



## **CITY OF TRACY – REQUEST FOR PROPOSALS TO CREATE A DIGITAL BILLBOARD PARTNERSHIP**

### **1. Objective**

The City of Tracy intends to enter into a contract with a qualified vendor to install, operate, and maintain a digital billboard on the City-owned land. A double-sided sign will have timer capabilities, be operated on a loop that rotates static displays, and otherwise comply with industry-established standards. The City is seeking a high level of design reflective of the image of the community and visual reinforcement of the City of Tracy brand.

With the digital billboard ordinance adopted by City Council on November 2, 2021, the City intends to promote its economic activities and community events to Interstate 205 (I-205) commuters. Caltrans estimates 152,000 annual average daily trips on I-205 with rapid growth in the region likely to continue to increase these counts. With the City-owned 19,700 square foot site located at Naglee Road (APN 212-290-52 and 212-290-42), the City seeks a partnership with a billboard developer and operator to create a deal structure that maximizes the City's share of the billboard content for promoting local events and amenities, economic opportunities and tourism, civic pride and community education, and emergency updates.

The City is interested in a partnership that maximizes its exposure of displayed City messages along I-205 and advertising itself in the broader network. The City is seeking a partner responsible for development, operation, and maintenance of the digital billboard on city-owned land at the sole expense of the Proposer.

### **2. Proposal Requirements**

- a) Specify a share of the display time that would be available to the City. Additionally, to the extent that offsite advertising is an option within the proposer's billboard network, the geographic scope and display time should be identified.
- b) The City may want to preclude certain businesses and activities from being advertised. The proposer is to specify business terms and conditions for such restrictions.

- c) Optimal height and dimensions of the billboard are to be specified. While the current ordinance limits billboard heights to 40 ft, the City is open to increasing this height limit as needed.
- d) Proposed development timeline reflective of the Federal, State, and regulatory requirements.
- e) Detailed information about the digital billboard design (e.g. City of Tracy logos) and technical capabilities (e.g. remote diagnostic capabilities, Amber Alert capabilities, automatic brightness adjustments, UL and IEC criteria, color calibration, and remote shutdown)
- f) The developer shall be solely responsible and shall bear all costs for the construction and installation of the digital billboard. The developer shall also be solely responsible for providing and paying for all preventative and ongoing maintenance of the digital billboard during the length of the contract. Any other requested terms to the contract not explicitly stated in this RFP should be specified (e.g contract length, etc.).

### **3. Qualification Requirements**

- a) Name of the company, phone number, and address and the type of a legal entity with which the City will contract
- b) Overall experience with large, multi-site, digital-billboard development, operation, and maintenance
- c) Experience with public/private development, including references of public partners
- d) The geographic span and number of billboards as well as the current advertising network
- e) The identity of the principal person within the Proposer's business who is authorized to negotiate on its behalf (the "Key Negotiator") and the authority the Key Negotiator possesses.
- f) Please include a description of any litigation history within the past five years involving any individuals, companies, and/or teams that comprise the firm, which is in any way associated with the development, construction or operation of digital sign.

### **4. Delivery of Proposals**

**Proposals are due before 5:00 PM on Thursday, May 26, 2022.** Electronic copies of the proposal must be emailed to Michael Nimon at [michael.nimon@cityoftracy.org](mailto:michael.nimon@cityoftracy.org).

### **5. Evaluation and Selection**

The City will evaluate all proposals submitted before the deadline to determine whether the Proposer possesses the professional qualifications necessary for the satisfactory performance of the services required. The CITY shall also investigate qualifications of all Proposers to whom the award is contemplated, and the CITY

may request clarifications of proposals directly from one or more Proposers. In reviewing the proposals, the CITY will use the following ranking criteria:

- |   |     |
|---|-----|
| a) The proposed share of content time and other proposed deal terms               | 30% |
| b) Off-site exposure (access to the geographic network on operator's other signs) | 25% |
| c) Design and Visual Aesthetics   | 20% |
| d) Qualifications, Experience, and References                                     | 10% |
| e) Innovation and Creativity (e.g. technology)                                    | 10% |
| f) Litigation history with public sector partners                                 | 5%  |

After receipt of responses to the RFP, review thereof, and selection of a firm as the owner/operator of the digital billboard, the City will negotiate and prepare a contract with the proposed operator for the development, construction, operation and maintenance of the Sign on City property.

#### **6. RFP Inquiries**

If the Proposer is in doubt as to the meaning of any part of the Request For Proposals, or finds discrepancies in or omissions from the Request For Proposals, the Proposer shall contact Michael Nimon at (209) 831-6493 or [michael.nimon@cityoftracy.org](mailto:michael.nimon@cityoftracy.org).