

# City of Miami

## CONTRACT AWARD

### Procurement Department

#### FIRST RENEWAL

RFP NO.: 272271(20)  
DESCRIPTION: TROLLEY ADVERTISEMENT PROGRAM SERVICES  
TERM OF CONTRACT: TWO (2) YEARS WITH THE OPTION TO RENEW FOR FOUR (4) ADDITIONAL ONE-YEAR PERIODS; **CITY COMMISSION APPROVAL IS REQUIRED FOR EACH RENEWAL**  
CONTRACT PERIOD: MARCH 20, 2014 THROUGH MARCH 19, 2016  
60 DAY CONTRACT EXTENSION: MARCH 20, 2016 THROUGH MAY 19, 2016  
RENEWAL PERIOD: **MAY 20, 2016 THROUGH MAY 19, 2017**  
COMMODITY CODE: 953

#### SECTION #1 – VENDOR AWARD

**Outfront Media Miami, LLC**  
2610 N. Miami Avenue  
Miami, FL 33127  
**Contact:** Pablo Cremashi  
**Phone:** (305) 400-7355 x101  
**Fax:** (305) 400-9991  
**Email:** [pcremaschi@outfrontmedia.com](mailto:pcremaschi@outfrontmedia.com)  
**Contact:** Jonathan Lavallee  
**Phone:** (212) 967-7333 x204  
**Fax:** (212) 967-7337

#### SECTION #2 – AWARD/BACKGROUND INFORMATION/APPLICABLE ORDINANCES/NOTES

C.C. AWARD DATE:	DECEMBER 12, 2013	AMENDED AMOUNT:	N/A
RESOLUTION NO:	13-0501	INSURANCE REQUIREMENTS:	YES
ANNUAL CONTRACT AMOUNT:	N/A	PERFORMANCE BOND:	N/A
		APPLICABLE ORDINANCES:	N/A

Notes: Funds allocated from the various sources of funds from the user departments and agencies, subject to availability of funds and budgetary approval at the time of need.

This contract has been renewed for the period of May 20, 2016 through May 19, 2017.

#### SECTION #3 – REQUESTING DEPARTMENT

**DEPARTMENT OF CAPITAL IMPROVEMENTS AND TRANSPORTATION PROGRAM (CITP)**  
Contract Administrator: Irene S. Soria  
Phone: (305) 416-1020  
Email: [isoriacordero@miamigov.com](mailto:isoriacordero@miamigov.com)

#### SECTION #4 – PROCURING AGENCY

CITY OF MIAMI, PURCHASING DEPARTMENT  
**Buyer:** Richard McLaren  
**Phone:** (305) 416-1958

**Prepared By:** Max Sagesse, 5/11/2016

A CONTRACT AWARD SHEET INSTRUCTIONAL GUIDE TO ASSIST YOU WITH THE INFORMATION  
CONTAINED HEREIN IS AVAILABLE IN THE SUPPLIER INFORMATION SECTION OF OUR WEBPAGE AT:  
[www.miamigov.com/procurement](http://www.miamigov.com/procurement)

Initial: LO



# City of Miami

City Hall  
3500 Pan American Drive  
Miami, FL 33133  
www.miamigov.com

## Master Report

Resolution R-16-0146

File ID #: 16-00344

Enactment Date: 4/14/16

Version: 1

Controlling Office of the City  
Body: Clerk

Status: Passed

**Title:** A RESOLUTION OF THE MIAMI CITY COMMISSION, WITH ATTACHMENT(S), ACCEPTING THE NAME CHANGE OF VAN WAGNER MIAMI, LLC TO OUTFRONT MEDIA MIAMI, LLC, AS DESCRIBED IN EXHIBIT "A," ATTACHED AND INCORPORATED; AUTHORIZING THE CITY MANAGER TO EXERCISE THE FIRST ONE (1) YEAR OPTION TO RENEW FOR REQUEST FOR PROPOSAL CONTRACT NO. 272271, BETWEEN THE CITY OF MIAMI AND OUTFRONT MEDIA MIAMI, LLC, PURSUANT TO RESOLUTION NO. 13-0501, ADOPTED DECEMBER 12, 2013, FOR TROLLEY ADVERTISEMENT PROGRAM SERVICES FOR THE DEPARTMENT OF CAPITAL IMPROVEMENTS AND TRANSPORTATION PROGRAM, ON AN AS NEEDED CONTRACTUAL BASIS; FURTHER AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE ALL OTHER DOCUMENTS, INCLUDING AMENDMENTS AND MODIFICATIONS TO SAID AGREEMENT, IN A FORM ACCEPTABLE TO THE CITY ATTORNEY, FOR SAID PURPOSE.

