

## COUNCIL CONTRACT SUMMARY

Pursuant to section 202(c) of the Procurement Practices Reform Act of 2010, effective April 8, 2011 (D.C. Law 18-371; D.C. Official Code §2-351.01), the following contract summary is provided:

**(A) The proposed contractor, contract amount, unit and method of compensation contract term, and type of contract;**

<b>Contractor:</b>	Van Wagner Communications, LLC
<b>Contract Number:</b>	DCKA-2012-C-0110
<b>Contract Amount:</b>	\$2,633,400.00
	- Contractor to pay the District a lump sum payment of \$1,000,000.01.
<b>Unit and Method of Compensation:</b>	Based on revenue
<b>Contract Term:</b>	Date of award thru 5 years
<b>Type of Contract:</b>	Requirements

**(B) The goods or services to be provided, including a description of the economic impact of the proposed contract, the social impact of the proposed contract, the methods of delivering goods or services, and any significant program changes reflected in the proposed contract;**

The Capital Bikeshare Advertising contract will be exclusively a revenue generating contract for the District that will allow the program to self-fund. The impact to the tax payer is that the popularity of the program can now be enhanced by useful advertising that will provide revenue for the program; therefore, it will not be dependent on tax payer funding. This will sustain the program in perpetuity and keep the District at the forefront of multi-modal transportation alternatives with no impact to the District tax payers.

**(C) The selection process, including the number of offerors, the evaluation criteria, and the evaluation results, including price and technical components;**

The Capital Bikeshare Advertising Panel solicitation was advertised June 29, 2012. Initially there were 3 respondents. During the solicitation phase one of the companies was bought by another competing respondent which resulted in two responsive bidders. DDOT realized that the responses it received were not in line with what the program wanted to achieve in the scope that was outlined. A series of amendments were issued to clarify the scope, the amendments that were germane to the clarifications, amendments 4 thru 6, took on the issue of minimum guarantee and the effective lump sum.

<u>Amendment</u>	<u>Date</u>	<u>Subject</u>
Amendment 1,	Dated 9/17/12-	submission date change
Amendment 2,	Dated 9/20/12-	revised first source form
Amendment 3,	Dated 9/24/12-	new bid opening date
Amendment 3,	Dated 9/26/12-	bid opening location (inadvertent amend. 3)

Amendment 4, Dated 6/12/13- Section B clarification  
 Amendment 5, Dated 6/13/13- BAFO deadline extended  
 Amendment 6, Dated 6/18/13- language clarification

After the amendments, the procurement division at DDOT decided to meet with the two remaining respondents to discuss and clarify their understanding of the specific requirements; which would more closely match the requirements of the Policy, Planning and Sustainability Administration. On February 5, 2013 a Determination and Findings was issued to cancel to negotiate the solicitation (DCMR 27-1530). The two firms were brought in for the purposes of clarification of the requirements. An amendment was issued and a Best and Final Offer was requested from both responsive respondents. On June 25, 2013 a Best and Final Offer was received by both respondents and the highest bid \$231.00 per station panel (for this revenue sharing contract) was Van Wagner Communications, LLC. The following is the final BAFO:

<b>Contractor</b>	<b>Per panel best and final offer</b>	<b>Lump Sum</b>
<b>Van Wagner</b>	<b>\$ 231.00</b>	<b>\$ 1,000,001.00</b>
<b>Washington Signs</b>	<b>\$ 152.00</b>	<b>\$ 1,000,000.00</b>

- (D) The background and qualifications of the proposed contractor, including its organization, financial stability, personnel, and prior performance on contracts with the District government;**

Van Wagner is the nation’s largest privately held outdoor advertising company. According to Dunn & Bradstreet the company is in a stable financial position with mid to high credit rating in all areas. The management team is made up of a seasoned group that has extensive experience in the outdoor advertising industry.

- (E) Performance standards and expected outcomes of the proposed contract;**

It is the District’s intent and expectation that Van Wagner will provide the District of Columbia Department of Transportation quality service in accordance with the terms of the agreement.

- (F) A certification that the proposed contract is within the appropriated budget authority for the agency for the fiscal year and is consistent with the financial plan and budget adopted in accordance with §§ 47-392.01 and 47-392.02;**

The Agency Chief Financial Officer has provided a certification of the availability of funding for the District’s share of the proposed contract.

- (G) A certification that the proposed contract is legally sufficient and has been reviewed by the Office of the Attorney General, including whether the proposed contractor has any currently pending legal claims against the District;**

The proposed contract has been reviewed by the Office of the Attorney General and found to be legally sufficient.

- (H) A certification that the proposed contractor is current with its District and federal taxes or has worked out and is current with a payment schedule approved by the District or federal government;**

The Contractor is in compliance with all District and federal tax laws.

- (I) The status of the proposed contractor as a certified local, small, or disadvantaged business enterprise;**

The contractor is not a certified local, small or disadvantaged business enterprise.

- (J) Other aspects of the proposed contract that the Chief Procurement Officer deems significant; and**

No additional information.

- (K) A statement indicating whether the proposed contractor is currently debarred from providing services to any governmental entity (federal, state, or municipal), the dates of the debarment, and the reasons for debarment.**

As of June 16, 2014, the Contractor does not appear on the Federal or District Excluded Parties List. Therefore, the contractor is not currently debarred from providing services to any governmental entity.

- (L) Where the contract, if executed, will be available:**

([http://app.ocp.dc.gov/RUI/information/scf/online\\_index.asp](http://app.ocp.dc.gov/RUI/information/scf/online_index.asp))