



DEPARTMENT OF FOR-HIRE VEHICLES

GOVERNMENT OF THE DISTRICT OF COLUMBIA

2235 Shannon Place S.E., Suite 2001, Washington, D.C. 20020 PHONE: (202) 645-7300/855-484-4966

FAX: (202) 889-3604 WEBSITE: [www.dfhv.dc.gov](http://www.dfhv.dc.gov)

INVITATION TO BUSINESSES TO BECOME AN APPROVED TAXI ROOFTOP  
ADVERTISING PROGRAM PROVIDER

AGENCY: D.C. Department of For-Hire Vehicles ("DFHV" or the "Department")

ISSUANCE DATE: May 12, 2017

APPLICATION DEADLINE: June 15, 2017 at 5:00 PM EASTERN TIME

---

**Background:**

The Department of For-Hire Vehicles provides licensing, adjudication, enforcement, and Lost and Found service for approximately 8,500 drivers, over 90 taxicab companies/associations, and over 600 of limousine operators, as well as DC residents and visitors who use public and private vehicle-for-hire service in the District of Columbia.

Agency duties include regulating taxis, limousines, private vehicle operators, digital dispatch services, Payment Service Providers; and managing the relationships with equipment manufacturers and insurance companies.

**Objective:**

In an effort to provide more economic opportunities for drivers and enhance ride quality and safety for passengers, the DFHV is seeking proposals from interested and qualified advertising media operators to develop, operate and maintain a citywide taxicab rooftop advertising program. DFHV intends to certify qualified firm(s) ("Advertising Provider") to develop and manage taxicab rooftop advertising.

**Qualifications:**

All applicants shall submit a statement of qualifications demonstrating, through the submission of verifiable completed projects either directly, by contractors, or members of the applicant's team, the applicant's experience in the following areas:

1. Ability to manage and finance transactions of a similar size and scope;
2. Experience in the development, management and maintenance of rooftop and/or similar out-of-home advertising programs; and



DEPARTMENT OF FOR-HIRE VEHICLES

GOVERNMENT OF THE DISTRICT OF COLUMBIA

2235 Shannon Place S.E., Suite 2001, Washington, D.C. 20020 PHONE: (202) 645-7300/855-484-4966

FAX: (202) 889-3604 WEBSITE: [www.dfhv.dc.gov](http://www.dfhv.dc.gov)

3. Experience in the sale of advertising media and similar out-of-home advertising.

**Requirements:**

**Signage:** Signage is not to exceed 18" in width, 17" in height and 56" in length. Examples of proposed signage should include digital images by applicant and may require a physical example to be shipped and inspected at DFHV's request.

Specifications to include:

- Type of Display (i.e. Digital LED or LCD, Static, Tri-Vision Backlight); flashing, intermittent, moving or neon light or parts are not permitted
- Digital Signage advertising message rotation rate if any (i.e. 6, 8 or 10 seconds ads)
- Illumination standards and hours per day displays will be operational
- Design and size of advertising display area for each proposed display
- Total size (height and footprint) of sign display structure from top to bottom of the sign with and without applicable mounting
- Estimated final total weight of the advertising display structure
- Photos, drawings and renderings of comparable displays are to be submitted that would adequately depict the appearance, design concept, general color scheme, fixtures and graphic elements of signage.

**Security:** Low profile mounting to vehicle rooftop is required without permanent fixing or damage to vehicle in any way. Mounting of signage must be safety crash tested and secure when coming to abrupt stops or other hard impacts.

**Unobstructed Markings:** Design must accommodate unobstructed visibility to standard rooftop taxicab lights displaying taxicab availability and required PVIN number. This must be visible from front to back of vehicle.

**Efficiency:** Efficient, eco-friendly designs are favored with smart energy usage. Please include any information in relation to this preference.

**Emergency alerting service:** Explain capabilities for municipal use of any dynamic emergency alerting capabilities of signage.