**Reference:**

**Introduced:** 3/9/16

**Name:** Renew RFP - Trolley Advertisement Prgrm. Svcs.

**Requester:** Department of Capital  
Improvement  
Programs/Transportati  
on

**Cost:**

**Final Action:** 4/14/16

**Notes:**

**Sections:**

**Indexes:**

**Attachments:** 16-00344 Summary Form.pdf, 16-00344 Memo - Manager's Approval.pdf, 16-00344 Pre-Legislation.pdf, 16-00344 Legislation.pdf, 16-00344 Exhibit.pdf

### Action History

Ver.	Acting Body	Date	Action	Sent To	Due Date	Returned	Result
1	Office of the City Attorney	4/4/16	Reviewed and Approved				
1	City Commission	4/14/16	ADOPTED				1

A motion was made by Francis Suarez, seconded by Frank Carollo, that this matter be ADOPTED. Chair Hardemon: CA.2.

Jeovanny Rodriguez: Good morning, Commissioners. Jeovanny Rodriguez, director of Capital Improvements and Transportation. CA.2 is a resolution authorizing a name change of our trolley advertising company from Outfront Media Miami, LLC (Limited Liability Company) to Van Wagner Miami, LLC. It also proposes -- authorizes the Manager for -- to execute the first one-year extension for this company.

Commissioner Suarez: Move it; discussion.

Chair Hardemon: Been properly moved and second -- it's been properly moved. Is there a second?

Commissioner Carollo: Second.

Vice Chair Russell: Second.

Chair Hardemon: Properly moved and seconded. Open the floor for discussion.

Commissioner Suarez: You know, I'll yield. Are you -- do you want to jump in on this?

Vice Chair Russell: Thank you. Yeah, I asked for this item to be pulled, simply because I recognized there is a concern amongst the community that our trolleys, we've spent some money making -- so much money making them look like quaint neighborhood trolleys, and then we have very large advertising on them. As we extend or renew this contract, this is our chance to actually take a look at that. And I've spoken with the company, Outfront Media that does that, and they have agreed to reduce the amount of advertising used on the smaller trolley as -- right now, we have two sizes of trolley. On the larger one, it's somewhat proportional. On the smaller one, it looks a bit oversized. It goes beyond the back tires, and it's a billboard. And they said they would be able to make this reduction without reducing our income at all. We make over 50 percent of the revenue that they take. And I'm not sure exactly what percentage reduction it is. They'll probably be able to speak to that. For me, though, that's -- it's still not enough, in the sense that I'd really like to look at -- right now, the signage goes over the windows, even to -- I mean, floor to ceiling on the side of the trolley, and it kind of takes away from the aesthetic of what we really tried to achieve. And I'm really trying to study with the advertising company, because they don't charge on a per-square footage of advertising; they charge per trolley; and, you know, to really study the market and see what we can squeeze the advertisers on to get the maximum amount of revenue, but still the minimum amount of, you know, visual signage on the side.

Mr. Rodriguez: Commissioner, to answer your question, the size of advertisement --

Chair Hardemon: Could you state your name for the record, please?

Mr. Rodriguez: I'm sorry.

Chair Hardemon: State your name again for the record.

Mr. Rodriguez: Yes. Jeovanny Rodriguez, director of Capital Improvements and Transportation. The total amount, and percentage-wise, the vendor has agreed to reduce 25 percent on the size to the small trolleys, and that way, it's going to look proportional to the big trolleys. So, basically, the advertisements will still be sort of between the tires, we're going to say. So on the side panels, there will be a max -- there will be a 25 percent reduction; however, since the back of the trolley still remains the same, the overall reduction is 20 percent. And I -- maybe she can --

Vice Chair Russell: Thank you.

Mr. Rodriguez: -- confirm that. She represents the client.

Chair Hardemon: You're recognized.

Aye: 5 - Wifredo (Willy) Gort, Ken Russell, Frank Carollo, Francis Suarez and Keon Hardemon

1	Office of the Mayor	4/22/16	Signed by the Mayor	Office of the City Clerk
1	Office of the City Clerk	4/22/16	Signed and Attested by City Clerk	

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