

# Charleston Area Regional Transportation Authority



## INVITATION FOR BIDS

### BUS WRAP ADVERTISING INSTALLATION/REMOVAL SERVICES

---

**Due Date:** September 10, 2019

**Time:** 3:00 P.M. EST

**Receipt Location:**

BCD Council of Governments

Attn: Jason McGarry

5790 Casper Padgett Way

North Charleston, SC 29406

**Invitation for Bids  
Solicitation #CARTA2019-03**

**Bus Wrap Advertising  
Installation/Removal Services**

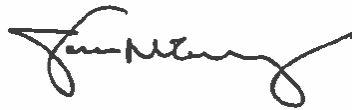
**August 22, 2019**

Invitation for Bids from qualified companies will be received to provide bus wrap and shelter advertising installation and removal for Charleston Area Regional Transportation Authority (CARTA), 3664 Leeds Ave North Charleston, SC 29405 and BCD-RTMA dba TriCounty Link, 305 Heatley St. Moncks Corner, SC 29461.

Bids will be received until **3:00 P.M., local time, September 10, 2019**, after which time will be publicly opened and read.

This solicitation does not commit Charleston Area Regional Transportation Authority (CARTA) to award a contract, to pay any cost incurred in the preparation of bids submitted, or to procure or contract for the services. Charleston Area Regional Transportation Authority (CARTA) reserves the right to accept or reject, any, all, or any part of offers received as a result of this request, or to cancel in part or in its entirety this Invitation for Bids if it is in the best interests of Charleston Area Regional Transportation Authority (CARTA) to do so.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason McGarry", written in a cursive style.

Jason McGarry  
Procurement/Contracts Administrator

*Note: The deadline shown above 3:00 P.M on **September 10, 2019** is extremely important. The completed bid must have been physically received on or prior to that deadline. If you plan to have your bid delivered other than by personal delivery, please remember that even though the bid may be postmarked prior to the deadline, if it is not received by the deadline time and date, it absolutely cannot be considered.*

DESCRIPTION: **Bus Wrap Advertising – Installation/Removal**

QUESTIONS MUST BE RECEIVED BY: **September 03, 2019 by 3:00 PM**

(See "Questions From Offerors" provision)

SUBMIT OFFER BY (Opening Date/Time): **September 10, 2019 by 3:00 PM**

(See "Deadline For Submission Of Offer" provision)

NUMBER OF COPIES TO BE SUBMITTED: One (1) Original, One (1) Copy and One (1) digital.

You must submit a signed copy of this form with Your Offer. By signing, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of sixty (60) calendar days after the Opening Date. (See "Signing Your Offer" provision.)

<p>NAME OF OFFEROR</p> <p>(full legal name of business submitting the offer)</p>	<p>Any award issued will be issued to, and the contract will be formed with, the entity identified as the Offeror. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, i.e., a separate corporation, partnership, sole proprietorship, etc.</p>
--	---

<p>AUTHORIZED SIGNATURE</p> <p>(Person must be authorized to submit binding offer to contract on behalf of Offeror.)</p>	<p>DATE SIGNED</p>
--	--------------------

<p>TITLE</p> <p>(Business title of person signing above)</p>	<p>STATE VENDOR NO.</p> <p>(Register to Obtain S.C. Vendor No. at <a href="http://www.procurement.sc.gov">www.procurement.sc.gov</a>)</p>
--	---

<p>PRINTED NAME</p> <p>(Printed name of person signing above)</p>	<p>STATE OF INCORPORATION</p> <p>(If you are a corporation, identify the state of incorporation.)</p>
---	---

<p>OFFEROR'S TYPE OF ENTITY: (Check one) (See "Signing Your Offer" provision.)</p>	
<p><input type="checkbox"/> Sole Proprietorship</p>	<p><input type="checkbox"/> Partnership</p>
<p><input type="checkbox"/> Corporate entity (not tax-exempt)</p>	<p><input type="checkbox"/> Other _____</p> <p><input type="checkbox"/> Corporation (tax-exempt)      <input type="checkbox"/> Government entity (federal, state, or local)</p>

