CITY OF CHARLOTTE
EarlyBird / Opportunities
earlybirdcharlotte.com

Charlotte Area Transit System / General Services

Revenue Services for Transit Advertising Program

The purpose of this Project is to increase revenue to offset operating expenses. To achieve this goal CATS is making several assets available to receive paid advertising. CATS seeks to receive revenue from exterior advertisements that adhere to the MTC-07 Transit Advertising and Sponsorship Policy (see attachment A- Advertising Policy) while maximizing revenue and ensuring the safe operation of CATS' services. PSR 1143

Details

Posting Number	2021-Q2(Apr-Jun)-CATS-5557
Anticipated Posting Date	2021-06-14
Commodity Code(s):	91501, 91807

Requirements

Last Updated: 06/14/21

Insurance Requirements

The City requires the awarded vendor(s) to obtain and maintain the following insurance coverage types:

- [x] Automobile-For automobile operations liability
- [x] General Liability-For bodily injury or property damage, arising from products, premises, completed work, personal & advertising injury
- [x] Workers Compensation-For lost wages and medical expenses of injured workers

Estimated Total Value

The total project value is anticipated to be:

☑ $5,000,000 - 9,999,999

A 3venue contract in which the vendor will sell advertising space on CATS assets and the estimated contract total will be the amount payable to CATS for applying advertising to its vehicles, stations and other assets.

Utilization

The City anticipates setting goals for the following types of subcontractor utilization:

☑ DBE-Disadvantaged Business Enterprise

Zero Goals Project

Contract Term

The term of the project is anticipated to be:

☑ Multi-Year

For Questions, Contact:

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