

Centre Area Transportation Authority (CATA)

Requests for Proposals for Interior Bus Advertising

The Centre Area Transportation Authority is seeking proposals to sell and service the interior advertising space in its active full-sized transit bus fleet. A contract resulting from this RFP would go into effect on July 1, 2008, and be valid for one year, with the option to renew in 2009, 2010, 2011, 2012 and 2013.

Currently CATA's fleet consists of the following mix of 30', 35' and 40' buses:

- 30 New Flyer, low-floor, 30-39 passenger, compressed natural gas, ramp-equipped buses
- 16 Orion, 42 passenger, compressed natural gas, lift-equipped buses
- 4 Eldorado, 26 passenger, compressed natural gas, ramp-equipped buses

These buses are used to provide fixed-route public transportation service along with a number of special seasonal shuttle services within the Authority's service area which includes the Borough of State College and the surrounding Townships, the Penn State University campus, the Borough of Bellefonte and the Village of Pleasant Gap. During the Authority's last complete Fiscal Year (2006/2007), CATA's fixed-route services provided trips to over 6.1 million passengers via services that included:

- ***CENTRE LINE*** - Fixed-route regional bus system connecting all participating municipalities with Downtown State College and the Penn State Campus.
- ***The LOOP and LINK*** - Frequent fare-free Downtown State College/Penn State Campus circulator and cross-campus shuttle services.
- ***Special Services***- Shuttle service for special events including Penn State home football games, the Central Pennsylvania Festival of the Arts™, Ag Progress Days, the Bellefonte Arts & Crafts Fair, and First Night® State College.

More detailed information on the ridership, fleet, services and service area can be found on CATA's website at www.catabus.com.

The selected firm will need to enter into a formal contract with CATA and abide by the Authority's current advertising policy (attached).

Any firm submitting a proposal must have a minimum of two years of experience in selling advertising and must include with their proposal a sample printed ad similar to those currently in place in the Authority's buses. Any firm submitting a proposal must also provide references (business name, contact person, address and phone number) of at least three (3) separate customers for which similar services have been performed.

A firm will be selected based on the following two equally weighted criteria:

1. Demonstration of ability to solicit, sell, produce and maintain quality advertisements suitable for mounting in the buses.
2. Guaranteed minimum and projected actual revenue generated for the Authority.

An appointment to inspect the buses can be made by contacting Jacqueline Sheader, CATA Marketing Manager, at (814) 238-2282 ext 141, Monday - Friday, 8:00 a.m. - 5:00 p.m.

CATA reserves the right to reject any and all proposals as it deems in its best interest.

Completed and signed proposals must be submitted by 4:00 p.m. Friday, April 25, 2008 to: Jacqueline Sheader, CATA Marketing Manager, Centre Area Transportation Authority, 2081 West Whitehall Road, State College PA 16801. Proposals must be hand-delivered or mailed, and any received after the deadline will not be considered.