

Department of Public Works

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March 13, 2014

Legistar Item: 14-9911

TO: Deborah Ganaway, Chairman
Transit and Parking Commission

FROM: Al Stanek
Transit and Parking Systems Manager

SUBJECT: Request for permission to distribute a Request for Proposals (RFP) and award a contract for marketing and advertising services for the Belle Urban Transit system including design and production of individual route schedules, design and production of a comprehensive system map and user's guide, design and production of individual displays for on buses, shelters and at the Transit Center, development of creative marketing partnerships, updating of the BUS website, and coordinating general advertising along with other marketing services.