

# HOUCK TRANSIT ADVERTISING BID FOR: **TOPEKA METRO**

REQUEST FOR BID  
BUS ADVERTISING

**RFB# TO-22-02**

**DUE: SEPTEMBER 3, 2021**



Houck Transit Advertising



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# Houck Transit Advertising

August 30, 2021  
Mr. Richard Appelhanz  
Topeka Metropolitan Transit Authority  
201 North Kansas Avenue  
Topeka, KS 66603

Good Afternoon Mr. Appelhanz,

Please find the enclosed bid from Houck Transit Advertising for RFB TO-22-02 as consideration for our interest in serving Topeka Metro and the Topeka community as the prime contractor for this RFP.

Houck Transit Advertising is a fourth-generation family owned transit advertising business. For 100 years Houck has worked with businesses to amplify their advertising campaigns and elevate their brands with high impact transit advertising opportunities. By effectively serving our clients we provide a reliable source of revenue for the transit systems we partner with.

We are deeply committed to serving both our clients and our transit system partners with open communication, respect and integrity.

Justin Houck has the authority to bind Houck Transit Advertising to this agreement.

Thank you for your consideration of our proposal and we look forward to serving Topeka Metro.

Thank you,



Justin Houck  
President – Houck Transit Advertising  
1025 Tomlyn Ave Suite 100  
St. Paul, MN 55126  
800.777.7290  
[justin@houckads.com](mailto:justin@houckads.com)



## Method of Performance





## Local Sales Approach

### Local, Regional & National Sales Approach

Our sales strategy has led to our decades of success and the strong relationships we continue to build on a local, regional and national level continues to fuel our growth. Our sales team consists of 12 Account Executives and Managers that are experts in transit advertising sales and service. Each member is responsible for a single market or territory that allows them to focus their efforts on their individual area. Our sales team is also trained to cross-sell in our other markets when it is appropriate for the potential client. This structure allows them to focus on their individual markets but also cultivate sales and relationships for our other partner markets. The following sections break down further how Houck intends to ensure Topeka Metro receives the highest revenue possible from its transit advertising program under Houck's leadership.

### Local Sales

Local business sales make up the backbone of a successful transit advertising program. Our number one focus is to establish strong relationships with the local business community. We believe that a strong partnership between transit system and the business community helps form the basis of a strong city. Transit advertising offers local businesses a cost effective way to project their message throughout the local community while the money they spend helps the city offset the cost of operating their transit system.

Houck's local Market Manager, Lucas Sogge, will be active in networking groups such as the Ad Fed, Greater Topeka Chamber of Commerce, and other area business associations. The chamber is the best source for networking and relationship building, but our philosophy is not just about seeing what the chamber can do for us. We want to be an active member of the community and believe public transit is imperative in order for a community to thrive. Being a partner with the transit system and active member with the chamber enables us to continue to build a strong and thriving community.

## Regional Sales Approach

### Regional Sales

In addition to our Topeka Market Manager, Lucas Sogge, all Houck Account Executives and Sales Managers will include Topeka Metro into their portfolios and client proposals when appropriate. All sales staff will be trained on Metro rates, availability, options and other specifics necessary in order to capitalize on opportunities that arise to promote Metro to clients they are working with across the country.

Houck also operates transit advertising programs in nearly 40 systems throughout the country. In addition to Topeka Houck also partners with Wichita Transit as well as four markets throughout Missouri. That footprint gives Metro access to relationships and revenue opportunities through Houck that would not otherwise be available with other vendors.

Our internal compensation structure and company culture promotes actively seeking out what is in the best interest of our clients and transit system partners. This attitude ensures that our Account Team will always look to help facilitate a transit media buy in Topeka regardless of their assigned territory. This translates into Metro getting a team of 12 Account Executives and Sales Managers actively seeking out new business throughout the city, state, region and country.

***While the sale of available advertising space is important to the success of the program, the professional production, mounting and maintenance of the signs and timely collection of advertising receipts assures a quality program. I am pleased to report that the Houck Company excels in all of the above categories.*** - Dennis Jensen—Duluth Transit Authority—Duluth, Minnesota



## National Sales Approach

### National Sales

Houck Transit Advertising's National Sales Director, Adam Myszewski, has been a huge asset to Houck Transit Advertising for the past 16 years. He brings over eight years of previous media buying and planning experience for Minneapolis advertising agencies and will play a key roll in securing clients on a national level for Metro.

Adam has led our national sales efforts in each one of our 40 markets. Since taking over the role of National Sales Director our sales from national companies have increased every year. Adam as well as our other Account Executives will work to leverage the relationships we have built nationwide as well as work to build new relationships with the goal of exceeding our revenue goals and projections for Metro.

### National Dollars Start Locally

Many marketing plans for nationally recognized brands such as State Farm Insurance, Jimmy John's and MetroPCS start at the local level. In many cases corporate level planning seeks input and direction from the local franchise owners, marketing directors or agents on how best to spend media dollars in their market. Our Account Team is trained to seek out and build relationships with franchise owners and marketing directors in the local market to ensure that we give Metro the best opportunity to receive all revenue possible.