<p>HOME OFFICE ADDRESS (Address for offeror's home office / principal place of business)</p>	<p>NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause)</p> <p>_____</p> <p>Area Code - Number - Extension      Facsimile</p> <p>_____</p> <p>E-mail Address</p>
--	--

<p>PAYMENT ADDRESS (Address to which payments will be sent.) (See "Payment" clause)</p> <p>_____ Payment Address same as Home Office Address</p>	<p>ORDER ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses)</p> <p>_____ Order Address same as Home Office Address</p>
--	---

<input type="checkbox"/> Payment Address same as Notice Address (check only one)	<input type="checkbox"/> Order Address same as Notice Address (check only one)
--	--

<b>ACKNOWLEDGMENT OF ADDENDUM</b> Offerors acknowledges receipt of addendums by indicating addendum number and its date of issue.							
Addendum No.	Addendum Issue Date	Addendum No.	Addendum Issue Date	Addendum No.	Addendum Issue Date	Addendum No.	Addendum Issue Date

**INTRODUCTION**

The Charleston Area Regional Transportation Authority (CARTA/RTMA) is seeking qualified companies to submit bids to provide bus wrap installation and removal services for its fleet of vehicles located at 3664 Leeds Ave Charleston, SC 29406 and TriCounty Link 305 Heatley St Moncks Corner, SC 29461.

**BACKGROUND**

CARTA/RTMA was created in 1997 by adoption of a mutual agreement by the following jurisdictions: Charleston County, The City of Charleston, The City of Hanahan, and The City of Isle of Palms, The City of North Charleston, The Town of Kiawah Island, The Town of Mt. Pleasant, and The Town of Sullivan’s Island.

CARTA/RTMA provides public transportation services within the member jurisdictions, with the authority to determine scope (routes, equipment, and facilities) and standards of the service to be provided. CARTA/RTMA is subject to the regulations of the US Department of Transportation (DOT), Federal Transit Authority (FTA), South Carolina Department of Transportation (SCDOT), and federal, state and local laws.

The TriCounty Link system is comprised of 9 regular fixed routes and 6 commuter routes that provide services to rural residents of Berkeley, Charleston and Dorchester counties. While each of the nine fixed routes follows a published schedule, each route also includes a route deviation option. The driver may go off the fixed route up to one-quarter mile to pick up customers that cannot meet the bus at designated stop locations. We are also a flag-stop system and will pick up customers between the scheduled stops along each of the fixed routes.

**SPECIAL INSTRUCTIONS**

- A. BID SUBMITTAL DEADLINE:**  
 Bids will be received until **3:00 P.M, September 10, 2019**, after which time will be publicly opened and read.
- B. TIME/TERM OF AGREEMENT:**  
 The initial term of the Bus Wrap Installation & Removal Contract will be for one (1) year with the option to renew annually for a period not to exceed five (5) years.
- C. NOTICE TO PROCEED:**  
 The selected bidder shall be issued a written Notice to Proceed. Any services provided prior to receipt of this Notice to Proceed shall be at the sole risk and expense of the Bidder.
- D. ADDENDUM**  
 In the event it becomes necessary to revise any part of the bid, addenda will be provided to all firms who received or requested the bid document.

**1.0 SCOPE OF SERVICES**

The successful bidder/bidders shall provide professional services from its own staff and/or approved sub-consultants approved by CARTA/RTMA. Since this scope of services is an estimate of assistance, items within it are subject to change or deletion.

### **1.1 MATERIAL SPECIFICATIONS**

- a) Only materials approved by CARTA/RTMA for use on the contract shall be used for all production and installation of bus wrap ads.
- b) Material used on bus windows should be easy to see through from the inside of the transit vehicle.
- c) All production and installation work should carry a minimum two (2) year warranty on workmanship, color, fade and adhesion.
- d) Minimum material equivalent to 3M Transit Ad Graphic Film IJ36
- e) Overlamine must be Cold Overlamine for increased durability.

