



October 1, 2026

Mr. Richard Appelhanz
201 N Kansas Ave.
Topeka, KS 66603

Good Morning, Mr. Appelhanz

Please find the enclosed bid from Houck Transit Advertising for consideration of our interest in being awarded RFP TO-27-02 and the opportunity to continue to serve Topeka Metro.

Houck Transit Advertising is a fourth-generation family-owned transit advertising business. With our century-long legacy, Houck has been a trusted partner for businesses seeking to amplify their advertising campaigns and elevate their brands through high-impact transit advertising opportunities. By delivering outstanding service to our clients, we also contribute a reliable revenue stream for the transit systems we partner with.

In addition to our commitment to delivering exceptional advertising services Houck takes pride in our role as a reliable partner for the transit systems we work with. We understand the importance of supporting the communities we serve by contributing to the sustainability of public transit and we strive to establish long-term partnerships based on mutual success.

Justin Houck has the authority to bind Houck Transit Advertising to this agreement. The information contained in this submission is accurate and complete as of the date of submission. Houck Transit Advertising understands and is willing to comply with all contractual requirements.

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

Thank you,

A handwritten signature in black ink, appearing to read 'Justin Houck', with a large, sweeping flourish extending to the right.

Justin Houck
President – Houck Transit Advertising
1025 Tomlyn Ave, Shoreview, MN 55126

COVER SHEET

Proposer Information

Company Name Houck Transit Advertising

Address 1025 Tomlyn Ave Suite 100

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: 10/1/26

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	\$ <u>65,000</u>	<u>52%</u>	\$ <u>170,000</u>	\$ <u>91,000</u>
Year 2	\$ <u>68,000</u>	<u>52%</u>	\$ <u>180,000</u>	\$ <u>93,600</u>
Year 3	\$ <u>70,000</u>	<u>52%</u>	\$ <u>185,000</u>	\$ <u>96,200</u>
Year 4	\$ <u>72,000</u>	<u>52%</u>	\$ <u>195,000</u>	\$ <u>101,400</u>
Year 5	\$ <u>75,000</u>	<u>52%</u>	\$ <u>210,000</u>	\$ <u>109,200</u>

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 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.

Signature: _____

Name and Title: Justin Houck - President

Company Name: Houck Transit Advertising

Date: 10/1/26

FEDERAL TAX LIABILITY CERTIFICATION

The Proposer certifies that:

1. It has no unpaid federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an agreement with the authority responsible for collecting the tax liability;
2. It has not been convicted of a felony criminal violation under any federal law within the preceding 24 months; and
3. It shall require that the language of this certification be included in the award documents for all subcontractors and material suppliers at all tiers, and that all subcontractors and material suppliers shall certify and disclose accordingly.

The Proposer certifies or affirms the truthfulness and accuracy of the contents of the statements submitted on or with this certification. In addition, the Proposer understands and agrees that the provisions of 31 U.S.C. §§ 3801 et al. are applicable to this certification.

Signature: _____



Name and Title: Justin Houck - President

Company Name: Houck Transit Advertising

Date: 10/1/26

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: 10/1/26

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: 10/1/26

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: 10/1/26

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: 10/1/26

SUSPENSION / DEBARMENT CERTIFICATION

In regard to 2 CFR Parts 180 and 1200

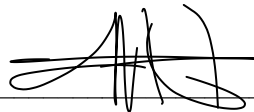
In accordance with 2 CFR Parts 180 and 1200, the contractor is required to verify that none of its principals or affiliates:

- 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: 10/1/26

HOUCK TRANSIT ADVERTISING PROPOSAL FOR: **TOPEKA METRO**

REQUEST FOR PROPOSAL: TO-27-02
BUS ADVERTISING

DUE: OCTOBER 8, 2026





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Enclosures:
Required Forms

Company Information



washburn.edu/thrives

Affordability,
Opportunity
and
Success.

washburn.edu/promise

W
WASHBURN

Our promise to
Shawnee County:
up to a full year
of scholarship

610 DOWNTOWN





Company Snapshot

Houck Transit Advertising currently employs 20 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 our media partners!

Profile:

Houck Motorcoach Advertising Inc.
DBA: Houck Transit Advertising

Justin Houck—President
justin@houckads.com
1025 Tomlyn Ave
Shoreview, MN 55126
651-203-5060

Year Founded: 1919
Organization: S-Corp State of
Minnesota

Key Company Information:

105 years in business performing
Out of Home transit advertising sales
and management.

Headquarters: St. Paul, MN

Satellite Offices: Madison, WI,
Des Moines, IA, Oklahoma City, OK,
Springfield, MO

DUNS: 058325481

FEIN: 41-1740703

MN: 1022174

Leadership Team :

President: Justin Houck

Vice President: Eric Rosky

Director of Operations: Valerie Laier

Market Manager: John Young

Finance Director: Emily Lang

Media Product by Type:

Transit Bus | Transit Shelter | Transit Bench

Digital OOH | Rail | Sponsorship

Transit Services Provided:

Transit Advertising + Sponsorship Sales | Graphic Design | Multi Media Creation |

Large Format Print + Production | Campaign Installation | Contracting + Client Invoicing | Media Partner Reporting



Company Experience

"Envoy has had the opportunity to work with Houck Transit Advertising on more than one occasion and each time it has been an all-around excellent experience. From their friendly and knowledgeable account services team to their skilled creative execution and street team, we have been able to rely on them to fulfill our transit needs in the area. We look forward to continuing to work with them on future projects."

BROOKE ORTNER

DIRECTOR OF MEDIA SERVICES - Envoy

At Houck, our dedication to transit advertising sets us apart. Unlike other companies, transit advertising isn't just a sideline for us—it's been our passion for four generations.

In a competitive landscape where media budgets are often stretched thin, we recognize the challenges posed by alternatives like billboards, broadcast, and digital media. However, our extensive experience equips us to navigate this terrain with finesse, and we remain unwavering advocates for the Topeka Metro.