**Proposed Available Assets:** Applicants should include options for use of 100, 250, and 500 taxicab rooftops on a multi-year basis for up to three (3) years.



DEPARTMENT OF FOR-HIRE VEHICLES

GOVERNMENT OF THE DISTRICT OF COLUMBIA

2235 Shannon Place S.E., Suite 2001, Washington, D.C. 20020 PHONE: (202) 645-7300/855-484-4966

FAX: (202) 889-3604 WEBSITE: [www.dfhv.dc.gov](http://www.dfhv.dc.gov)

**Rooftop Rental Compensation:** Applicants should explain the overall proposed program, which should include transparency around average gross sales on a per unit basis, average media and program management fees to be assessed, and net income to driver, taxicab company or taxicab owner for rental of rooftop space on a weekly and monthly basis. This should also include minimum guarantees and any other offerings such as incentive bonuses, percentage of gross sales, and multi-year incentive rewards.

The advertising revenue projections should include:

- Advertising rate per display
- 4-week advertising rate per display
- 52-week advertising rate
- Annual occupancy rate
- Net annual advertising rate
- 3- year projection of advertising revenues

**Advertising Restrictions:** Advertising shall be in compliance with all federal and District laws, rules and regulations including, but not limited to, D.C. Code §§ 28-3901 through 28-3908. Advertising shall not jeopardize the safe operation of the taxicab. Any advertising content as described herein shall be immediately removed upon notice from DFHV.

**Public Service Announcements:** Taxicabs carrying exterior rooftop advertising shall devote ten percent (10%) of their yearly rooftop advertising to free public service announcements and advertisements regarding health, safety, community, art, culture, educational, or similar subjects or events.

**Implementation Timeline:**

The applicant shall submit an initial implementation timeline that shall include a 30-60-, 90-day implementation plan with a maximum of 120 days before beginning of live operation of rooftop advertising.

**Design, Installation, Operation, Maintenance and Upgrade Costs:** The applicant shall be responsible for all costs associated with the design, installation, operation, maintenance and necessary upgrades to the advertising structures throughout the term of the agreement with the taxicab owner.



## DEPARTMENT OF FOR-HIRE VEHICLES

GOVERNMENT OF THE DISTRICT OF COLUMBIA

2235 Shannon Place S.E., Suite 2001, Washington, D.C. 20020 PHONE: (202) 645-7300/855-484-4966

FAX: (202) 889-3604 WEBSITE: [www.dfhv.dc.gov](http://www.dfhv.dc.gov)

**Improvements and Termination:** Upon termination of the agreement between the Advertising Provider and taxicab owner, all permanent improvements completed by the Advertising Provider will become the property of the DFHV and/or designee. Advertising Provider must remove all equipment including improvements (if requested by DFHV) and restore the vehicle to its original condition within fifteen (15) days of lease termination.

### **Maintenance:**

Maintenance requirements are as follows:

- All maintenance will be the responsibility of selected Advertising Provider with emphasis on quality, low maintenance solutions including temperature monitoring where appropriate and remote servicing capabilities.
- Priority will be placed on low maintenance solutions with the least disruption to service and normal operation of vehicle.
- Explain typical lifetime operating cycle and useful life of the advertising structures and message displays and, if applicable, how each will be replaced and/or upgraded as existing technology becomes obsolete to ensure displays stay contemporary over the term of the agreement.
- Applicants should include proposed and typical servicing plans to allow DFHV to better understand required maintenance schedules. Including:
  - Periodic inspection of the advertising structures and message displays to ensure on-going safety and structural integrity;
  - Preventive maintenance;
  - Routine maintenance; and
  - Proposed methodologies to fix or repair the advertising structures and message displays to ensure each remains safe, structurally sound, in like new condition, free of rust, stains, scratches, missing paint, and in good working order including the illumination of the displays, throughout the term of the agreement.
- The plan should include a named Operations Manager and the number of maintenance personnel dedicated or available to the program, as well as the identity of any sub-contractors the applicant plans to use to perform the services described in the plan.