### **1.2 TYPES OF ADVERTISING WRAPS**

The successful bidder shall provide the wrap applications, as described, in this section. These categories of wraps and ad products are representative of current applications used. Products may be added or removed based upon demand.

- **FULL WRAP** – cover the entire bus and windows; is an exterior display appearing on the entire bus. The bus is fully wrapped with full-color graphics produced on two kinds of bus wrap – one for the body, and another for the windows. Also referred to as a fully illustrated bus.
- **HALF WRAP** – covers one full side of the bus.
- **PARTIAL WRAP** – covers full back and extensions in up to 4 windows/sides. The partial bus wrap is an exterior display appearing on only a portion of the bus, the rear only, street side only or curbside only. The bus is wrapped with full-color graphics produced on two kinds of bus wrap – one for the body, and another for the windows.
- **KING KONG AD** – covers top to bottom between wheel wells.
- **WINDOW AD** – covers one entire window and space directly below and above it.
- **KONG AD** – covers one side of bus below the windows and between wheel wells.
- **KING AD** – covers portion beneath windows and wheel wells on one side.
- **KING w/HEADER** – covers beneath windows and wheel wells, plus header on one side of bus.
- **FRONT AD** – covers entire front of the bus.
- **FULL BACK AD** – covers entire back of bus.
- **SUPER TAIL AD** – covers entire bottom half of the bus back.
- **TAIL AD** – covers a portion of bottom half of the bus back.

### **1.3 GENERAL REQUIREMENTS**

- a) Upon CARTA/RTMA's request, the contractor shall design; produce, install and remove wrap advertisements on transit buses or bus shelters.
- b) All work shall be performed at the direction of CARTA/RTMA staff and shall in be in accordance with best quality industry standards and shall be completed in a timely manner.
- c) Bidder shall produce ad products using only CARTA/RTMA pre-approved materials. During the contract period, contractor shall inform and suggest to CARTA/RTMA staff for consideration and/or approval, wrap materials that have been newly introduced to market.
- d) The contractor shall correct any and all deficiencies without delay and at no expense to CARTA/RTMA.

- e) CARTA/RTMA will specify the type of bus wrap being requested and work with the contractor to establish project deadline. The successful bidder/bidders will be required to meet project deadlines.

#### **1.4 DESIGN SERVICES**

- a) Contractor shall provide design samples and/or proofs to CARTA/RTMA staff prior to application.
- b) CARTA/RTMA staff must approve final design prior to production.
- c) Designs must provide a vibrant, colorful and professional advertising image.
- d) **TEMPLATE:** for each initial wrap type and size, the successful designer will initially need to individually measure the exterior of the bus to create a design template. The template will be used by the design contractor and then turned over to CARTA/RTMA staff for future use on that particular bus. Measurements and design templates should account for variances in window spacing, ventilation grills, signal lights, access panels, safety signage, etc., that may vary from bus to bus. **NOTE:** each template may vary by bus.
- e) Design should account for variances in body surface, and templates should be used to ensure important elements of image or advertising copy is not cut off or otherwise interrupted because it was installed over an access panel, ventilation grill or signal light.
- f) Design must also ensure that identifying labels on the bus (i.e., CARTA/RTMA logo, vehicle number and/or safety signage) are left uncovered and/or worked into the overall design of the bus advertisement.
- g) The contractor shall provide CARTA/RTMA staff with an estimate of the design project for consideration before starting any work.
- h) No work shall commence without prior approval of the CARTA/RTMA staff.
- i) All design services will be done at the firm, fixed price. No additional charges will be authorized or paid.
- j) All completed work must be approved by CARTA/RTMA staff prior to payment.

#### **1.5 PRODUCTION SERVICES**

- a) The contractor shall provide CARTA /RTMA staff with an estimate of the production project for review/approval prior to the start of any work.
- b) No work shall commence without prior approval of the CARTA/RTMA staff.
- c) All production services will be done at the firm, fixed price shown on the price sheet. No additional charges will be authorized or paid.
- d) All completed work must be approved by CARTA/RTMA staff prior to payment.

