

# Request for Proposal

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## Loop Trolley Advertising Sales



## September 6, 2019

The Loop Trolley Company (LTC) is requesting proposals to sell available exterior/interior trolley advertising inventory and station stop advertising inventory. The purpose is to maximize revenue derived from this inventory and coordinate schedule for installation periods.

The selected respondent will be responsible for performing sales outreach to potential advertisers, securing advertising contracts, collecting and distributing advertising income to Loop Trolley, reviewing advertisement designs for conformance to Loop Trolley specifications, and coordinating installation, removal and renewals.

**Final responses to this RFP are due on Monday, September 16 at 5:00 pm local time.** After reviewing the proposals, LTC's Board of Directors will select a vendor from among the RFP respondents.

All materials submitted in response to this RFP, or created by the selected vendor, become the property of the LTC and will not be returned.

Respondents should submit one print version of their submittal, one electronic copy, and one electronic copy of any supporting materials to:

Mr. Kevin Barbeau, Executive Director  
The Loop Trolley Company  
5875 Delmar Blvd.  
St. Louis, MO 63112  
[kbarbeau@looptrolleycompany.org](mailto:kbarbeau@looptrolleycompany.org)

## I. Background

The LTC, a Missouri not-for-profit corporation as qualified under IRS Code section 501(c)(3), was created in 2001 with the sole mission of bringing fixed track trolley services back to St. Louis. The Loop Trolley Transportation Development District (TDD), a taxing district, received federal local funds to design and build the trolley and selected the LTC to operate and maintain the system. The TDD also collects sales tax revenue from retail sales within the district along the trolley route, to support trolley operations. The LTC was a recipient of federal New Markets Tax Credits, most of which were used to support project construction. Other sources of funding include passenger fares, advertising revenues, sponsorships and fundraising.

The LTC opened the Loop Trolley system to the public on November 16, 2018 on a 4-day (Th-Su) schedule. Following acceptance of a third vehicle, operations will transition to 7-day service. The system is 2.2 miles, with both double and single track segments. There are currently two (2) active trolleys with exterior and interior inventory. The third trolley will have different exterior and interior advertising inventory. There are 13 station platforms, each with full or half advertising panels. Additional information on the system can be found at [www.looprolley.com](http://www.looprolley.com).

## II. Scope of Work

The LTC is soliciting proposals from qualified firms or individuals to sell available advertising inventory for the Loop Trolley system, including vehicles and platform signage, coordinate contracts and collections, and schedule installation, removal and renewal. The LTC Board of Directors will review proposals and enter into an agreement with the respondent by form of a written contract.

The selected respondent will receive existing Loop Trolley advertising materials including inventory descriptions, rate sheets, design guidelines, and advertising rules/expectations. ***All materials provided to the selected respondent contain confidential and privileged information and are for their sole use and should be returned to LTC and/or deleted following conclusion of contract. Any unauthorized review, use, disclosure or distribution of materials, provided or created, is prohibited.***

Following written contract, the selected respondent will immediately begin soliciting advertisers for the Loop Trolley system.

## III. General Statements

The following general statements pertain to the Loop Trolley system:

1. The hours of operation for the Loop Trolley system are: Thursdays, noon to 8:00pm ; Fridays, noon to 11:00pm ; Saturdays, noon to 11:00pm ; and Sundays, noon to 8:00pm.
2. The Loop Trolley system is 2.2 miles long, with ten station stops in each direction of travel.
3. Fares can be purchased with cash, coin or card at thirteen (13) ticket vending machines, or with card via the Loop Trolley app.
4. Fares are \$2.00 for a Two-Hour pass and \$5.00 for an All-Day pass. A 50% reduced fare is available for passengers 65 or older, passengers with disabilities, and passengers age 5-12. Children under the age of 5 may ride free.

5. In standard operations (i.e. two-trolley service), headways – defined as the time interval between arrivals at a station stop – are between 20-25 minutes.
6. In reduced-service operations (i.e. single-trolley service), headways are between 40-45 minutes.

#### **IV. Content of Response**

Proposals in response to this request should be directed to Kevin Barbeau, Executive Director at the Loop Trolley Company, 5875 Delmar Blvd., St. Louis, MO 63112, no later than 5:00pm local time on Monday, September 16th. One physical copy of the proposal should be enclosed, along with a letter from a principal committing the proposal for a minimum of 90 days. An electronic copy of the proposal and support documents should also be sent by email to [kbarbeau@looptrolleycompany.org](mailto:kbarbeau@looptrolleycompany.org). The following items must be addressed in all proposals.

1. A general description of your and/or your firm's experience relevant to the scope of work.
2. A detailed description of the methods, equipment, schedule and staffing (if any) that will meet requirements of the scope of work.
3. A revenue proposal identifying expected gross revenue and percentage of inventory contracted for periods of 3-months, 6-months and 1-year from start of services.
4. A cost proposal identifying your expected lump and/or commissioned rates for advertising secured. [NOTE: Loop Trolley Company is a 501c3 not-for-profit organization]
5. Recommendations for adjustments (if any) of existing advertising inventory rates, schedules and guidelines.
6. Proof of business status or, if applicable, independent contractor status.

#### **IV. Evaluation Criteria**

The contract award will be made to the responsible vendor whose proposal, after negotiation, is determined to best meet the evaluation criteria shown below.

1. Understanding the scope of work and ability to fully meet the expectations of same.
2. Recent and relevant experience with similar projects.
3. Experience, capabilities and availability to perform the work.
5. Cost of services.

#### **V. Selection Procedure**

The LTC's Board of Directors will select a respondent to provide advertising services inclusive of sales, invoicing/collection, and scheduling.

This request does not commit the LTC to award a contract, to pay any costs incurred in preparation of a response to this invitation, or to procure or contract for services or supplies. The LTC reserves the right to accept or reject any or all responses received as a result of this request, or to cancel this request in part or in its entirety if it is in the best interest of the LTC to do so. Respondents shall not offer any gratuities, favors or anything of monetary value to any officer, employee, agent or director of LTC for the purpose of influencing favorable disposition toward either their proposal or any other proposal submitted as a result of the Request for Proposal.

All proposals submitted hereunder become the exclusive property of the LTC.

**VI. Other Information**

Inquiries should be emailed to Kevin Barbeau at [kbarbeau@looptrolleycompany.org](mailto:kbarbeau@looptrolleycompany.org). Additional information or clarification will be provided by email as needed.