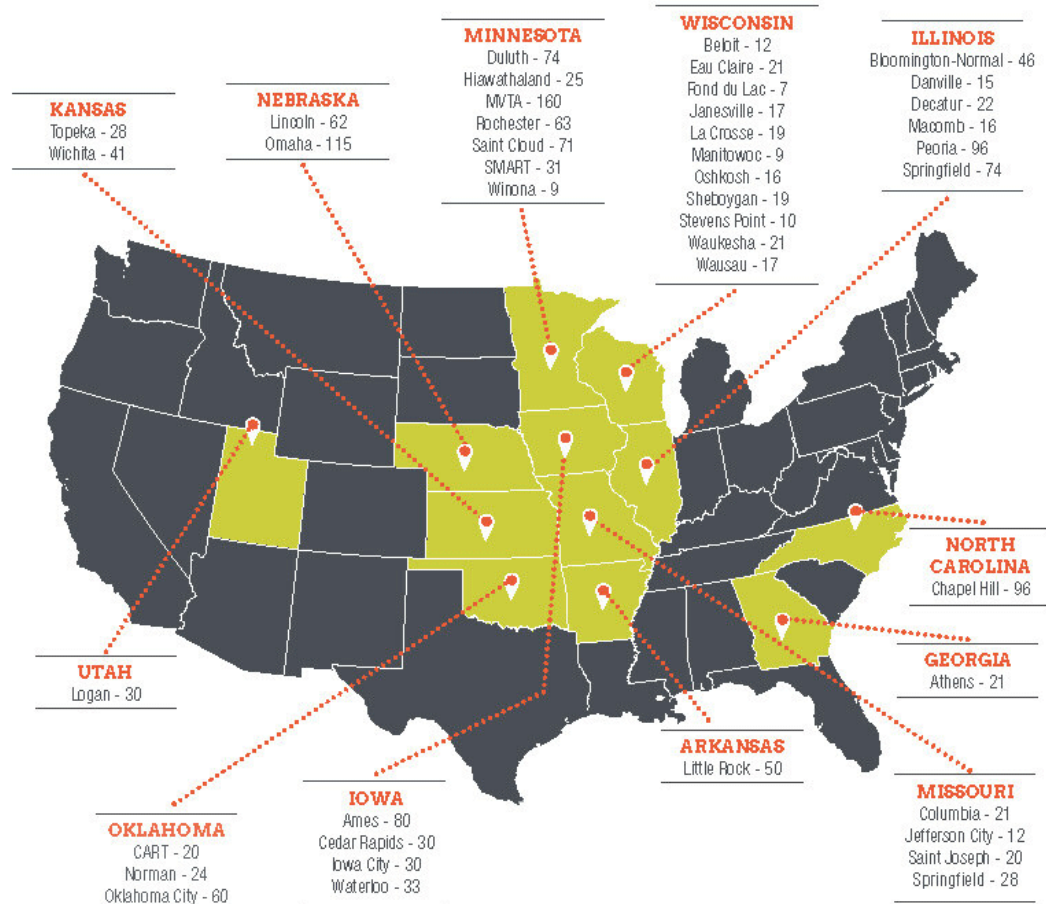
As specialists in transit advertising, we possess a profound understanding of this unique medium, allowing us to help our clients amplify their advertising impact effectively. Our commitment to delivering exceptional results and unmatched customer service is unwavering.

For over a century, our focus has been solely on transit systems comparable in size to Topeka Metro granting us unparalleled insights into the sector's distinctive needs. Under our management, our transit partners consistently achieve remarkable success, enjoying substantial and reliable income streams year after year.

Our steadfast commitment to delivering unparalleled value to our clients is reflected in our track record. Renowned for our expertise in transit advertising intricacies and our unwavering dedication to delivering outstanding results, we have earned a reputation as a trusted and dependable partner in the transit advertising industry.



Current Transit Partners



Houck Transit Advertising currently partners with over 40 transit systems throughout the country including ten markets in neighboring states.

Please see the map of our partner systems, and their fleet sizes.

Over the last several years Houck has exceeded \$20,000,000 in revenue exclusively from transit advertising sales.

Major Accounts Added & Renewed in the Past 24 Months:

Athens, GA | Cache Valley, UT | Chapel Hill, NC |
Davenport, IA | Eau Claire, WI | Peoria, IL | Univ
of Oklahoma | MN Valley Transit | Sioux Falls,
SD | Ozark, AR

| No Markets Lost |

Expertise of Key Personnel



TOPEKA METRO

TOPEKA.ORG/TPDRECRUITING | 785-368-2419

CHOOSE HOW
YOU **SERVE** YOUR
COMMUNITY
AND **#BETPD**.

**TOPEKA POLICE
DEPARTMENT**

Company Leadership



Justin Houck - President

Justin joined Houck Transit Advertising in 2000, where he began by managing all creative and design aspects of client campaigns before transitioning into a sales role in 2004. From 2004 to 2012, he oversaw all sales and operations for Houck's markets in Wisconsin and Minnesota.

In 2012, Justin assumed the role of President of Houck Transit Advertising.

Justin's strategic leadership and expertise in transit advertising have been instrumental in driving Houck Transit Advertising's growth and success, solidifying its position as a trusted and respected leader in the industry.



Eric Rosky - Vice President

Eric has been an integral member of the Houck team for the past 18 years, during which time he has developed a deep network of strong relationships with companies in the advertising and media community across the country. He has a proven track record of bringing significant value to organizations, and his exceptional networking skills have allowed him to forge lasting connections with business leaders and decision-makers throughout the market area.



Valerie Laier - Operations Director

Houck Advertising's Operations Team is under the leadership of Director of Operations, Valerie Laier. With over 20 years of experience in operations and project management with major corporations, Valerie is a highly qualified and accomplished professional. Having been a part of the Houck team for two years, she brings to the company a wealth of operational experience and leadership.





Topeka Metro Transit Sales Leadership:

Houck Transit Advertising is proud to have Cayce Wallace continue to be the driving force behind our Topeka market leadership. With over 10 years of dedicated service at Houck, Cayce brings unparalleled expertise in delivering value to her advertising clients and the transit systems under her purview.

In her time at Houck, Cayce has lead successful transit advertising programs in Springfield, MO, St. Joseph, MO, Columbia, MO, Jefferson City, MO Topeka, KS and Wichita, KS. In every one of those assignments Cayce has exceeded revenue targets, outperformed expectations and has solidified herself as one of Houck's top revenue generators every year.

Her leadership, experience, as well as her clear understanding of the needs of a transit system will be a tremendous resource for Topeka Metro staff throughout the duration of the program.

With Cayce's long record of excellent service, transit industry knowledge and consistently being a leader on the sales team we feel she gives Topeka Metro and Houck the best opportunity for continued long term success!

As our team remains steadfast in building upon the momentum we have built in Topeka over many years we are poised to serve Topeka Metro diligently well into the future!



Cayce Wallace - Springfield, MO **Senior Account Executive**

Houck Transit Advertising 2015-Present
Senior Account Executive - 2021- Present
Account Executive—2015-2021

2022 - Top 3 Revenue Producer
2023 - Top 3 Revenue Producer
2024 - Top 3 Revenue Producer
2025 - Top 2 Revenue Producer
2026 - Leading Revenue Producer



Campaign Design Services

Design

Senior Design Manager, Paige Sandvik, work closely with clients and advertising agencies to manage, direct and design all signs and wraps. For the past 10 years at Houck, Paige has designed thousands of transit campaigns for all sizes to ensure that the campaign fits within transit's brand guidelines and the advertisers receive the most effective and impactful campaigns to elevate their brand. No advertising is installed without first having written approval from our art team, the client and the transit system.

Houck's team of designers exclusively design transit advertising campaigns. Their experience in designing impactful and effective transit campaigns is second to none and will insure all Topeka Metro advertisers will be excited about their campaigns.



Fleet

Installation Manager, Ryan Martineau will lead our relationship with Topeka Metro's operations staff to ensure all campaigns are installed on time and without disruption to Topeka Metro service. Ryan has been managing our sign and wrap installation for over 10 years and is an expert at creating a seamless experience for transit operations staff.

We understand that the primary mission of transit operations is to keep buses on the street. Under Ryan's leadership Houck's installation process is designed to fit within each systems workflow. Ryan will be in consistent communication with transit staff to ensure we are able to meet advertiser obligations while not disrupting transit service.