#### **1.6 INSTALLATION & REMOVAL OF ADS**

- a) All installations shall be performed by certified installer(s) for the particular type of material used.
- b) CARTA/RTMA staff shall contact the contractor to schedule installation and/or removal, date and time. All installs/removals are coordinated by CARTA/RTMA Staff and should be completed within (10) work days of the scheduled time.
- c) Installation appointments can be flexible over weekends and evenings, by appointment.
- d) Contractor shall install materials while the vehicle(s) are at the maintenance operation facilities located at 3664 Leeds Avenue, North Charleston, SC 29405 and 305 Heatley Street, Moncks Corner, SC 29461
- e) Contractor shall check in at the front desk and notify the-on-duty supervisor whenever entering or exiting the facility.

- f) Maintenance & Operations Facilities must be kept clear and clean. Waste materials from installations/removals must be collected and removed by the contractor.
- g) Inspection of installed/removed advertising will be done by CARTA/RTMA staff within 3-5 business days. Any work completed which does not pass inspection must be corrected, by the contractor at no additional cost, within seven (7) calendar days.
- h) Bus numbers, safety stickers, exterior signage and labels, and various sections of the bus (e.g., front curbside/driver's window, emergency exits, etc.) must be clearly visible from the outside and unobstructed by the wrap ads. CARTA/RTMA will provide direction to contractors about the placement of the wrap ads and supply safety stickers and/or signage to be placed over the wrap, as needed.
- i) Contractor shall take a picture of the completed installation/removal.
- j) Contractor is responsible for returning bus to its original condition, with reasonable wear and tear exempted, when any display advertisements are removed.
- k) Damage to the paint surface caused by the application or removal of advertisements is not considered reasonable wear and tear.
- l) Contractor is responsible for the cost of any damages to the transit bus, resulting from their installation and/or removal work.
- m) Payment for paint and/or body damage will be invoiced, due and payable net 30 days from receipt of invoice, or may be deducted from any balances owed to the contractor.
- n) Hiding paint damage will be grounds for termination of services.

## **1.7 OPTIONAL SERVICES – BUS SHELTERS**

- a) Upon CARTA /RTMA's request, the contractor shall assist with the design, production, installation and removal of bus shelter advertisements.
- b) Ad sizes range from 24"x36" display cases (2) and 4'x6' solar powered ad displays (2)

## **2.0 GENERAL CONDITIONS**

### **ASSIGNMENT**

The successful Bidder shall not assign in whole or in part his duties under this contract without the prior written consent of CARTA/RTMA. The successful Bidder shall not assign any money due or to become due to him under this Contract without the prior written consent of CARTA/RTMA.

### **SUBCONTRACTORS**

The Bidder shall not use subcontractors without the written consent of CARTA/RTMA.

Successful Bidder shall be responsible for all services performed by a subcontractor. Responsibilities include, but are not limited to, compliance with any applicable licensing regulations.

If at any time CARTA/RTMA determines that any subcontractor is incompetent or undesirable, CARTA /RTMA shall notify the successful Bidder accordingly, and the successful Bidder shall take immediate steps for cancellation of the subcontract and replacement.

Nothing contained in any contract resulting from this Invitation for Bids shall create any contractual relationship between any subcontractor and CARTA/RTMA.

## **WAIVER**

By submission of its Bid, the Bidder represents and warrants that it has sufficiently informed itself in all matters affecting the performance of the work or the furnishing of the labor, services, supplies, materials, or equipment called for in the solicitation; that it has checked the Bid for errors and omissions; that the prices and costs stated in its Bid are correct and as intended by it; and, are a complete and correct statement of its prices and costs for providing the labor, services, supplies, materials, or equipment required.

Confidential Information subject to the requirements of Section 30-4-10, et. seq., Code of Laws of South Carolina, 1976, as amended, commercial or financial information obtained in response to this IFB which is privileged and confidential pursuant to S.C. Code Ann. '11-35-410 will not be disclosed. All Bidders, therefore, must visibly mark as "**CONFIDENTIAL**" each specific part of their Bid which such Bidders consider to contain privileged and confidential information.