### National Out-Of-Home Network

We work closely with a network of multiple national Out-Of-Home advertising agencies and media buying firms throughout the country. Our sales team is frequently in contact with media firms and national clients based in New York, Chicago, Los Angeles, Philadelphia, Detroit and more.

With our large concentration of transit systems we are able to attract more national business giving Metro a greater opportunity to receive national advertising dollars. The relationships we have built with national clients allows us to pull dollars into the markets that fall outside the top ten largest US cities, such as Topeka.





Method of Performance: Key Personnel





## Expertise of Key Personnel

### **Justin Houck**

#### **President**

Justin started at Houck Transit Advertising in 2000 handling all creative and design of client campaigns before moving into sales in 2004. From 2004-2012 he managed all sales and operations for Houck's markets throughout Wisconsin and Minnesota. In 2012 Justin took over as President of Houck Transit Advertising. Under Justin's leadership Houck Transit Advertising has grown an average of approximately 15% in revenue each year and has partnered with over 20 additional transit systems throughout the country.

### **Eric Rosky**

#### **Vice President**

Over the past 16 years Eric has been with Houck he has built extremely strong relationships with companies in the advertising and media community across the country. Eric has a passion for bringing value to businesses, possesses very strong networking skills and will work tirelessly to continue building long-term relationships with business leaders and decision makers throughout the market area.

In addition to his efforts to help boost sales for Metro Eric leads Houck's sales team. He works closely with each Account Executive to lead and give them the support they need to achieve their goals. He will be instrumental in Houck's ability to maximize revenue and service for Metro.

### **Adam Myszewski**

#### **National Sales Director**

Adam has over 17 years of transit advertising sales experience with Houck. He has successfully helped broaden Houck Transit Advertising's local, regional and national sales efforts to new levels year-over-year. His strong ability to develop new ways to reach potential clients and build lasting relationships has made him a great compliment and resource to our Account Executive's sales efforts! He has developed relationships and partnerships across the country with multiple Out of Home and Media Buying firms. His leadership has been instrumental in our ability to bring in national accounts and our continued success. Adam will continue to lead our efforts to bring Metro national accounts.



## Topeka Market Manager

### Lucas Sogge

#### Senior Account Executive

Houck Transit Advertising's dedicated market leadership for Metro will continue to be from Senior Account Executive, Lucas Sogge. Lucas has been with Houck for five years and specializes in conveying the value of transit advertising, building strong relationships with our clients and maximizing revenue for our partners.

In his time at Houck Lucas has lead our transit advertising programs in markets such as Athens, GA, Shreveport, LA, Peoria, IL, Topeka, KS, Wichita, KS, and Little Rock, AR. In every one of those assignments Lucas has exceeded revenue targets, outperformed expectations and is consistently one of our leading revenue generators!

Lucas was recently promoted to Senior Account Executive. His leadership, experience as well as his clear understanding of the needs of a transit system will continue to be a tremendous resource for Metro staff throughout the duration of the program.

With Lucas' long record of excellent service, transit industry knowledge and consistently being a leader on the sales team we feel Lucas gives Metro and Houck the best opportunity to continue to build back after COVID as well as continued long term success!

**Lucas currently has several accounts that are close to signing large campaigns with him on Metro buses during Q4 2021 and additional accounts beginning first part of 2022!**



### Additional Sales Resources for METRO

Our entire Houck Transit Advertising Account Team consists of twelve highly skilled individuals that are constantly seeking out new business and working with our current clients to maximize their transit advertising campaigns. Each Account Executive serves Houck's various transit systems throughout the country. Having multiple Account Executives focusing on various regions gives us a greater reach when promoting Metro advertising sales to out-of-state companies, media buyers and advertising agencies. Each member of our Account Team will help expand Metro's ability to bring in advertisers and revenue from across the region and country! As previously mentioned, Houck's entire time is singularly focused on selling transit advertising and serving the communities and transit system's we partner with. This mindset insures that, regardless of the area or region a particular Account Executive serves, Topeka Metro will always be included in any and all proposals regardless that fit a client's marketing plans!



## Operations Team

Houck Advertising's Operations Team is lead by **Director of Operations, Valerie Laier**. Valerie has 20 years of operations and project management experience with major corporations. She has been with Houck for two years and brings to us a vast knowledge of operational experience and leadership. She is responsible for insuring that all of Houck's campaigns are designed, produced and installed accurately and on time.



### Creative Services

Our Creative Department consists of **Lead Graphic Designer, Paige Sandvik**. Paige works closely with clients and advertising agencies to manage, direct and design all signs and wraps. Sign design is an important function utilized by clients without access to design resources and is a great added value service that few others can provide. No advertising is installed without first having written approval from our art team, the client and the transit system when required. Our design services will also be available to design bus advertising free of charge to staff at Metro to assist in any self-promotion campaigns.

### Production + Fleet Services

Houck Transit Advertising's **Installation Manager, Ryan Martineau** and **Lead Installer, Anthony Bucini**, finish all campaigns and maintain inventory in each market. Once transit signs, shelters and wraps are printed, our team laminates and installs each sign to ensure each client's ad campaign is accurately produced, installed and tracked. Our entire production team prides themselves on producing top quality campaign creation and production. Houck has a vast team of multiple sign installers that can quickly respond to any need that arises.