Method of Performance



Project Approach | Local Sales



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.

Local Sales

Local business sales are crucial for a thriving transit advertising program. We prioritize establishing strong ties with the local business community because a robust partnership between local organizations and public transit forms the foundation of a vibrant, interconnected city. Transit advertising provides businesses with an affordable, highly visible platform to promote their brand directly to the community. At the same time, it helps offset transit system costs, enhancing the sustainability of public services.

As previously discussed, Senior Account Executive, Cayce Wallace will lead our sales and management efforts for Topeka Metro. Our Account Executives actively participate in local networking groups such as the Ad Fed and Chamber of Commerce, which are instrumental in fostering relationships and strengthening ties within the business ecosystem. Through this community engagement, we reinforce the symbiotic relationship between public transit and local economic growth. Public transit plays a pivotal role in the prosperity of the community, making it an ideal partner for businesses looking to expand their reach while supporting city infrastructure.

Partnering with the transit system enables businesses to be seen as contributors to a flourishing community. Additionally, nurturing relationships with local advertising agencies throughout the area is essential for the success of the program. Agencies help businesses maximize their advertising impact, ensuring campaigns resonate with the target audience. By working closely with both businesses and agencies, we create a comprehensive ecosystem where public transit, commerce, and local engagement all support one another, ultimately generating revenue for Topeka Metro while contributing to the broader community's economic vitality.



I've gotten a great response as well. Would it be possible to add 1 more bus? - Ryan Berry - Shelter Insurance



Regional Sales

All Houck Account Executives and Sales Managers include Topeka Metro assets in their portfolios and client proposals when suitable. They undergo training on Topeka Metro's rates, availability, and options to maximize promotional opportunities nationwide. Houck Advertising manages transit advertising programs in over 40 systems nationwide.

In addition to its long history serving Topeka Metro, Houck currently also manages the transit advertising programs for Wichita Transit as well as eight additional markets in four surrounding states. Houck's transit footprint gives Metro the ability to capture advertisers and revenue that another vendor simply wouldn't have access to!

Our company culture prioritizes client and transit system interests, ensuring our entire Account Team actively promotes Topeka Metro regardless of territory. This means Topeka Metro benefits from a dedicated team of 10 highly motivated professionals seeking business opportunities locally, statewide, regionally, and nationally.

Our commitment to integrating Topeka Metro into our portfolio extends beyond mere inclusion; it's a strategic priority. Through specialized training, our team gains a comprehensive understanding of Topeka Metro offerings, enabling us to effectively present tailored proposals to clients across the nation. With our extensive experience managing transit advertising programs in multiple cities, we bring invaluable insights and expertise to the table. By fostering a culture that prioritizes the success of both our clients and transit systems, we ensure that every member of our dedicated team actively advocates for Topeka Metro amplifying its visibility and revenue potential on a multitude of scales.



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
Former Executive Director - OMetro - Omaha, NE



National Agency Network

Houck Transit Advertising's experienced Account Team excels in cultivating relationships with advertising agencies at local, regional, and national levels, showcasing the value of transit advertising amidst a myriad of media options. We consistently expand our national account base by strengthening ties with agency partners. Additionally, we collaborate closely with national Out-Of-Home advertising organizations and media buying firms across major cities like New York, Chicago, Los Angeles, and more, ensuring Topeka Metro remains prominent in their considerations.

National Dollars Start Locally

Marketing strategies for well-known brands often originate at the local level, where corporate planning seeks input from franchise owners, marketing directors, or agents to allocate media budgets effectively. Our Account Team is adept at establishing connections with local franchise owners and marketing directors to optimize revenue opportunities for Topeka Metro.

Transit Advocate

Given the vast array of choices available to national brands for their marketing expenditures, it's crucial for Topeka Metro to collaborate with a partner who champions its interests and transit advertising overall. Houck's team is wholly committed to promoting the merits of transit advertising to local, regional, and national brands, all while generating revenue for our transit partners. As the advertising landscape continues to evolve, our dedication to advocating for transit advertising as a powerful marketing channel remains unwavering.

Through strategic collaboration with Topeka Metro, we aim to solidify its position as a lucrative and essential advertising platform for brands seeking effective and impactful promotional avenues. Our longstanding presence in transit has allowed us to build a robust network of partnerships with transit systems and advertisers, ensuring seamless execution of advertising campaigns across the region.

The following page shows some of the national brands Houck's team has recently worked with.

Recent National Accounts



KraftHeinz

T Mobile

Coca-Cola

 **BlueCross
BlueShield**

amazon

Chick-fil-®



SONIC

 **United
Healthcare**


Red Bull

SKECHERS


DuckDuckGo.

DUNKIN'  **GoodRx**

Campbell's

OSU

metro
by T Mobile


The
UNIVERSITY
of
OKLAHOMA

Sample Option Pricing



Full Bus Wrap Space Rate



1 period Call For Rates	6 periods \$1275	12 periods \$1000
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Half Bus Wrap Space Rate



1 period \$1000	6 periods \$775	12 periods \$625
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King Kong Space Rate



1 period \$700	6 periods \$600	12 periods \$500
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Super King Space Rate



1 period \$400	6 periods \$350	12 periods \$300
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Tail Wrap Space Rate



1 period \$450	6 periods \$400	12 periods \$350
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King Sign Space Rate



1 period \$325	6 periods \$275	12 periods \$225
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Queen Sign Space Rate



1 period \$300	6 periods \$250	12 periods \$200
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King/Queen + Headliner Space Rate



1 period \$425	6 periods \$375	12 periods \$325
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Super Tail Space Rate



1 period \$350	6 periods \$300	12 periods \$250
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Transit Shelters Media Rate

\$200/Month

Interior Signs 11x28 Space Rate

*6 periods \$20/ea	12 periods \$10/ea
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Interior Signs 11x55 Space Rate

*6 periods \$40/ea	12 periods \$20/ea
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Ceiling Wraps 24x48 Space Rate

