wave Transit

### **4. GEOGRAPHIC SCOPE**

This RFI requests ideas for an advertising program to be developed for Wave Transit. Wave Transit operates in New Hanover County, the City of Wilmington, and northern Brunswick County as the primary public transportation provider in the region. This RFI should use language and provide information that is relevant to our service area.

## **5. PROJECT DETAIL QUESTIONS**

Please answer the following questions in detail, providing an explanation for any unanswered parts.

1. Wave Transit is considering proposals for an advertising program, whereas, an agency would be hired to manage and facilitate this program and report to Wave Transit Staff. Does your company have the ability to manage and operate an advertising program for Wave Transit? If yes, what qualifications does your company have to do this?
2. Please describe the advertising program you would operate for Wave Transit. You must include management of the program, contract description, and revenue split with the Authority in your response.
3. How would you anticipate advertising opportunities to be managed? Please describe the internal controls already in place within your organization to manage our proposed program.
4. How would your company seek potential advertising opportunities for Wave Transit?
5. Communication between your company and Wave Transit will be very important maintaining open communication and efficiency within our advertising program. How would you communicate with Wave Transit prior to, during, and after completing a contract with a proposed client?
6. What is the ideal term of an advertising contract which you suggest?
7. Please provide a comprehensive assessment of how you would assess cost for displaying an ad. In your description, we must see justification of cost per vehicle and cost allocation split between your company and Wave Transit in determining the level of revenue we would expect to have following a given fiscal year.
8. What is the estimated revenue you feel Wave Transit could obtain from advertising within a 12 month contract with your company? Please describe how you developed this estimate.
9. What challenges do you see in gaining clients to advertise on our vehicles?
10. Please list any additional areas that you feel would make your company responsible to handle a proposed Wave Transit exterior advertising program for our buses?

## **6. SCHEDULE OF EVENTS**

The schedule of events for this RFI is as follows:

July 13, 2010	Release of RFI
July 30, 2010	Deadline for Written Questions
August 13, 2010	Responses Due

## **7. PROCESS FOR SUBMITTING QUESTIONS AND RESPONSES**

### **A. Inquiries**

Questions concerning this RFI must be directed in writing, via mail service or e-mail, to:

**Cape Fear Public Transportation Authority  
Attn: Matthew Kunic, Director of Planning and Development  
P.O. Box 12630  
Wilmington, NC 28405  
mkunic@wavetransit.com**

### **B. Responses**

Responses to this RFI should be submitted via mail service or e-mail to the address listed above. While responding to this RFI will not result in a contract or other award, the information provided will assist Cape Fear Public Transportation Authority in determining the feasibility of proceeding with the development of an exterior advertising program for our fleet. Responses to this RFI will not be accepted later than **Friday, August 13, 2010 by 4:00pm.**

**DISCLAIMER:** Cape Fear Public Transportation Authority (dba. Wave Transit) reserves the right to retain all information submitted. All submissions are public records to the extent required by the North Carolina Public Records Law. Wave Transit reserves the right to modify the services requested for this RFI. Wave Transit also reserves the right to issue a Request for Qualifications, or to issue a Request for Proposals. It is emphasized that this RFI is for planning and information purposes only and is not to be construed as a commitment by Wave Transit to enter into a contractual agreement, nor will Wave Transit pay for information solicited.

## APPENDIX A

- 8.1** The Authority policy regulating advertising, adopted July 01, 2004, is as follows: The following policy regarding advertising is applicable to all forms of advertising by the Authority. This includes, but is not limited to:
- 1) Advertising on the interior or exterior of any revenue or non-revenue vehicle.
  - 2) Advertising on all transit printed media, including maps, tickets or passes.
  - 3) Advertising on or in stations or shelters, or advertisements on bus benches or trash receptacles.
  - 4) Advertising on any Internet site controlled or published by the Authority.
  - 5) This policy is applicable to advertisements that the Authority may charge a fee for or for advertising that may be allowed without charge by the Authority.

All advertisements shall be of a reputable nature and shall not be defamatory. No advertisement shall promote any illegal activity, incite violence or be obscene or vulgar. No advertisement shall portray or reflect the Authority in a detrimental manner. No tobacco or distilled alcohol promotions shall be permitted. No political advertising shall be permitted. No advertising shall promote a religion in violation of the United States Constitution. No advertisements of any product, service or exhibition shall conflict with the laws, regulations or ordinance of the United States, the State of North Carolina or respective local governments. The Authority, or its designee, shall approve all advertisements prior to installation.

- 8.2** Interior bus cards are allowed on Wave Transit vehicles. All cards must be compliant with Section 8.1 and meet the following specifications:
- 1) Signs must be exactly eleven inches tall and no longer than seventeen inches wide.
  - 2) Signs will be constructed of 100 pound index Bristol or 65 lb cover poster material.
  - 3) Paid and bartered advertising will have priority over 501(c) 3 advertising.
  - 4) Advertisers are required to provide the Authority with a 10% contingency of cards for spoilage.
  - 5) Spoilage, including vandalism, over 10% will be the responsibility of the advertiser.
  - 6) 501(c)3 advertising will be allowed for a minimum of six months and a maximum of twelve months, provided space is available.
  - 7) No more than four of the same advertising card will be allowed on any one Wave Transit vehicle.