### Campaign Management + Inventory Control

**Account Coordinator, Kari Orr**, works closely with all teams to bring all of the campaign elements together and ensures that all campaigns begin on their scheduled deadline dates. She helps maintain the timeline through the artwork process, schedule what buses will be assigned to the campaign and manages Houck's vast inventory of buses throughout the country.

### Finance + Client Services

**Emily Lang** maintain all records, contracts, billing and reporting. She is also responsible for verifying that all sales tax and withholding reports to the various states we work in are made on time. Additionally, she ensures all payments and monthly client reports to all transit companies are correct and timely.



## Method of Performance: Recent Campaigns



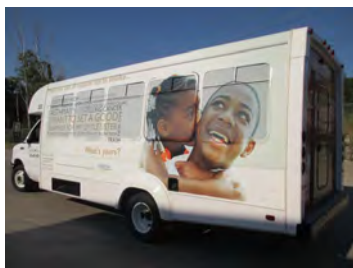


## On-Demand Advertising Opportunities

We feel an area we can improve revenue generation on is Metro's On-Demand fleet of buses. Many transit systems that Houck partners with offer On-Demand service. In order to maximize revenue we always look to promote these opportunities to our clients. On-Demand service takes a different style and approach to selling this product but offers a valuable platform for organizations to build brand awareness.

On-Demand service advertising allows potential advertisers the ability to go off of fixed route and travel to areas of the city that buses on fixed route do not travel. Over many years Houck has developed sales techniques, pricing structures as well as a targeted potential client base that benefit the most from the exposure opportunities that On-Demand transit service offers.

We again feel that Metro's OnDemand vehicles provide an area of opportunity to expand advertising on this platform and increase revenue to Metro. Houck will work with Metro to enhance the sizes and placement of advertisements to create more value and increase revenue potential on the on-demand vehicles.

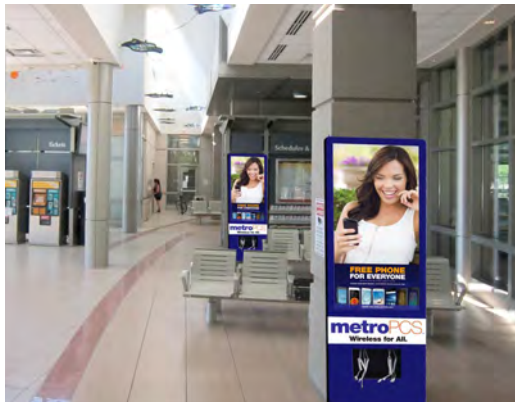


## Additional Revenue Opportunity

### Static & Digital Inventory Opportunities

One revenue opportunity Houck has implemented in other markets is bus shelter advertising. In other markets Houck maintains well over 90% sold status on many of the static assets. While we understand that there may be various challenges to implementing transit shelters and a shelter advertising program Houck would work closely with staff at Metro to help navigate those challenges and operate a successful program that gives us the opportunity to significantly increase revenue to Metro!

In addition to potential shelter advertising assets we see another opportunity to increase revenue from static and potentially digital advertising at the transfer center. Such placement could include wall murals, sidewalk/floor graphics, phone charging stations and other digital kiosks. Houck is ready to explore those options not outlined in the RFB should Metro wish to implement additional revenue opportunities.





## Fleet Services & Quality Assurance

### Fleet Services:

Houck is well versed in the logistics of a transit garage and takes great care not to be a distraction or hindrance to the garage activities and personnel.

We will always be flexible in working within their constraints to accomplish our work. Houck's installation and production team has a wealth of knowledge and has a unique understanding of inner workings of a transit garage. Our Fleet Services Team prides themselves on bringing the best possible service to Topeka Metro's staff.

Houck's Installation Coordinator, Ryan Martineau, leads our efforts to ensure all signs and wraps are maintained and produced to the highest quality. Ryan will work directly with the Topeka Market Manager and Metro's Maintenance Manager to coordinate and resolve any issues that need attention.

You are welcome to call the shop foreman at any of the transit systems we work with to confirm our excellent record of working closely with transit personnel. Installation Manager, Ryan Martineau, will ensure that Metro's staff are informed well in advance of installation trips and insure that each sign that is placed on the buses meets Topeka Metro's high standards.

### Materials Standard:

For directly applied signs and wraps Houck utilizes 3M material as well as other high quality products. Our experience with these product has been tremendous. The qualities that our vinyl offers a transit application are second to none. Most of our vinyl's offer air release technology that speeds up installation time while eliminating wrinkles, bubbles, and deformities while installing. Any sign or wrap, when properly installed will stay on the bus for 1-3 years and, just as important, it will come off of the bus without leaving glue residue or damaging paint or decals. In addition every sign and wrap we produce is laminated which prevents fading and failure.