*6 periods \$75/ea	12 periods \$50/ea
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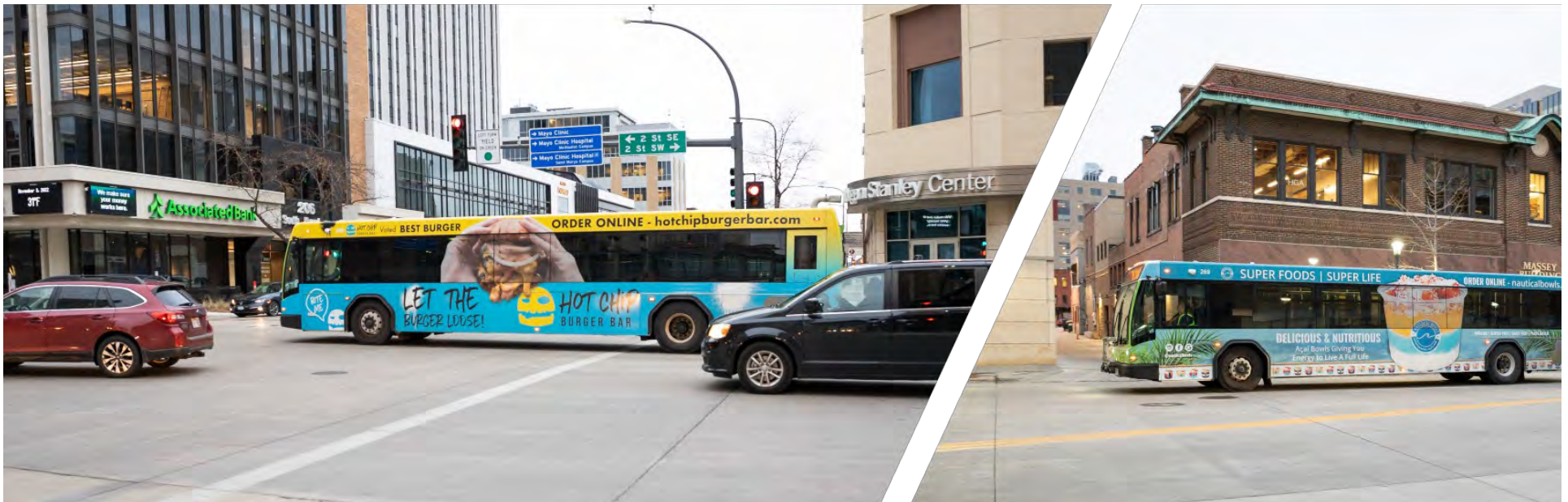
Actual pricing and options subject to change



Campaign Examples



Campaign Examples





Campaign Examples



Campaign Examples



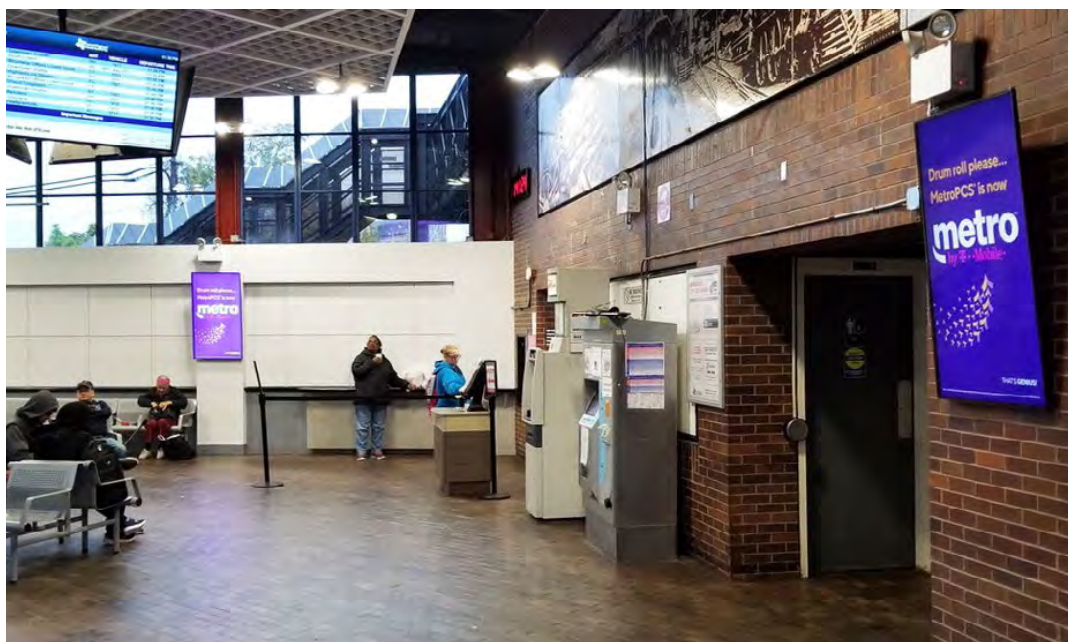


Additional Opportunities

We understand that Topeka Metro has a specific vision of advertising placement on its assets, but we also view our role as a partner to bring additional revenue generating opportunities to the forefront.

Our bid is based on the specified options Topeka Metro has outlined in the RFP but we believe there are opportunities both at the transfer center and additional placement ideas on the buses that can generate a significant amount of revenue without detracting from Topeka Metro's brand and image.

Houck would welcome a discussion regarding our ideas with Topeka Metro staff should they wish to explore.





Fleet Services

Fleet Services:

Houck prioritizes seamless integration with transit operations, ensuring minimal disruption to garage activities and personnel. Our Operations Team boasts extensive knowledge of transit garage operations, while our Fleet Services Team delivers top-notch maintenance support to transit systems.

Led by Installation Manager Ryan Martineau, we uphold the highest standards for sign and wrap maintenance and production. Ryan collaborates closely with Market Managers and Topeka Metro Maintenance Managers to coordinate installations and address any concerns promptly. Additionally, we proactively inform Topeka Metro staff about installation schedules to uphold their standards.

We plan to partner with a local company for sign and bus wrap installation and removal, working closely with Topeka Metro to minimize disruptions and adhere to agreed-upon timelines. Transit staff are only required to ensure buses are washed and available at scheduled times for installation and removal. Upon expiration of ads, we promptly collaborate with our installation partner to remove them within the specified timeframe and restore buses to their original condition.

Production Capabilities

Houck exclusively employs 3M material and other top-tier products for all signs and wraps, ensuring unparalleled quality. Our vinyl features air release technology, expediting installation and preventing wrinkles or deformities. Properly installed, our signage remains intact on buses for up to three years, easily removable without leaving residue or damaging paint or decals. Each sign and wrap undergoes lamination to prevent fading and maintain durability.

With five large format digital printers in operation, we produce standard size signs and bus wraps in-house, guaranteeing superior quality for all Topeka Metro vehicles. Recognizing the community's priority for a well-maintained bus fleet, we promise that our signage meets Topeka Metro standards.

Furthermore, we've developed precise processes and a comprehensive library of templates tailored to each Topeka Metro bus, ensuring seamless campaign installation without disruption to transit operations. Our meticulous planning and utilization of materials and templates prioritize efficiency, ensuring buses return to service promptly.



Quality Control Plan

Advertising Content Management & Policy Compliance

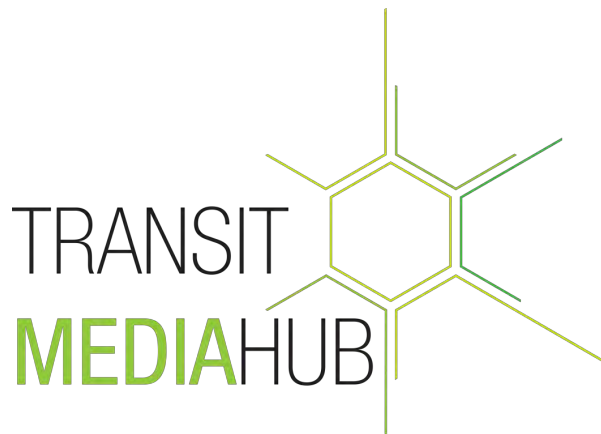
We consider it vital to uphold Topeka Metro's advertising policy and respect its role as a transit system rather than a public forum for various topics. Our commitment involves adhering strictly to the established advertising policy of our partner markets. In cases where potential advertisers may conflict with this policy, we engage in direct discussions with all involved parties to find the best resolution.

