

**Subject: DES- Update on ART and Capital Bikeshare Advertising**

**FY 2019 Proposed Budget  
Budget Work Session Follow-up**

**4/2/2018**

The following information is provided in response to a request made by John Vihstadt at the work session on 3/9/2018, regarding the following question:

Would like an update on how the County is progressing with advertising on ART and Capital Bikeshare.

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Capital Bikeshare

The County is in the final rounds of refinement and review of the Capital Bikeshare Sponsor Broker Request for Proposal (RFP) and anticipates its release by mid-April of 2018. It is expected that the RFP process and negotiation would be completed by early CY 2019. After the broker is selected, the goal is to have a Sponsor in place by May of 2019. At this stage in the RFP process, staff cannot accurately project the amount of revenue that may be generated from advertising in FY 2019.

ART Advertising

In the November 2017 Board Transportation Development Plan update, it was noted that a request for information (RFI) that was issued in July 2017, and only one proposal was received. This single proposal was not fully responsive to the requirements and requires reissuance. The response did not fully address the more lucrative digital/electronic advertising and, because of the size of our system, the bus cards and shelter advertising yielded little revenue. Staff is currently consulting with other jurisdictions to determine how to best reissue the RFI to receive a better response.