DEPARTMENT OF FOR-HIRE VEHICLES

GOVERNMENT OF THE DISTRICT OF COLUMBIA

2235 Shannon Place S.E., Suite 2001, Washington, D.C. 20020 PHONE: (202) 645-7300/855-484-4966

FAX: (202) 889-3604 WEBSITE: [www.dfhv.dc.gov](http://www.dfhv.dc.gov)

- The applicant is required to provide an emergency contact telephone number, available 24 hours per day, 365 days per year, to the DFHV or any other designee as determined by the DFHV.

**Management and Reporting Services Requirements:**

Management and reporting requirements are as follows:

Reporting: Reporting requirements shall include:

- Monthly Fee Reconciliation. On a monthly basis, Advertising Provider shall deliver a fee reconciliation report demonstrating paid fees to drivers/taxicab companies as required. Reports shall be in a form approved by the DFHV and shall include detailed sales statistics and delivery information.
- Quarterly Sales Report. To ensure a steady and uninterrupted program, Advertising Provider shall provide a detailed sales report providing prior month and year-to-date advertising contracts including length of campaigns designated for taxicab rooftop advertising program.

Collections: The DFHV is not responsible for or involved in the collection of any fees. DFHV is not a party to any contractual arrangement between the Advertising Provider and any other third party including media and advertisers, and taxicab companies, owners, or drivers. The Advertising Provider shall make all commercially reasonable efforts to collect all amounts due under its advertising contracts to ensure smooth operation of the program. Required payments to drivers, taxicab companies or taxicab owners shall be uninterrupted and in made accordance with the terms of the agreement with taxicab owners regardless of any of the Advertising Provider's billing and collection policies and issues.

Improvements: During the term of the agreement, the Advertising Provider using its knowledge of advertising industry, shall suggest updates, improvements, and changes to the existing advertising display structures and program to promote the highest quality advertising to maximize revenues for the program participants. All capitals costs of improvements shall be at the sole expense of Advertising Provider.

**Conflicts of Interest:**

Applicant shall list any potential conflicts of interest that may be present in servicing this program.



DEPARTMENT OF FOR-HIRE VEHICLES

GOVERNMENT OF THE DISTRICT OF COLUMBIA

2235 Shannon Place S.E., Suite 2001, Washington, D.C. 20020 PHONE: (202) 645-7300/855-484-4966

FAX: (202) 889-3604 WEBSITE: [www.dfhv.dc.gov](http://www.dfhv.dc.gov)

**Evaluation, Selection, and References:**

Proposals will be evaluated by the DFHV based on a comprehensive review with emphasis on the following criteria:

- Overall qualifications and experience
- Net sum remuneration to driver/taxicab company for use of rooftop space with multi-year incentives described
- Reliability and ease of maintenance of proposed system

At any time up to and until the DFHV ends the evaluation and selection process, applicants are permitted to correct qualification deficiencies or other deficiencies in their application. The DFHV's determination on the acceptability of the respondent's qualifications shall be at its sole discretion.

References: All applicants should include a minimum of three (3) references from similar advertising media programs including out-of-home or taxicab rooftop advertising under current or past management of applicant. Client references and multi-year program references are preferred.

Location of Delivery for Applications: Applications should be sent or delivered to District of Columbia Department of For-Hire Vehicles, Attn: Charles Lindsay, 2235 Shannon Pl SE, Suite 2001 Washington, D.C. 20020. Applications must be delivered in-person or by mail; applications sent by other means will not be accepted.



## DEPARTMENT OF FOR-HIRE VEHICLES

GOVERNMENT OF THE DISTRICT OF COLUMBIA

2235 Shannon Place S.E., Suite 2001, Washington, D.C. 20020 PHONE: (202) 645-7300/855-484-4966

FAX: (202) 889-3604 WEBSITE: [www.dfhv.dc.gov](http://www.dfhv.dc.gov)

### **Appendix A: Examples of Taxicab Rooftop Signage:**

