

REQUEST FOR PROPOSAL (RFP)

Upper Chichester Township, Delaware County, Pennsylvania

For

Billboard Advertising

2017

## Background

Upper Chichester Township is a First Class Township in Delaware County, Pennsylvania and is organized and existing under the laws of the Commonwealth. The Township is governed by a duly elected five (5) person Board of Commissioners.

The Township owns a 9.64 acre parcel of land, more or less, at the intersection of Route 322 (the Conchester Highway), and Creek Parkway; Folio Number 09-06-001: 018. Approximately 839.39 feet of this property fronts Route 322.

There is currently a billboard on this property; however, the Township has notified this billboard company that it does not intend to renew the lease agreement between the Township and the billboard company for the succeeding renewal term beginning May 30, 2017.

RFP  
Billboard Advertising

Upper Chichester Township invites proposals from qualified companies to enter into a lease agreement with the Township as regards the ability and desire of a company to design, permit, construct and operate a billboard(s) at the aforementioned location

Interested companies are invited to submit one (1) original and three (3) copies of the requested materials as set forth below ("Proposal"). The Proposal shall be hand delivered no later than 4:00 p.m., Wednesday, May 31, 2017, to:

George Needles, Township Manager  
Upper Chichester Township Municipal Complex  
8500 Furey Road  
Upper Chichester, PA 19061

All Proposals will be received weekdays between the hours of 9:00 a.m. and 4:00 p.m. (excluding holidays).

This RFP is not a formal request for bids or an offer by the Township to contract with any company responding to this RFP. The Township reserves the right, in its sole discretion, to reject any and all Proposals. The Township reserves the right, in its sole discretion, to at any time amend this RFP as it deems necessary. All materials submitted to the Township in response to this RFP shall remain the property of the Township.

The company selected will perform services related to the development and operation of the billboard(s), working cooperatively with the Township, its staff and consultants.

The Township reserves the right to conduct pre-award negotiations and/or request oral presentations from selected companies submitting a Proposal.

Requests for clarification of this RFP may only be made to George Needles, Township Manager @ 610-485-5881 or @ [GNeedles@upperchitwp.org](mailto:GNeedles@upperchitwp.org).

No communication other than clarification requests may be made to any Township official, either by a company or by a third party. No other questions or forms of communication are authorized between the Township, its officials or employees and any entity associated with or representing a company submitting a Proposal. This does not preclude a designated Township representative from contacting a company submitting a Proposal from requesting additional information, by whatever means necessary, in order to effectively manage the RFP process. This shall remain in effect until the entire RFP process has closed. Any breach of this policy, as determined by the Township, in its sole discretion, will result in the immediate disqualification of that company from the RFP process.

The company selected to enter into a lease agreement with the Township must have the financial strength, management and expertise as determined by the Township, in its sole discretion, to complete the project within the proposed timelines, while at the same time offering the best monetary return to the Township. The company selected will have the necessary qualifications and demonstrated competence, which would include relevant experience and a proven track record with other land owners with outdoor advertising signs (billboards), including public agencies/municipalities.

A "Best Value" method of selection will be utilized. The "Best Value" method includes, but is not limited to, the following selection criteria (not in order of preference):

1. Monetary return to the Township;
2. Technical expertise;
3. Overall experience;
4. Financial assets;
5. Recent completion of similar projects;
6. Permitting experience;
7. Project approach which will generate the best monetary return to the Township;
8. Schedule;
9. Sales capacity

## Description of Township's Needs and Project Administration

The Township intends to select a company that best meets the Township's needs to perform the services as set forth in this RFP, while at the same time maximizing monetary returns.

- I. Project Scope. The responsibilities of the company submitting an RFP will include the following:
  1. Consultant/Review Site: Review and visit the site and the cost benefit to the Township for the installation of a billboard(s) on the site;
  2. Digital Billboard(s). The following requirements will be included in the lease:
    - a. Remote shutdown, diagnostic and maintenance capabilities;
    - b. "Amber Alert" capabilities;
    - c. Automatic brightness adjustment to ambient lighting conditions;
    - d. Meet UL and LEC approved standards;
    - e. Color calibration to ensure consistent image quality;
    - f. Remote shutdown capability.
  3. Schedule. Prepare a master schedule, including the following:
    - a. Permitting timeline (local and state);
    - b. Commencement and completion of construction;
    - c. Commencement of lease payments.
- II. Prepare a payment schedule for the billboard(s). Please note that the selected company will be responsible for all operational costs, including but not limited to; ad valorem property taxes, utilities, maintenance and repair.
- III. Propose a lump-sum up-front payment ("signing bonus") to cover the Township's legal, engineering and consulting costs to enter into a binding agreement.
- IV. Selected company shall pay all costs and fees to obtain all necessary permits to construct the billboard(s), including architectural and engineering costs.
- V. The lease will include a provision for payment of a security deposit in a minimum amount of two (2) months base rent for the billboard(s).