Each of our Account Executives undergoes training on advertising policies, enabling them to identify potential conflicts and collaborate with advertisers to ensure compliance. If a conflict is identified, the Account Executive notifies their team leader. If the situation is unclear, we engage in discussions with the transit system to ensure mutual understanding and agreement on how to proceed.

It's noteworthy that Houck Transit Advertising and its partner markets have never faced litigation concerning advertising content.

Transition Plan

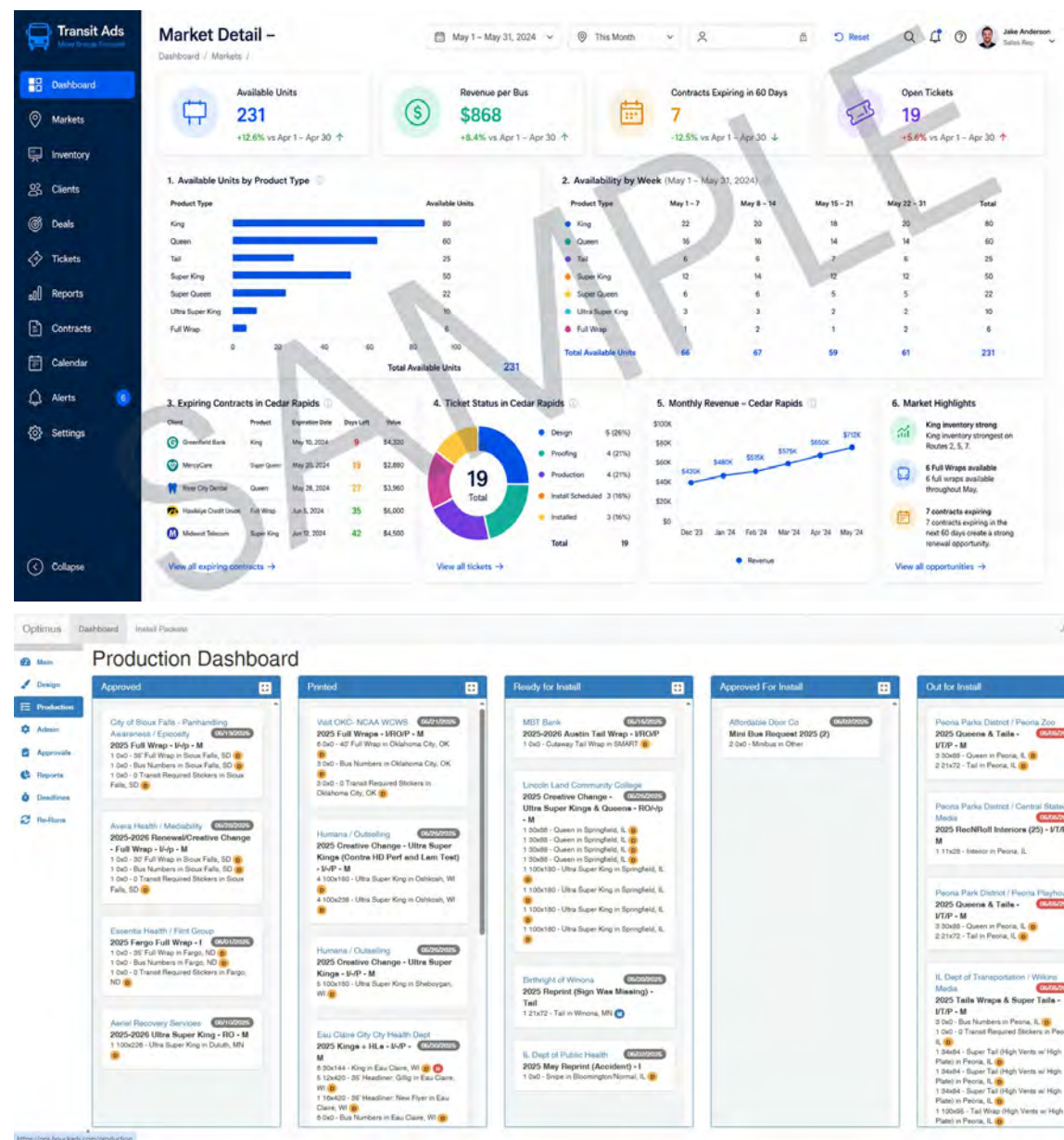
As the incumbent provider of Topeka Metro's advertising program a transition plan is not applicable. All of Houck's resources, relationships and personnel are already in place to continue the growth of the program.

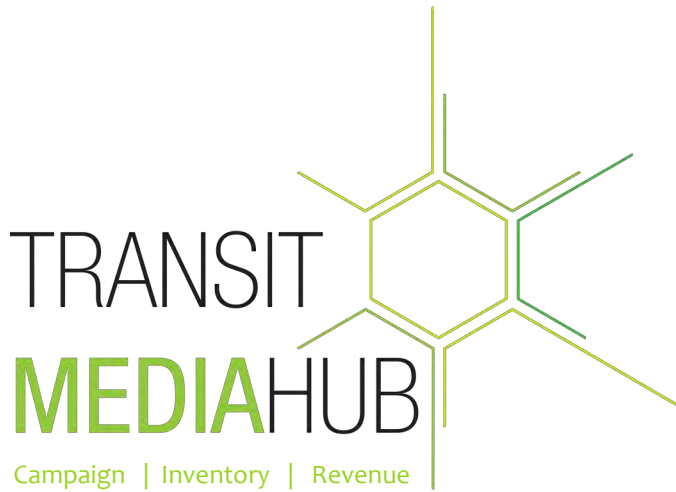


Houck has developed proprietary software specifically to efficiently manage, track, and deliver transit advertising campaigns across the 40+ markets we serve called Transit Media Hub. Our TMH system ensures timely production and installation of all campaigns while providing real-time visibility into our advertising inventory across all partner fleets.

This streamlined approach allows us to quickly adapt to changing client needs and market conditions. As a result, we consistently deliver high-impact advertising solutions with precision and efficiency.

We have recently begun a complete redesign of our TMH platform that, among other enhancements, will allow greater transparency and give a 360 degree view for our clients and transit partners on the status of campaigns, revenue history, fleet inventory. We expect to be launching enhancements of the new software throughout 2026-2027.





