



**Bay County Board of County Commissioners  
Agenda Item Summary**

**Transit Marketing Services Contract**

**DEPARTMENT MAKING REQUEST/NAME:**

Collaborative Services  
Lamar Hobbs, Transit Systems Program Administrator

**MEETING DATE:**

November 05, 2024

**REQUESTED MOTION/ACTION:**

Board: a) award Transit Marketing Services Contract 24-38 to top ranked firm Bow Stern, LLC, b) authorize the chairman to execute the contract and make any necessary modifications as approved by the county attorney.

**AGENDA**

Consent Agenda

**BUDGETED ITEM?** Yes

BUDGET ACTION: None needed.

**FINANCIAL IMPACT SUMMARY STATEMENT:**

This annual service in the amount of \$136,600 will be paid utilizing a federal grant FTA 5307.

**BACKGROUND:**

The current Transit Marketing Services contract expired September 30, 2024, and marketing services are currently being acquired on a month to month agreement. The new contract will allow transit marketing services to be procured for up to seven years.

A Request for Proposals was advertised on July 18, 2024. A total of three proposals were received and opened on August 20, 2024, with all three firms being deemed qualified. County staff evaluated and rank ordered the firms as follows:

Ranking	Vendor	Average Score
1	Bow Stern, LLC	95
2	Gobal-5, Inc.	93
3	Mad 4 Marketing, Inc.	85

Staff requests the Board award the contract to Bow Stern, LLC, and authorize the chairman to execute the contract and make any necessary modifications as approved by the county attorney.

**ATTACHMENTS:**

Description	Type
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