



RPT 20-420

TITLE: Bus Bench and Shelter Agreement

DATE: September 29, 2020

TO: City Council

PUBLIC: X

INCAMERA:

RECOMMENDATION:

1. That the Transit Bench and Shelter Advertising and Maintenance Contract be awarded to Puetz Enterprises Ltd,
2. That the Mayor and City Clerk be authorized to execute the Contract on behalf of the City of Prince Albert once prepared,
3. That the License fees paid to the City of Prince Albert be approved for the term of the Contract.

License Fees			
Year	Annual fee per advertising bench		Annual fee per advertising shelter
2021	\$	244.14	\$ 1,621.65
2022	\$	244.14	\$ 1,621.65
2023	\$	244.14	\$ 1,621.65
2024	\$	244.14	\$ 1,621.65
2025	\$	244.14	\$ 1,621.65
2026	\$	253.44	\$ 1,676.33
2027	\$	253.44	\$ 1,676.33
2028	\$	253.44	\$ 1,676.33
2029	\$	253.44	\$ 1,676.33
2030	\$	253.44	\$ 1,676.33

TOPIC & PURPOSE:

To award the contract for the Transit Benches and Shelter Advertising and Maintenance.

BACKGROUND:

The current Bench and Shelter Advertising Contract ends December 31, 2020. As the Transit benches and shelters are an important amenity to our Transit system as well as a source of advertising revenue the City sought proposals for this contract. The City seeks a contractor that will not only sell advertising on the City owned bus benches and shelters, but will also provide maintenance, snow clearing, and clean up at the benches and shelters. We received two excellent proposals, one from the current contractor Puetz Enterprises and a second from Creative Outdoor Advertising out of Ontario.

PROPOSED APPROACH AND RATIONALE:

The proposals were graded based on their relevant experience, ability to meet RFP requirements, qualifications and expectations, demonstrated an ability to maintain benches and shelters in a quick and professional manner, understood the project goals and ability to add additional value to the Prince Albert Transit System, their references and finally the revenue to the City of Prince Albert.

Both proposals were excellent and both companies showed an ability to meet the requirements of the City of Prince Albert and demonstrate their ability to complete the work in a quick and professional manner. Creative Outdoor Advertising has many similar advertising contracts throughout Canada and the United States, including both Regina and Saskatoon. Because of their size, they demonstrated sophisticated systems and policies that allowed for quick and professional maintenance and work and provided many references for their work. However, they could not match Puetz Enterprises on revenue to the City of Prince Albert.

	Puetz Enterprises	Creative Outdoor Advertising	Current revenue
Price per bench	\$ 244.14	\$ 420.00	\$ 204.02
Price per shelter	\$ 1,621.65	\$ 480.00	\$ 663.07
Annual Revenue	\$ 37,647.43	\$ 20,880.00	\$ 18,310.89

Puetz Enterprises has demonstrated in their past 10 years of this Contract that they can provide the service we require in a quick and professional manner and they have taken great pride in keeping the shelters and benches in great shape. They have demonstrated their dedication to the Transit Bench and Advertising Contract by increasing the City's revenue annually by \$19,336 over what they are currently paying for the licensing fees.

CONSULTATIONS:

This matter was discussed with Public Works Staff involved with monitoring the maintenance of the Transit Bus Benches and Shelters.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Puetz Enterprises will be notified of the Contract award after Council Resolution.

FINANCIAL IMPLICATIONS:

Puetz Enterprises has increased their licensing fees paid to the City for the exclusive license to sell, supply and install advertising on benches and shelters. Therefore increasing the revenue to the Transit System, which will offset some of the operating costs.

License Fees				
Year	Annual fee per advertising bench	Annual fee per advertising shelter	Total Annual fee	
2021	\$ 244.14	\$ 1,621.65	\$	37,647.43
2022	\$ 244.14	\$ 1,621.65	\$	37,647.43
2023	\$ 244.14	\$ 1,621.65	\$	37,647.43
2024	\$ 244.14	\$ 1,621.65	\$	37,647.43
2025	\$ 244.14	\$ 1,621.65	\$	37,647.43
2026	\$ 253.44	\$ 1,676.33	\$	38,946.54
2027	\$ 253.44	\$ 1,676.33	\$	38,946.54
2028	\$ 253.44	\$ 1,676.33	\$	38,946.54
2029	\$ 253.44	\$ 1,676.33	\$	38,946.54
2030	\$ 253.44	\$ 1,676.33	\$	38,946.54

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no Policy or Privacy Implications in this report.

OPTIONS TO RECOMMENDATION:

1. That the Transit Bench and Shelter Advertising and Maintenance Contract be awarded to Creative Outdoor Advertising.

This option was not chosen as the revenue proposed by Creative Outdoor Advertising could not match the revenue that Puetz Enterprises Ltd. is proposing. Puetz Enterprises will pay the City an additional \$16,767 more than Creative Outdoor Advertising resulting in an additional \$174,169 in revenue for the Transit system over the course of the Contract.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

Written by: Keri Sapsford, Transportation and Traffic Manager

Approved by: Director of Public Works & City Manager