Campaign Reporting



Inventory

Draft - New - Design - Proof - Out for Approval - Approved - Printed - Ready for Install - Approved for Install - Out for Install - Installed

Campaign: 2024 Renewal/Creative Change - Full ... x

Creatives: see production note x

John Young | john@houckads.com | phone

label | name | email | phone

Date: 2/26/2024 | Bill to: 12/29/2024 | Bill Date: 2/27/2024

Approved: 1/24/2024 | Target Install Date: 2/26/2024 | ☐ Hard Date

Line / Art

☐ Houck Design ☒ Client Design ☐ Re-print

Designer: Paige Sandvik | Out for Approval: 2/6/2024

Art Received: 2/6/2024 | Approved Date: 2/7/2024

First Draft Due: 2/7/2024 | Signs Printed: 2/9/2024

Document Library

Date	Subject	Author	Files
1/24/2024 9:56 am	Contract/Outline Note	John Young	2
1/24/2024 10:01 am	Art Assets	John Young	5
1/26/2024 2:34 pm	Production Note	Celeste Leske	2
2/6/2024 1:37 pm	Proof - 1	Paige Sandvik	3
2/7/2024 11:30 am	Approval and Final Proof	Celeste Leske	3
2/27/2024 10:55 am	Proof of Performance	Celeste Leske	3

Production Information

Market	Ad Size	Creative	Quantity	Mount	Direct Apply	Fusion	Headline
Oklahoma City, OK	Dx0 - 40' Full Wrap		4	☐	☒	☐	
Oklahoma City, OK	Dx0 - Bus Numbers		1	☐	☒	☐	
Oklahoma City, OK	Dx0 - 0 Transit Re...	see production note	1	☐	☒	☐	

Install

Market	Ad Size	Creative	Files	Bus	Side
Oklahoma City, OK	Dx0 - 40' Full Wra...		1	2204 - New Flyer 40	Front
Oklahoma City, OK	Dx0 - 40' Full Wra...		1	2204 - New Flyer 40	
Oklahoma City, OK	Dx0 - 0 Transit Re...	see production note	1	2204 - New Flyer 40	
Oklahoma City, OK	Dx0 - 40' Full Wra...		1	2204 - New Flyer 40	Street
Oklahoma City, OK	Dx0 - 40' Full Wra...		1	2204 - New Flyer 40	Tail
Oklahoma City, OK	Dx0 - 40' Full Wra...		1	2204 - New Flyer 40	Curb

	Number	Client	Markets	Campaign	Client Sales Rep	Proof Due	Target Install	Status
Design	1012254	The Loft	Ames, IA	2025 Summer General - Digital	Kris Klein		4/18/2025	New
Production	1011628	Affinity Plus Federal Credit Union / Habicom	Minneapolis, MN	2025 March Kings	John Young		3/3/2025	New
Admin	1011626	Affinity Plus Federal Credit Union / Habicom	Duluth, MN	2025 March Kings	John Young		3/3/2025	New
Approvals	1011627	Affinity Plus Federal Credit Union / Habicom	Richfield, MN	2025 March Kings	John Young		3/3/2025	New
Reports	1011046	Columbia Farmer's Market	Columbia, MO	2025 Creative Change - Full W...	Joey Wallace		3/1/2025	New
Deadlines	1012253	The Loft	Ames, IA	2025 Summer Conignment - 2025 March Kings	Kris Klein		3/1/2025	New
Re-Run	1011796	Head Start Child & Family Development Cent	Oklahoma City, OK	2025 Super Kings & Super Tail	Lucas Sogge	9/16/2024	3/1/2025	Out for Approval
	1011988	Head Start Child & Family Development Cent	La Crosse, WI	2024 Creative Change - Interiors (19)	Amy Newton		12/17/2024	New
	1012252	The Loft	Ames, IA	2024 Winter General - Digital	Kris Klein		12/2/2024	New
	1012333	Van Sant Law	Athens, GA	2024-2025 Super Tails	Lucas Sogge	9/18/2024	12/1/2024	Out for Approval
	1011996	Celestion / Xtreme Recruitment	Richfield, MN	2024 Ultra Super Kings	John Young		12/1/2024	New
	1012076	Celestion / Xtreme Recruitment	Lincoln, NE	2024 Client Printed Interiors (25)	Donna Leonard		11/4/2024	New
	1012077	Celestion / Xtreme Recruitment	Omaha, NE	2024 Client Printed Interiors (55)	Donna Leonard		11/4/2024	New
	1012545	Richfield Community College / The SQUAD	Richfield, MN	2024-2025 Full Wrap	Donna Leonard	9/23/2024	11/1/2024	Design - Houck
	1012522	Andrea Brock	Peoria, IL	2024 Tail - A	Lucas Sogge	9/16/2024	11/1/2024	Ready for Install
	1011975	Richfield Community College / The SQUAD	Waukegan, WI	2024 Super Tails	Amy Newton		11/1/2024	New
	1012456	Richfield Community College / The SQUAD	Decatur, IL	2024 - 2025 Ultra Super Kings	Jeff Brown		11/1/2024	New
	1013494	Richfield Community College / The SQUAD	Little Rock, AR	2024-2025 Full Wrap	Lucas Sogge		11/1/2024	New
	1012572	Commission for Environmental Cooperation	Denver, CO	2024 Ultra Super Kings & Tail Wraps	Kris Klein		11/1/2024	New
	1012643	Absolute Finance	Oklahoma City, OK	2024 - 2025 Super King Fusion & Interiors (1)	Lindsay Barber	9/19/2024	11/1/2024	Out for Approval
	1012339	Novemberfest	Connect Transit, UT (Logan)	2024 Super King Fusion - R07/P	Cecyle Wallace	8/16/2024	10/28/2024	Out for Install
	1012480	Novemberfest	St. Joseph, MO	2024-2025 Super Kings & Tail	Jeff Brown		10/28/2024	Approved for Install
	1012569	Houck Ad, Inc.	Athens, GA	2024-2025 Ultra Super Queen	Lucas Sogge		10/15/2024	New
	1012619	Celestion / Xtreme Recruitment	Bloomington/Normal, IL	2024 Reprint (Moving to accommodate diff...	Lucas Sogge		10/15/2024	New
	1012523	Silver Lake Crossing LLC	Richfield, MN	2024-2025 Super King & Super Tail	John Young	9/19/2024	10/14/2024	Out for Approval
	1012549	Houck Ad, Inc.	Duluth, MN	2024 Ultra Super Kings - I	John Young		10/14/2024	New
	1012418	Vote America / Vote Desk	Eau Claire, WI	2024 Kings - 60 - H	Amy Newton		10/8/2024	New
	1012447	Vote America / Vote Desk	Ames, IA	2024-2025 Ultra Super Kings - 2 - H	Jeff Brown	9/9/2024	10/8/2024	Out for Install
	1012424	Vote America / Vote Desk	Oakbrook, IL	2024 Tails	Amy Newton		10/8/2024	New
	1011592	Thruway	Richfield, MN	2024 Creative Change - Full Wrap	John Young		10/8/2024	New
	1012530	USO Ames	Ames, IA	2024 King	Kris Klein	9/12/2024	10/8/2024	Ready for Install
	1012515	Thruway	Bloomington/Normal, IL	2024-2025 Full Wraps - 1 - H	Lucas Sogge	9/24/2024	10/7/2024	Design - Houck
	1012567	Shelley	Norman, OK	2024 Tail Wraps (part 2) - 1 - P	Lucas Sogge		10/7/2024	Out for Install