Additionally, all Bidders shall be solely responsible for identifying as exempt from the Freedom of Information Act and visibly markings "**EXEMPT FROM FREEDOM OF INFORMATION ACT**" each specific part of their Bid which Bidder deems to be so exempt. Bidders shall further be solely responsible for any consequences that might be related to arise from the nondisclosure of any information that is subsequently determined not to have such an exemption. If any part is designated as confidential, there must be attached to that part an explanation of how this information fits within one or more categories of matters that may be exempt from disclosure as set forth in the Freedom of Information Act. CARTA/RTMA reserves the right to determine whether the information should be exempt from disclosure. No action may be brought against CARTA/RTMA/RTMA or its agents for its determination in this regard. CARTA/RTMA hereby disclaims any responsibility for not disclosing information identified by any Bidder as confidential or exempt from Freedom of Information Act and further hereby disclaims any responsibility for any information which is disclosed as a result of Bidder's failure to visibly mark it as "confidential" or "exempt from Freedom of Information Act."

Bidders should not simply mark the entire bid as confidential or exempt from the Freedom of Information Act. Doing so will result in CARTA/RTMA's making an independent determination of confidentiality or exemption.

CARTA/RTMA hereby disclaims any responsibility for any information which is disclosed as a result of such independent determination of confidentiality or exemption necessitated by the Bidder's failure to properly follow this section.

## **COMPLIANCE WITH LEGAL REQUIREMENT**

All applicable Federal, State and local laws, ordinances, and rules and regulations of any authorities (including but not limited to any laws, ordinances or regulations relating to the S.C. Department of Revenue or the S.C. Board of Contractors) shall be binding upon the successful Bidder throughout the pendency of this Project. The successful Bidder shall be responsible for compliance with any such law, ordinance, rule or regulation, and shall hold CARTA/RTMA harmless and indemnify same in the event of non-compliance as set forth in the Contract.

## **CONTROLLING LAW**



Any contract arising from this Invitation for Bids shall be governed by the laws of the State of South Carolina and any and all disputes arising out of said contract shall, if litigation is necessary, be litigated only in a non-jury hearing in the Circuit Court for the Ninth Judicial Circuit sitting in Charleston, South Carolina.

#### **INCORPORATION BY REFERENCE**

The contents of this Invitation for Bids, including all drawings, attachments, specifications, and any addenda, will become part of the contract for this Project.

#### **NON-DISCRIMINATION**

The successful Bidder shall not discriminate against any individuals based upon age, sex, race, disability or religion and shall abide by the requirements contained in Federal Executive Order Number 11246, as amended, including specifically the provisions of the equal opportunity clause.

#### **DRUG -FREE WORKPLACE**

Successful Bidder shall comply with the South Carolina Drug-Free Workplace Act, Section 44-107-10 et seq., South Carolina Code of Laws (1976, as amended).

#### **RESERVED RIGHTS/LIMITATION OF FUNDING**

All Bidders are notified that the contract for this service is contingent upon Federal and State appropriations. In the event that funding is eliminated, decreased or not granted, CARTA/RTMA reserves the right to terminate any IFB; any contract awarded hereunder or modifies any contract or this IFB accordingly. CARTA/RTMA makes no representations that any contract will be awarded to any Bidder responding to this IFB.

- CARTA/RTMA reserves the right to waive any minor irregularities in any and all Bids.
- CARTA/RTMA reserves the right to reject all Bids and re-solicit or cancel this procurement if deemed by CARTA/RTMA to be in its best interest, without indicating any reason.
- CARTA/RTMA also reserves the right to enter into a contract with multiple bidders.

#### **PROTEST PROCEDURE**

Any prospective Bidder or contractor who is aggrieved in connection with the solicitation of a contract may protest to CARTA/RTMA's Executive Director. Any such protest must be delivered in writing within five days of the issuance of the IFB or within five days of amendment thereto if the amendment is at issue. Any actual Bidder, contractor, or subcontractor who is aggrieved in connection with the intended award or award of a contract shall protest to the Executive Director. Any such protest must be delivered in writing within five days of the date the notice of award or intent to award is posted. A protest must set forth all specific grounds of protest in detail and explain the factual and legal basis for each issue raised.

