



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

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**October 4, 2012**

**TO: BOARD OF DIRECTORS**

**THROUGH: ARTHUR T. LEAHY** *by [signature]*  
**CHIEF EXECUTIVE OFFICER**

**FROM: MICHELLE LOPES CALDWELL** *by [signature]*  
**CHIEF ADMINISTRATIVE SERVICES OFFICER**

**SUBJECT: BUS AND RAIL ADVERTISING CONTRACT**

**ISSUE**

Metro staff has determined that it is in Metro's best interests to issue an addendum to the solicitation for Contract Nos. PS12714022 and PS12714023 for Bus and Rail Advertising.

**DISCUSSION**

Metro received two proposals which met the criteria established in the RFP. As a result of subsequent discussions, staff has determined that an addendum which invites the two proposers to provide a revised Best and Final Offer will further clarify the best value of the proposals.

The Technical Specification and Evaluation Criteria will be revised so both proposers have an opportunity to provide a Best and Final Offer (BAFO) in the total amount of guaranteed revenue with letter of credit guarantees and acceptance of Metro's contract conditions. Metro will not pursue the revenue sharing alternative. The final award recommendation will be a combined award including both bus and rail advertising.

**NEXT STEPS**

Procurement staff will issue a notice to rescind the June 8, 2012 Notice of Intent to Award to CBS Outdoor and issue the addendum to the RFP during the week of October 8, 2012. The blackout period will begin when the addendum is issued. The Board will be notified of these activities via email from the Office of the CEO.

The BAFOs will be evaluated in early November and the recommendation for contract award will be presented to the Board at the full Board meeting for November.