Contracts	Contracts Approaching Expiration	Transit System	Inventory PDF
Driver Side	Curb Side	Tail	
1. Patterson Legal Group / On Target Media - 60' - 30' Half Wrap 2/1/2024 - 3/31/2025	1. Ventura Roads LLC - 80x116 - King Kong (No Headliner) 4/15/2024 - 10/15/2024	1. Shelter Mutual Insurance Comp - 34x84 - Super Tail (High Vert 4/1/2024 - 3/31/2025)	
1. A1 Roofing - 60' - 30' Half Wrap 4/1/2024 - 3/31/2025	1. United Fiber - 30x88 - Queen 4/15/2024 - 10/14/2024	1. Shelter Mutual Insurance Comp - 34x84 - Super Tail (High Vert 4/1/2024 - 3/31/2025)	
1. Patterson Legal Group / On Target Media - 60' - 30' Half Wrap 2/1/2024 - 3/31/2025	1. United Fiber - 30x88 - Queen 4/15/2024 - 10/14/2024	1. Shelter Mutual Insurance Comp - 34x84 - Super Tail (High Vert 4/1/2024 - 3/31/2025)	
1. Callison Specialists - St Joseph "ShopPainting" - 30x88 - Queen 7/1/2024 - 6/30/2025	1. Callison Specialists - St Joseph "Repair" - 30x88 - Queen 7/1/2024 - 6/30/2025	1. United Fiber - 34x84 - Super T 10/1/2024 - 10/14/2025	
1. Callison Specialists - St Joseph "Apex Mechanical" - 30x88 - Queen 9/1/2023 - 3/31/2023	1. Callison Specialists - St Joseph "Callison Specialist" - 30x88 - Queen 9/1/2023 - 3/31/2023	1. Family Guidance Center - 34x84 - Super Tail (High Vert 3/1/2023 - 4/30/2024)	
1. Patterson Legal Group / On Target Media - 60' - 30' Half Wrap 2/1/2024 - 3/31/2025	1. A1 Roofing - 60x104 - Super Queen 4/1/2024 - 3/31/2025	1. Altec Industries "Barn" - 21x 12/1/2023 - 11/30/2024	
1. Henscher / Truckstop - 60' - 30' Half Wrap 4/1/2024 - 9/30/2024	1. Callison Specialists - St Joseph "Repair" - 30x88 - Queen 7/1/2024 - 6/30/2025	1. Shelter Mutual Insurance Comp - 34x84 - Super Tail (High Vert 4/1/2024 - 3/31/2025)	
1. Patterson Legal Group / On Target Media - 60' - 30' Half Wrap 2/1/2024 - 3/31/2025	1. Promise 1000 Childrens Mercy - Kansas City - 30x115 - Ultra Super Queen (No Headliner) 4/15/2024 - 1/15/2024	1. Shelter Mutual Insurance Comp - 34x84 - Super Tail (High Vert 4/1/2024 - 3/31/2025)	
1. Crown Shoppers St Joseph - 30x88 - Queen 7/15/2024 - 11/15/2024	1. Callison Specialists - St Joseph "ShopPainting" - 30x88 - Queen 7/1/2024 - 6/30/2025	1. St Joseph Pregnancy Resource 8/17/2024 - 8/16/2025	
1. Patterson Legal Group / On Target Media - 60' - 30' Half Wrap 2/1/2024 - 3/31/2025	1. Henscher / Truckstop - 80x116 - King Kong (No Headliner) 6/1/2024 - 5/29/2024	1. Shelter Mutual Insurance Comp - 34x84 - Super Tail (High Vert 4/1/2024 - 3/31/2025)	
1. Patterson Legal Group / On Target Media - 60' - 30' Half Wrap 2/1/2024 - 3/31/2025	1. Henscher / Truckstop - 80x116 - King Kong (No Headliner) 6/1/2024 - 5/29/2024	1. Altec Industries - 21x72 - Tai 10/1/2023 - 11/30/2024	



The Future of Transit Advertising

Houck is collaborating with StreetMetrics to elevate the advertising client experience and ultimately boost revenue for Topeka Metro. StreetMetrics' platform now provides transit advertising companies with the ability to track and leverage data on impressions and viewership. This partnership enables Houck and our clients to gain deeper insights into our audience reach. With this valuable data, we can offer our clients enhanced information and a superior experience, thereby driving revenue growth for Topeka Metro! This strategic alliance marks a significant step forward in our commitment to delivering measurable results and optimizing advertising strategies in the transit sector.



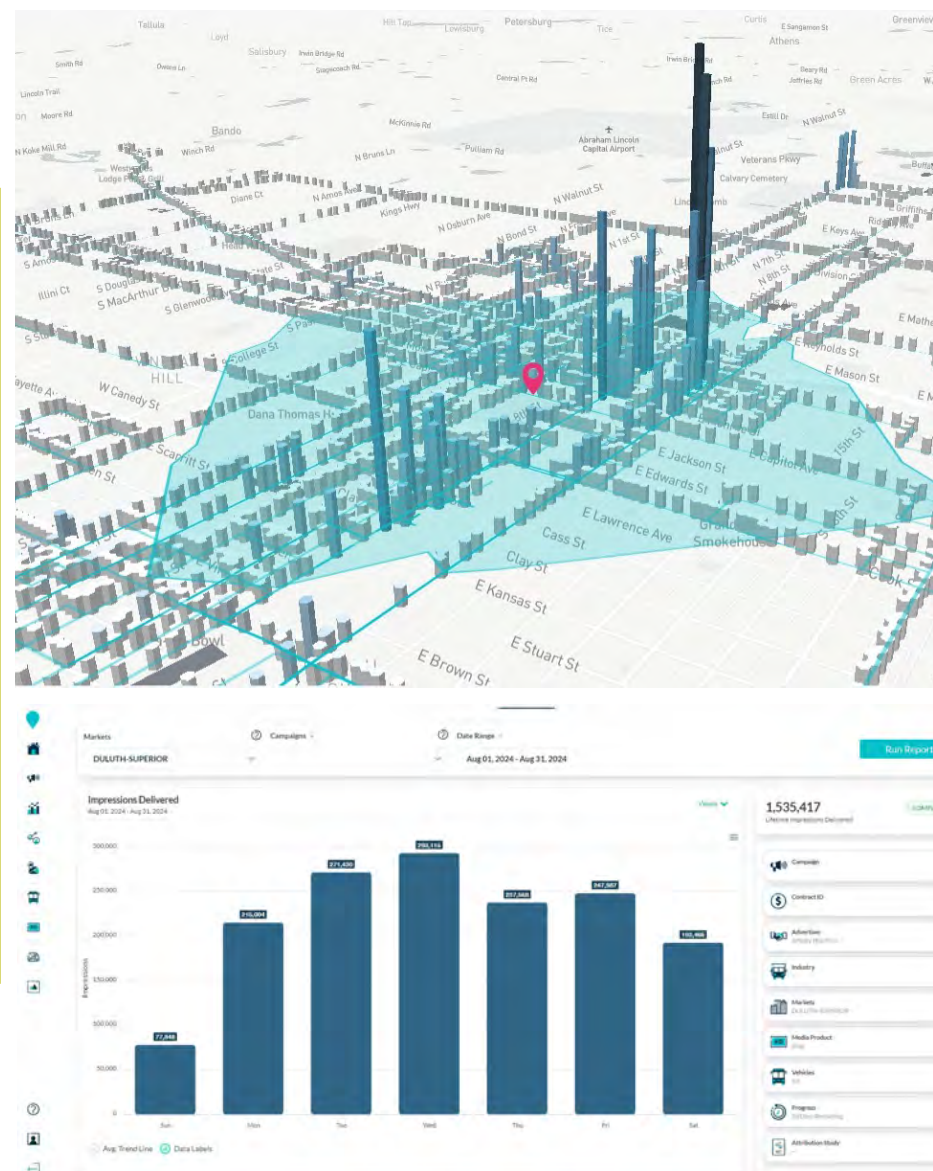


StreetMetrics

As mentioned on the previous page Houck can deploy our StreetMetrics platform to measure each campaign for our advertising clients as well as present valuable insight for Topeka Metro staff.