#### **PROHIBITED INTEREST**

No member, officer, employee of BCDCOG, or member of its Board during his/her tenure or one year thereafter, shall have any interest, direct or indirect, in any resultant contract or the proceeds thereof.

**ADDENDUM**

Any addendum issued during time of bidding and before the time of bid opening, or forming a part of documents loaned to Bidders for the preparation of the bid shall be covered in the bid and shall be a part of the contract.

**TAXES**

The Bidder should be aware that S.C. Code Ann. ' 12-8-550 requires withholding of a percentage of payments made to certain nonresidents conducting business in South Carolina. (Inquiries concerning Section 12-8-540 and 12-8-550 should be addressed to Withholding Section, South Carolina Tax commission, P.O. Box 125, Columbia, South Carolina, 29214 {telephone: (803)737-4804}.

**LABOR PROVISIONS**

South Carolina is a Right-to-Work state. The successful Bidder shall be responsible for compliance with all applicable requirements of 49 USC '5333(b).

Price File

Description	Size		Non-Perf SF	Perf SF	Install SF	Price
	H	W				
<b>Interior Cards</b>						
Landscape on styrene	11	28				
<b>CARTA Bus - 35'</b>						
Full Wrap	108"x400" P&D	86"x108" R 48"x108" F	479	246	725	
Full Side	108	400	177	123	300	
King Kongs -3500	104	168	64	62	126	
King Kongs -3400	104	168	64	62	126	
Mini King Kong	104	94	41	29	70	
Super Kings 3500	38	180			48	
Super Kings 3400	57	164			48	
Kings	30	144			30	
Queens	30	88			22	
Super Tail	40	78			22	
Full Back	86	108			65	
Bus Roof -3500	33.75	42			10	
Bus Roof -3400	31.75	42			9	

<b>40' Gillig Commuter Bus</b>						
Full Wrap	102x472 P&D	93x124 R 94x130 F	497	300	797	
Bus Roof	33	42	10		10	
Full Side	102	472	281	150	431	
King Kong	102	230	77	86	163	
Super King						
Super Kings	45	230	77		77	
Super Tail	42	124	36		36	
Super Tail opt 1						
Super Tail opt 2						
Full Back	93	124	80		80	
<b>30' New Flyer Bus</b>						
Full Wrap	104x330 P&D	89x117 R 95x118 F	340	220	560	
Full Wrap (less top rail, front)	90x285 P&D	47x118 R	168	221	389	
Bus Roof	26.75	42	8	0	8	
Goshen Full Wrap			460	97	557	
Goshen Full Tail			54	12	66	

**Tri-County Link Vehicles**

Description	Size		Non-Perf SF	Perf SF	Install SF	Price
	H	W				
<b>32 Passenger</b>						
Street Side Super King Poster	24	245		0	0	
Street Side Full			200	94	294	
Street Side Full (Less bottom rail)			160	94	254	
Curbside Super King Poster	24	245		0	0	
Curbside Full			200	83	283	
Curbside Full (Less bottom rail)			156	83	239	
Rear Poster			56	13	69	

<b>14 Passenger</b>						
Street Side Super King Poster	22	170	0	0	0	
Street Side Full			121	56	177	
Street Side Full (Less bottom rail)			92	56	148	
Curbside Super King Poster	22	115	0	0	0	
Curbside Full			121	43	164	
Curbside Full (Less bottom rail)			90	43	133	
Rear Poster			62	15	77	

<b>18 Passenger</b>						
Street Side Super King Poster	25	195		0	0	
Street Side Full			130	59	189	
Street Side Full (Less bottom rail)			106	59	165	
Curbside Super King Poster	25	130	0	0	0	
Curbside Full			130	46	176	
Curbside Full (Less bottom rail)			100	46	146	
Rear Poster			52	9	61	

Description	Size		Non-Perf SF	Perf SF	Install SF	Price
	H	W				
<b>Shelters</b>						
3x2 sign	2'	3'				
22.6x71 backlit sign	71"	22.6"				