



**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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