Houck Transit Advertising operates five large format digital printers which give us the capability to produce all of our standard size signs, shelters as well as bus wraps in-house. Having this capability ensures that the products we are placing on Metro buses are of the highest quality. Our vast experience in transit advertising has taught us that signs will quickly begin to deteriorate from daily bus washes and the elements if not properly produced. We understand that the appearance and branding of the city's bus fleet is a high priority to the city and we guarantee that the signs and wraps we place on the buses will uphold the standards of the city of Topeka.



## Software + Technology

We will continue to invest in our technology, platforms and capabilities to give our clients and transit system partners the best opportunity to succeed well into the future.

We have recently finished developing and implementing the latest phase of our proprietary workflow software called OPTIMUS. Our OPTIMUS platform tracks each client project that our team initiates from initial sale through design to installation of the project. In addition, OPTIMUS will keep track of all of our mobile (bus) inventory as well as all of our static (bench, shelter) inventory. It ensures that all campaigns are produced and installed efficiently as possible which allows us to provide the most value to our advertising clients and maximize revenue for Metro.

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## Fleet Services & Quality Assurance

### Advertising Content Control

We view our role of upholding the established Topeka Metro's advertising policy as one of extreme importance. We understand that it is not the desire of transit systems to be a public forum for discussion on topics or events. We always work within the established advertising policy of our partner markets. When a potential advertiser may conflict with the established advertising policy we work directly with all parties involved to work out the best outcome.

Each of Houck's Account Executives are trained on the advertising policies, how to identify potential campaigns that may conflict with the policy, and how to work with potential advertisers to ensure they are in compliance with the advertising policy.

When a potential conflict to the advertising policy is identified an Account Executive would inform his or her team leader. If a clear conflict is identified the organization will be notified by our team that the advertisement presents a conflict with the established advertising policy. If the situation is not clear Houck will always discuss with the transit system to ensure all parties have the same understanding on how to proceed.

We will gladly send all artwork to Metro's Manager for approval before any campaign is installed on Metro buses.

No litigation has ever been brought against Houck Transit Advertising and its partner markets for any reason including advertising content.





## Houck Transit Advertising Experience





## HTA Snapshot

### Introduction to Houck Transit Advertising

Houck Transit Advertising currently employs 18 team members throughout the country in sales, design, production and administration services. All of our team member share the desire to provide the greatest opportunity for our clients to increase their brand awareness as well as provide excellent service and revenue to the cities and transit systems we serve.

#### Profile:

Houck Transit Advertising  
1025 Tomlyn Ave  
Shoreview, MN 55126  
Justin Houck, President  
651-488-8933

Year Founded: 1919

Organization: S-Corp State of Minnesota

#### Key Company Information:

- 102 Years in business performing transit advertising sales and management
- Houck Transit Advertising has no other interest in competing media, sister companies, business endeavors or relationships that would conflict with or compromise our ability to fully serve Topeka Metro.

**At Houck we are experts in selling transit advertising!** This is not a secondary business and we do not represent or sell multiple mediums using transit as a portfolio enhancement. **Transit advertising alone is our passion**, as it has been for four generations.

Our sales staff is highly experienced and qualified to promote advertising on Topeka buses to all types of potential advertisers, from the large advertising agencies looking for massive impact quickly to local advertisers who will use transit advertising to other marketing efforts.

We understand that we will be competing against broadcast, digital, and other out-of-home mediums for valuable and often scarce media dollars. This is familiar territory for us, and we plan to continue to meet the challenge head-on. Our headquarters is based in St. Paul, MN. We have satellite offices in Des Moines, IA, Oklahoma City, OK, Springfield, MO, Raleigh, NC and Madison, WI.

For over 100 years we have been leading successful transit advertising programs throughout the country. With our unparalleled experience in serving transit systems of similar size to Metro we are confident that we will be able to provide the best service and highest revenue to the transit system than all other bidders.

Houck Transit Advertising has worked exclusively in the transit advertising business since 1919, teaming with transportation companies across the country. For nearly a century, carriers like Twin City Lines, Greyhound, Trailways, as well as systems as varied as Los Angeles, San Francisco, Des Moines, Omaha, and Athens, GA have benefited from our wealth of expertise in all facets of transit advertising. Our experienced team of professionals will work to ensure that your advertising materials, pricing, installation and maintenance all exceed your exacting standards.

Our singular focus on transit systems has afforded us unique insight into the needs of this specialized sector. Our transit partners have enjoyed unprecedented success under our advertising management, realizing substantial and reliable income payments.