## Submission Requirements

1. Cover Letter. Submit a cover letter on your company's letterhead addressing your Proposal. The letter should be signed by an officer of the company authorized to bind the company in all matters addressed in the Proposal. The cover letter should include the name, address, phone number, fax number and e-mail address of the person(s) to contact who are authorized to represent your company. Please include your company's understanding of the work to be performed.
2. Please include the following information as regards your company:
  - a. The name, address, and brief history of your company. Please include any former names of your company. Please provide the number of years your company has been in the outdoor advertising/billboard business.
  - b. The name, address and telephone number of the company's team, along with a brief description of the experience each has for the skills necessary to complete your Proposal.
  - c. A statement of your company's ability and resources to complete the Proposal.
  - d. A statement regarding your company's ability to market the Township billboard(s) based on the size and capacity of your company's sales force and demonstrated sales capacity in marketing similar billboards in other location throughout the Commonwealth of Pennsylvania.
  - e. Statements which set forth your company's bonding capacity and insurance coverage amounts. The Township will need to be named as an additional insured on your insurance liability coverage.
  - f. A statement indicating any and all litigation, suites or claims in which your company has been involved in the past five (5) years, and the result of each.
  - g. Signatory status. Include the type of legal entity the Township would contract with (corporation, partnership, joint venture, etc.)
  - h. The location of your company's nearest local office, and your company's main office if different
3. Provide any additional relevant experience.
4. For each of the following, if applicable, reference a minimum of two (2) leases that are a minimum of two (2) years old for billboards within seventy-five (75) miles of the Municipal Complex of Upper Chichester Township, 8500 Furey Road, Upper Chichester, PA 19061
  - a. Billboards where the landowner is a public/municipal entity;
  - b. Digital billboards on leased property;
  - c. Static billboards where the landowner is a public/municipal entity;
  - d. Static billboards on leased property.
5. For each proposed billboard(s) provide your proposed annual lease payment to the Township, on a net basis; your proposed annual percentage rent; and your proposed lump sum, up-front payment.

## Township Evaluation Process

1. Proposals will be reviewed using objective criteria, with particular attention to a company's response to the Submission Requirements, including, without limitation, each company's; qualifications, demonstrated history, and the company's ability to meet its commitments.
2. Proposals will generally be evaluated based on the monetary return to the Township, and the overall qualifications of the company.
3. After the Proposals are evaluated and/or ranked the Township, at its sole discretion, may elect to interview a representative of one or more companies, and may also request an oral presentation.
4. If the Township is unable to successfully negotiate a satisfactory agreement with a designated company, the Township may then commence negotiations with the next most qualified company, as determined by the Township in its sole discretion, until an agreement is reached or until a determination is made to reject all Proposals.

Any questions as regards the RFP should be submitted to George Needles, Township Manager @ 610-485-5881 or @ GNeedles@upperchitwp.org.

Bidder Signature Form

Bidder: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Company Certification

1. Individual Owner: \_\_\_\_\_

2. Partnership (General Partner): \_\_\_\_\_

3. Corporation: \_\_\_\_\_

\_\_\_\_\_

State of Incorporation

This RFP shall be construed pursuant to the laws of the Commonwealth of Pennsylvania, and any dispute as regards its terms or conditions and the enforcement of these terms and conditions by the Township shall be submitted to the Court of Common Pleas of Delaware County, Pennsylvania.

BY SIGNING THIS PROPOSAL BIDDER ACKNOWLEDGES THAT HE/SHE HAS READ THIS RFP IN ITS ENTIRETY, UNDERSTANDS ITS TERMS AND CONDITIONS, AND AGREES TO BE BOUND BY THE SAME.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



