

**Metro**

MARCH 26, 2004

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE
CHIEF EXECUTIVE OFFICER

FROM: MATT RAYMOND
CHIEF COMMUNICATIONS OFFICER

SUBJECT: MEDIA PROCUREMENT POLICY

ISSUE

The Board of Directors approved a policy for the expedited procurement of communications media in November 2002. Following is a status report regarding media procured under this policy to date.

DISCUSSION

In the normal course of business, Metro must reserve and purchase space in various communications media to provide public notice of meetings and to promote Metro programs and services to the public. As the pricing and availability of various forms of media are highly fluid, successful media procurements require the ability to make quick commitments in order to secure the desired media at favorable rates and with favorable placement. Consequently, the Board approved a policy in November 2002 to streamline the media procurement process while keeping the spirit and intent of the Board-adopted "Procurement Policy and Procedures" intact.

The policy has proven to be very effective. Because it enables an independent media buyer to make timely commitments on Metro's behalf, Metro has been able to obtain discounts averaging 2% to 10 % on many of its media buys, receive preferred placements, and benefit frequently from bonus space provided at no charge.

Since its inception the policy has been used to expedite 34 individual media buys, ranging from the ongoing "Metro Briefs" ads which appear monthly in 109 publications and on 50 radio stations throughout the county, to localized ads in community publications announcing public meetings regarding local bus service. The policy's flexibility allows placement of media in the most diverse range of media outlets possible.

The Inspector General's audit division reviewed media procurements conducted under this policy in January 2004. The audit found the process to be generally satisfactory and recommended implementation of a checklist to ensure consistency of documentation for each individual campaign. This recommendation has now been implemented.

NEXT STEPS

Communications will continue to administer and monitor the media procurement policy to ensure that it provides Metro with benefits similar to those described above.