***MAT has had contracts with Houck, dating back to 1995. Our experience with Houck has been most favorable and increases in advertising revenues have clearly been one of the benefits.***

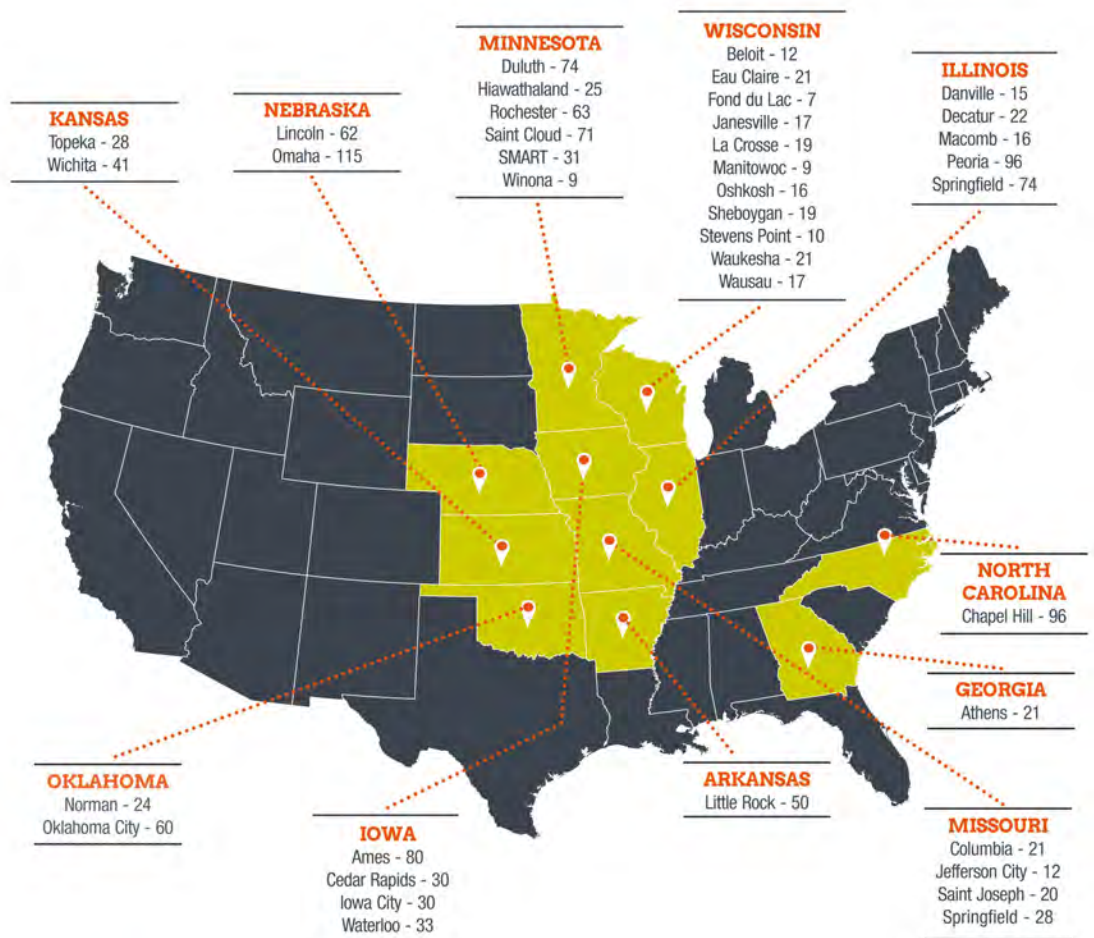
**Curt A. Simon**  
Executive Director - Omaha Metro - Omaha, NE





## Current Transit Advertising Accounts

Currently Houck Transit Advertising partners with nearly 40 transit systems throughout the country. Below is a map of our partner systems, and their fleet sizes.



### Major Accounts Added & Renewed in the Past 24 Months:

Athens, GA | Columbia, MO | Chapel Hill, NC | Peoria, IL |

Norman, OK | Springfield, MO | Wichita, KS



## References | Similar Projects





## Transit References



### **CyRide | Ames, Iowa | 85 Buses**

We have served the Ames CyRide transit system continuously since 1995. Ames is the home of Iowa State University which has a student population of over 31,000. Under our management CyRide has experienced year over year growth since coming out of the recession in 2009.

While only being able to sell traditional advertising options (bus wraps of any kind are not allowed) Houck has generated nearly 2 million dollars in advertising sales over the last six years by remaining close to sold out and innovating new ways to generate revenue for the transit system. We recently implemented digital interior screens and interior bus branding which has proved extremely effective due to the high student ridership. Houck has consistently exceeded minimum guaranteed revenue to CyRide.

**CyRide**  
**Ames, IA - Since 1995**  
**Ms. Barbara Neil 515.292.1100**

### **Cedar Rapids Transit | Cedar Rapids, IA | 30 Buses**

We have proudly been the transit advertising partner for Cedar Rapids Transit for over 20 years. With a fleet of 30 buses CRT serves 130,000 people that live throughout the city.

Over the last five years we have averaged 13.5% year over year growth and look to continue our success with expanded options and efforts.

Over the last 20 years Houck has partnered with hundreds of businesses and organizations to help them build their brand utilizing Cedar Rapids Transit. We have introduced multiple new options for our clients and multiple new opportunities to continue to boost revenue and improve our service to Cedar Rapids Transit and the entire community of Cedar Rapids, IA.

As in the other cases illustrated Houck has consistently generated revenue well over the minimum annual guarantee.

**Cedar Rapids Transit**  
**Cedar Rapids, IA - Since 1998**  
**Mr. Brad DeBrower - 319-286-5560**

### **OMetro | Omaha, NE | 105 Buses**

Houck Transit Advertising has been a partner of OMetro in Omaha, NE since 1995.

