

Purchasing Department

Kathryn Kasper
Purchasing Agent



City of Racine, Wisconsin

14-10653

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Honorable Mayor John Dickert and the
Members of the Common Council
730 Washington Avenue
Racine, WI 53403

Ladies and Gentlemen:

I am requesting permission to appear before the Transit and Parking Commission to discuss the results of Official Notice #6, REQUEST FOR PROPOSALS, BELLE URBAN SYSTEM MARKETING SERVICES. This proposal was opened in the office of the Purchasing Agent at 2:00 P.M. on June 3, 2014.

The Request for Proposals technique is frequently used by the City when bidding for services as opposed to bidding for goods or when price is not the major determining factor in a purchase.


We sent ten (10) bid packages out and received five (5) responses. The responses were read and evaluated according the criteria outlined in the RFP by the selection committee. The evaluation criteria for this RFP were based on staff costs and percentage of media placement fee (30%), experience with public entity marketing (30%), breadth of experience in various media (20%), qualifications and general experience of staff (20%)

The selection committee for this RFP consisted of Albert Stanek, Transit and Parking System Manager, Kathleen Fischer, Assistant Finance Director, Willie McDonald, General Manager of Belle Urban System. The Purchasing Agent coordinated the evaluations, but was not a voting member of the evaluation committee.

Based on the scoring of this RFP the selection committee is recommending that the Purchasing Agent be authorized to contract with 2-Story for the provision of marketing services.

Funds for this expenditure are available in account 105.600.5540.

Respectfully Submitted,


Kathryn Kasper
Purchasing Agent

cc: Mr. Al Stanek
Ms. Kathleen Fischer
Mr. Willie McDonald