This information has not previously been available in the marketplace for transit advertising and our advertisers are finding it extremely valuable as their plan their marketing spend.

Not only will the platform allow us to report back campaign data to Topeka Metro the information obtained can also be valuable to Topeka Metro to get insights into its customers and potential marketing efforts!



References





Transit References

Duluth Transit Authority | Duluth, MN | 65 Buses

Since 1990 Houck Transit Advertising has been the exclusive provider of advertising sales and management for the Duluth Transit Authority. The DTA services both Duluth, MN and Superior, WI with its fleet of 65 buses. Houck recently was awarded a new contract beginning in 2022 for another 5 years. By the end of this contract agreement Houck will have served DTA for over 30 consecutive years!

For the past several years DTA has experienced substantial revenue growth from its advertising program because of Houck's sales and operations teams. Our team's dedication to serving both our advertisers and The DTA is the main reason for Houck's longevity in Duluth!

Duluth Transit Authority

Mr. Dave Clark - Marketing Director - 218-623-1988

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 for the past decade!

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

Ms. Barbara Neil - Director - 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. In 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. As in the other cases illustrated Houck has consistently generated revenue well over the minimum annual guarantee.

Cedar Rapids Transit

Mr. Sergio Hill - 319-286-5560



Client Testimonial

While serving as the HIV Prevention Program Manager for the Nebraska Department of Health and Human Services (NDHHS), I had the pleasure of working with Houck Transit Advertising. With statewide and national HIV and STI testing numbers drastically reduced during the COVID-19 Pandemic, NDHHS sought ways to inform people of the need for HIV and STI testing. The team at Houck worked with our multi-agency team (NDHHS, CDC, Nebraska AIDS Project, and other stakeholders) to create an amazing product that will reach thousands of Nebraskans. The Houck team also helped us arrange for the local news team to interview our stakeholder team with one of the buses as a back drop. I have to also applaud the Houck team for the patience in working with NDHHS, as the State of Nebraska is notoriously slow when it comes to approvals and payment.

Thank You, Daemon Donigan

(Previously NDHHS HIV Prevention Program Manager)



Client Testimonial



Wayne State College has worked with Houck Transit Advertising since 2019. We have been impressed with the professional manner that Houck has met our advertising needs in the Omaha market. Their staff have provided excellent work that has met our deadlines and exceeded our expectations.

Jay Collier
Director of College Relations
Wayne State College
402-375-7325

Envoy has had the opportunity to work with Houck Transit Advertising on more than one occasion and each time it has been an all-around excellent experience. From their friendly and knowledgeable account services team to their skilled creative execution and street team, we have been able to rely on them to fulfill our transit needs in the area. We look forward to continuing to work with them on future projects.

BROOKE ORTNER
DIRECTOR OF MEDIA SERVICES - Envoy



Additional Information



TOPEKA METRO



Expanded Revenue Clarification



- Revenue Estimates to Topeka Metro are based on percentage share of gross sales collected. Houck's expenses are taken out of Houck's share of revenue.
- Houck will pay Topeka Metro minimum payment OR established percentage of gross revenue collected, whichever is greater. Payments are made monthly. Minimum Annual Guarantee calculated annually.
- Should inventory be reduced by 15% Houck requests the opportunity to approach Topeka Metro about adjusting Minimum Guarantee accordingly.
- In addition to MAG and revenue share, Houck will provide Topeka Metro \$7,500.00 credit to be used for transit signage printing for it's marketing efforts.



Statement of Financial Stability

As a private organization Houck's financial information is not for public consumption. We acknowledge that not providing the requested financial documents may result in our bid being deemed nonresponsive however, the release of our private information can put Houck at a competitive disadvantage on future solicitations.

Houck is more than willing to have discussions with Topeka Metro on its excellent financial standing and capabilities.

- Over the last several years Houck has exceeded \$20,000,000 exclusively from transit advertising sales.
- In its 100 year history Houck has never missed a payment or defaulted on a transit advertising agreement for any reason.
- Houck maintains cash reserves in excess of \$1,000,000.
- Houck has no debt.

If Topeka Metro has specific questions on Houck's financial capabilities we are happy to discuss and provide further information.

Vendor Reference Vendor Reference Bank Reference

Jeff Severson

Chee Thao

Brian Williams

Zealous Creations

GSG Graphics

North Star Bank

612-240-0757

651-829-4667

651-489-8811



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

Compliance



Agreement Extension:

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

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 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.

Statement of Qualification

Houck's long and stable history of operating successful transit advertising programs throughout the United States is unparalleled. Not only do we have a long and established track record of success we continuously strive to incorporate new methods, techniques and technology to serve the communities we partner with. With Houck's singular focus on transit advertising, generating the highest possible revenue to our transit partners and our local, regional and national sales footprint we give Topeka Metro the best opportunity to build a successful program!

Our approach is centered on collaboration and innovation. We work closely with Topeka Metro to tailor advertising strategies that not only maximize revenue but also enhance the rider experience and reflect the character of the local community. By leveraging cutting-edge data analytics, creative ad formats, and targeted marketing techniques, we ensure that the advertising program remains dynamic, engaging, and relevant. Houck's commitment to excellence and continuous improvement guarantees that Topeka Metro will benefit from a sustainable, forward-thinking transit advertising program for years to come.

TOPEKA METRO Branding Enhance-



We understand that marketing and self promotion are important to any transit system to increase ridership and promote community involvement. **Houck Transit Advertising would like to make available \$7,500 per year in free printing to be used to print and install self promotional interior and exterior bus signs for Topeka Metro.**

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





Below is a brief summary 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.

- We have relationships already in place with advertisers who are interested in placing their message on the Topeka Metro fleet.
- 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.
- Local Account Executive + ten additional Account Executives & sales managers representing Topeka Metro throughout the country.
- 100+ years of transit advertising sales and management experience.
- Our partnership with StreetMetrics gives advertisers and Topeka Metro the opportunity to view and leverage campaign insights that potentially aren't available from other vendors.
- Extensive US transit advertising sales footprint.
- Houck has never had a contract terminated or lost a market due to non performance.
- 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.
- Unprecedented experience and success in similar sized fleets.
- Houck will provide an additional \$7,500.00 per year of free bus sign design and printing to help Topeka Metro marketing efforts.
- Houck will provide design services to Topeka Metro free of charge for any marketing efforts on its buses.