

26883

AUGUST 4, 2005

BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508

County of Cook and State of Illinois

TRANSIT SIGN PRODUCTION
MARKETING AND PUBLIC RELATIONS
DISTRICT OFFICE

THE CHANCELLOR

REPORTS

that in Board Report# 26831 Dated July, 14, 2005, the Board approved the purchase of Ad space on CTA buses from CTA designated vendor, Viacom Outdoor, Inc., and it is necessary to select a professional services vendor to design and produce, in conjunction with CCC's Director of Marketing, signs for placement on CTA buses to promote CCC Fall registration; this is an extension of CCC's ongoing transit advertising campaign; and

that due to the production timeframe for the Fall Registration Campaign, proposals were informally requested rather than issue a formal request. Initial estimates were also under \$10,000, within the guidelines for informal bids. Pricing came in over \$10,000 due to quick turnover for the production of approximately 128, 30" by 144", four-color, high resolution, art quality signs. which will be displayed on the outside of CTA buses for a minimum of one month prior to and during the CCC Fall open registration; and

that staff reviewed submitted proposals from three(3) firms: Concept Media, Kubin Nicholson and Metro Media Technologies, and have determined that the proposal submitted by the most responsive and responsible vendor, Concept Media , has the best quality for transit sign productions and the ability to meet and adjust to schedule changes to support the CCC fall registration; and

that Concept Media will work with multiple suppliers to deliver the best cost and the ideal creative match for needed production services; and

that Concept Media was recommended as the best source for CCC's described needs, by Viacom Outdoor, Inc., the Board Approved designated vendor for the CTA transit advertising space, and

the Office of M/WBE Contract Compliance has reviewed the above referenced transit sign production opportunity and has determined that Concept Media is a certified WBE vendor specializing in print media, was recommended as a result of three proposals being offered, and also recommended by Viacom Outdoor, Inc., this vendor is in compliance with the Board approved WBE Contract Compliance Participation Plan. MBE Compliance has been waived since there were not any available MBE's at this time and;

that this professional service is exempt from the District's competitive bid requirements.

THE CHANCELLOR

RECOMMENDS

that the Board of Trustees authorizes the chairman to enter into an agreement with Concept Media in an amount not to exceed \$12,000.00 for the production of CCC signs for CTA buses during the Fall Registration Campaign.

FINANCIAL

\$12,000.00 - Education Fund

Respectfully Submitted:

AUGUST 4, 2005

Wayne D. Watson
Chancellor