In that time Houck has generated millions of dollars in revenue for the transit system with 2018 seeing our highest revenue levels. We will continue to increase revenue by expanding the close relationships we have with the business community, promoting high impact options and tirelessly working to promote the transit system to local, regional and national clients.

We expect revenue to continue to climb throughout the remainder of the agreement and expect to continue to partner with OMetro long into the future.

**OMetro**  
**Omaha, NE - Since 1995**  
**Ms. Linda Barritt- 402-341-7560**



## Financial Reference



North Star Bank

6/7/2021

To Whom it may concern,

Houck Motorcoach Advertising has been doing their banking with North Star Bank since 1971. They have numerous checking accounts with our bank and a loan.

All accounts have been handled very well. I would consider them as a top customer of North Star Bank.

Please feel free to contact me for further information.

Best Regards,

Brian Williams  
VP Comm'l. Loans

1820 North Lexington Avenue • Roseville, Minnesota 55113 • 651/489-8811 • Fax: 651-489-9541  
4661 Highway 61 • White Bear Lake, Minnesota 55110 • 651/429-4531 • Fax: 651-653-9430

### Vendor Reference:

Roger Olson  
GSG Graphics  
651-829-4672

### Vendor Reference:


Jeff Severson  
Zealous Creations  
612-240-0757



## Additional Information



## Strong Communities Project



Houck Transit Advertising works closely with non-profit groups and public service groups in all of our markets. We recognize that local not for profit organizations and government entities are an important aspect of everyday life for many people yet usually lack the funds and advertising outlets to promote these important programs. With that in mind we have developed a program called The Strong Communities Project (SCP) with the goal of enhancing the partnership between local not for profit organizations and public transit.

**STRONG  
COMMUNITIES  
PROJECT**

Our Strong Communities Project offer deeply discounted rates on both exterior and interior bus and shelter advertising for local not for profit and government organizations. SCP offers exterior package discounts based on the campaign length. For example, if a local not for profit wanted to advertise on the outsides of the buses for 6 months - we would offer them the lower 12 month sign rate.

On interior sign packages local not for profits would qualify for 50% off their advertising space for a full fleet package!

In addition we will also offer free packages on shelter advertising products as space becomes available so that they may also promote their services at these locations as well!

These discounted packages offer a tremendous amount of value and savings when compared to other local forms of advertising.



## FTA Sponsored Report on Conflicts of Selling Multiple Media

As previously stated, Houck Transit Advertising does not sell or represent ANY competing media within Athens or surrounding communities that would dilute the potential revenue METRO should receive. Houck also does not own any interest in other companies or have divisions of its own company that sell competing media or provide competing services or products, such as vehicle wraps, and billboards that would dilute the potential revenue and level of service METRO should receive. We feel that fact is especially important for METRO to consider when partnering with an advertising vendor. It is important that the partner you select has one singular focus, which is generating revenue for METRO, and does not have competing media or interests within the same market.

A 2009 report published by the Transportation Cooperative Research Program, sponsored by the Federal Transportation Administration, came to the same conclusion. Below is an excerpt from their report.

*"The advertising sales contractors we spoke with agreed that transit needs a dedicated sales force in order to avoid a conflict of interest with other media. Where the sales force is not dedicated to transit, and the same sales force sells other media as well, then transit sales will almost certainly be sub-optimized. Media companies are able to make a higher margin on sales of media that they own than they are on transit media. Transit advertising sales contracts typically require the contractor to pay the transit agency 60% ( $\pm 5\%$ ) of monthly sales revenue achieved or a guaranteed minimum payment, whichever is higher. After the sales company pays its sales force and overhead, the margins left for the sales companies are 15% to 20% at best, whereas margins on billboard sales can be up to 40%. Therefore, when an advertising sales contractor owns billboards and other out-of-home media, but also represents transit agencies, because of the margin differential, the sales representatives will make more money, and therefore be more highly motivated, to sell billboards. The main implication is that transit agencies should make sure, when hiring a sales contractor, that the sales contractor does not also sell billboard space in the same location. This sets up the potential conflict of interest. If the contractor does have competing media in the area, transit agencies should make sure that the sales efforts are kept separate."*

Alpers, Jane. (2009). Practical Measures to Increase Transit Advertising Revenues (TCRP Report 133). Retrieved from the Transit Cooperative Research Program's Website: [http://www.tcrponline.org/PDFDocuments/TCRP\\_RPT\\_133.pdf](http://www.tcrponline.org/PDFDocuments/TCRP_RPT_133.pdf)

Potential advertisers have a seemingly ever-growing list of media options where they can spend their scarce marketing dollars. As a transit system **you need a dedicated advocate for transit advertising and not a vendor that utilizes bus inventory for "spill over" or as an added value feature to billboards or other media sales.**

It is also imperative that you partner with a company that understands the unique needs and requirements of the public transit industry.

## Added Value to METRO

### Topeka Metro Community Outreach + Brand Enhancement

We understand that marketing and self promotion are important to any transit system to increase ridership and community involvement. Houck Transit Advertising would like to make available \$2,500 per year in free printing to be used to print self promotional interior and exterior bus signs, benches or shelter space for Topeka Metro.

Houck will also provide Topeka Metro with free sign and campaign design for all Metro related interior, exterior signage.






## Qualifications & Capabilities

Below is a brief list of qualifications, capabilities and highlights of Houck Transit Advertising that demonstrate Houck is the best choice for this RFP. Additional demonstration of qualifications and capabilities can be found throughout the sections of our bid.

- An established history of providing revenue to Metro. We have relationships already in place with advertisers who are interested in placing their message on Metro buses.
- Complete full service staff of sales, project managers, graphic designers and production staff to ensure high quality and service for all Topeka Metro advertising clients.
- Strong established relationships within business community throughout the state of Kansas.
- Dedicated Topeka account executive + ten additional Account Executives & sales managers representing Topeka Metro throughout the country.
- 100+ years of transit advertising sales and management experience.
- All team members 100% dedicated to transit advertising.
- We do not represent or sell competing media or have interests in other companies.
- Local, Regional & National sales staff and partnerships.
- Extensive US transit advertising sales footprint.
- Unprecedented experience and success in similar sized fleets.
- Strong track record of exceeding minimum annual guarantee amounts.
- Houck will provide an additional \$2,500.00 per year of free bus or shelter sign design and printing to help Metro's marketing efforts.
- Houck will provide design services free of charge for any marketing efforts for Topeka Metro.

## Expanded Revenue Clarification

- 
- Payments are made monthly. Guarantee amount due is calculated annually.
  - Houck's proposed annual guarantee, percentage share and estimated gross revenue is based on 26 fixed route buses and 9 cutaway style buses.
  - In the event of a natural disaster, labor strike, civil unrest, city, county or state business restriction mandates, country wide / global pandemic, acts of terror, acts of God, economic recession lasting two consecutive quarters, or any other event that Houck or Metro has no control over that would negatively affect the performance of Houck's duties under the contract, certain terms or conditions of the contract affected by any of the listed events may be renegotiated or temporarily changed to provide relief to either part.



## Additional Information

### **Agreement Extension:**

Upon completion of the agreed upon term Houck proposes two additional five year extensions if mutually agreed to by both parties.

### **DBE Participation:**

Houck Transit Advertising is not a certified DBE. We intend to make every effort to partner with multiple qualified DBE Enterprise businesses based in market when ever the need arises for work that cannot be directly handled by current Houck employees.

Houck does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in the performance of this contract.

### **Equal Opportunity Employer:**

Houck Transit Advertising confirms that it is an equal opportunity employer and agrees to comply with all federal guidelines outlined in this RFP.

### **Statement Confirming All Sections Of Advertising Policy**

Houck confirms it has read and understands of all sections of the advertising policy and agrees to implement the policy to the fullest extent.

### **Confirming Local, State and Federal Regulations**

Houck also acknowledges and agrees to comply with all applicable local, state and federal regulations and understands that these regulations may change over the course of the contract.

Questions and comments can be directed to:

Justin Houck

President—Houck Transit Advertising

[justin@houckads.com](mailto:justin@houckads.com)

651-488-8933

**COVER SHEET**

**Proposer Information**

Company Name	Houck Transit Advertising
Address	1025 Tomlyn Avenue
City, State, Zip	Shoreview, MN 55126
Main Phone	651-203-5060

**Contact Person Information**

Name	Justin Houck
Job Title	President
Phone	651-203-5060
Alt. Phone	651-341-2801
Email	justin@Houckads.com

Signature



Date: 9-1-21



## **REVENUE QUOTE**

Proposer: Houck Transit Advertising

	Guaranteed Net Annual Revenue to Metro	% of Estimated Revenue to Metro	Estimated Gross Revenue	Estimated Net Annual Revenue to Metro
Year 1	\$75,000	52%	\$150,000	\$78,000
Year 2	\$78,000	52%	\$160,000	\$83,200
Year 3	\$80,000	52%	\$170,000	\$88,400
Year 4	\$82,500	52%	\$185,000	\$96,200
Year 5	\$85,000	52%	\$200,000	\$104,000

Topeka Metro is tax exempt. Do not include sales tax in your proposed price.

**DISADVANTAGED BUSINESS ENTERPRISES (DBE) CERTIFICATION**

This contract is subject to the requirements of Title 49, Code of Federal Regulations, Part 26, *Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs*. The national goal for participation of Disadvantaged Business Enterprises (DBE) is 10%. Metro's overall 2019-2021 goal for DBE participation is 2.00%; the race neutral goal is 1.12%, and the race conscious goal is 0.88%. There is no contract goal for this procurement.

The contractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The contractor shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of this DOT-assisted contract. Failure by the contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as Metro deems appropriate. Each subcontract the contractor signs with a subcontractor must include the assurance in this paragraph (see 49 CFR 26.13(b)).

The contractor is required to pay its subcontractors performing work related to this contract for satisfactory performance of that work no later than 30 days after the contractor's receipt of payment for that work from Metro.

The contractor may not hold retainage from its subcontractors.

The contractor must promptly notify Metro, whenever a DBE subcontractor performing work related to this contract is terminated or fails to complete its work, and must make good faith efforts to engage another DBE subcontractor to perform at least the same amount of work. The contractor may not terminate any DBE subcontractor and perform that work through its own forces or those of an affiliate without prior written consent of Metro.

Signature:



Name and Title: Justin Houck - President

Company Name: Houck Transit Advertising

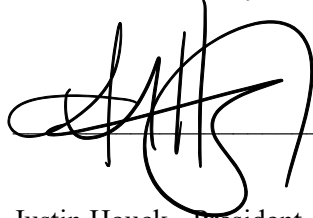
Date: 9-1-21



**FLY AMERICA CERTIFICATION**

The Contractor agrees to comply with 49 U.S.C. 40118 (the "Fly America" Act) in accordance with the General Services Administration's regulations at 41 CFR Part 301-10, which provide that recipients and sub-recipients of Federal funds and their contractors are required to use U.S. Flag air carriers for U.S. Government-financed international air travel and transportation of their personal effects or property, to the extent such service is available, unless travel by foreign air carrier is a matter of necessity, as defined by the Fly America Act. The Contractor shall submit, if a foreign air carrier was used, an appropriate certification or memorandum adequately explaining why service by a U.S. flag air carrier was not available or why it was necessary to use a foreign air carrier and shall, in any event, provide a certificate of compliance with the Fly America requirements. The Contractor agrees to include the requirements of this section in all subcontracts that may involve international air transportation.

Signature:



Name and Title: Justin Houck - President

Company Name: Houck Transit Advertising

Date: 9-1-21

**LOBBYING CERTIFICATION**

The undersigned contractor certifies, to the best of his or her knowledge and belief, that:

- (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan or cooperative agreement.
- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for making lobbying contacts to an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan or cooperative agreement, the undersigned shall complete and submit Standard Form LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions. See 49 CFR 20.100.
- (3) The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all sub-recipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 31 USC. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure. [Note: Pursuant to 31 USC 1352(c)(1)-(2)(A), any person who makes a prohibited expenditure or fails to file or amend a required certification or disclosure form shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such expenditure or failure. See 49 CFR 20.400.]

The undersigned contractor certifies or affirms the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the Contractor understands and agrees that the provisions of 31 USC 3801, et seq, apply to this certification and disclosure, if any.

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



Name and Title: Justin Houck - President

Company Name: Houck Transit Advertising

Date: 9-1-21



**NON-COLLUSION CERTIFICATION**

This is my sworn statement to certify that this proposal was not made in the interest of or on behalf of any undisclosed entity. This proposal is not collusive.

This proposer has not been a party to any agreement or collusion in restraint of freedom of competition by agreement to bid a fixed price, to refrain from bidding, or otherwise. This proposer has not, directly or indirectly, by agreement, communication or conference with anyone, attempted to induce action prejudicial to the interest of Topeka Metropolitan Transit Authority, or of any proposer, or anyone else interested in the proposed contract.

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



Name and Title: Justin Houck - President

Company Name: Houck Transit Advertising

Date: 9-1-21

**QUALIFICATION CERTIFICATION**

The undersigned, being duly authorized to sign and act for the proposer, hereby certifies that all parties involved in the Project as specified in this RFP hold any and all degrees, certifications, and licenses necessary in order to provide goods and/or perform services in the State of Kansas.

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



Name and Title: Justin Houck - President

Company Name: Houck Transit Advertising

Date: 9-1-21



**SUSPENSION / DEBARMENT CERTIFICATION**

**In regard to 2 CFR Parts 180 and 1200**

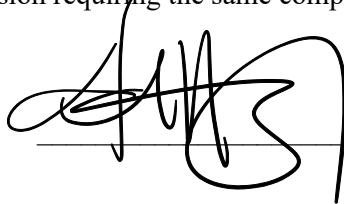
In accordance with 2 CFR Parts 180 and 1200, the contractor is required to verify that none of its principals or affiliates:

- 1) is included on the federal government's suspended and debarred list;
- 2) is proposed for debarment, declared ineligible, voluntarily excluded or disqualified;
- 3) within three years preceding this proposal, has been convicted of or had a civil judgment rendered against them for (a) commission of fraud or criminal offense pertaining to performing a public transaction, (b) violation of any federal or state antitrust statute, or (c) embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements or receiving stolen property;
- 4) is indicted or charged by a governmental entity for any of the charges in 3) above; and
- 5) has had any public transaction terminated for cause or default within three years preceding this proposal.

The contractor is required to include this requirement in any subcontracts related to this contract.

By signing and submitting its proposal, the proposer certifies that the certification in this clause is a material representation of fact relied upon by Metro. If it is later determined that the proposer knowingly rendered an erroneous certification, in addition to remedies available to Metro, the Federal Government may pursue available remedies, including but not limited to suspension and/or debarment. The proposer agrees to verify that none of its principals or affiliates is included on the federal government's suspended and debarred list at any time throughout the period of this contract. The proposer further agrees to include a provision requiring the same compliance in its subcontracts related to this contract.

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



Name and Title: Justin Houck - President

Company Name: Houck Transit Advertising

Date: 9-1-21