

VENDOR EVALUATION CRITERIA RESPONSE MATRIX

RFP/RLI/RFQ Number and Title	RFP No. TRN2122974P1 Transit Advertising Program	
Vendor Name	Vector Media Holding Corp.	HFT Management Inc, DBA: Gateway Outdoor Advertising
Vendor Address	560 Lexington Avenue 14th Floor New York, NY 10022	18 Pleasant Grove Rd Long Valley, NJ 07853
Evaluation Criteria	Vendor Response	
1. Ability of Professional Personnel (10 Points)		
Vector Media	Gateway Outdoor Advertising	
<p>1. Ability of Professional Personnel: Proposer will be evaluated based on the qualifications and relevant experience of the Project Manager and all key personnel that will be assigned to this project. 1a - State the level of education, applicable professional certifications, and the amount of experience in advertising services of the Project Manager and all key personnel assigned to the project. Furnish brief resumes (not more than two [2] pages each) for the proposed Project Manager and designated key personnel. 2 Points *Required</p>		
<p>MARC BORZYKOWSKI: CHIEF EXECUTIVE OFFICER</p> <p>Marc serves as Chief Executive Officer for Vector Media, where he is responsible for overseeing all aspects of the company's media portfolio, growth, and management. Marc began his career at Vector in 2005 as a Real Estate Manager, developing new media opportunities and inventory partnerships. In 2008, following years of successfully developing Vector's media portfolio, Marc was named General Counsel and Director of Business Development. In those roles, Marc spearheaded significant expansion of Vector's media platform through the acquisition of key inventory throughout the United States. Next, Marc became the company's Chief Operating Officer, where he was responsible for overseeing the day-to-day management and strategic growth initiatives for the company. Marc has built his career on the creation and prioritization of inventory partnerships and relationships. It is this partner-first mentality that has separated Vector in the out-of-home industry and has earned Vector an unparalleled reputation amongst transit operators. Marc will be responsible for shaping the overall strategy for BCT. Mr. Borzykowski earned a B.S. from Tulane University and received a J.D. from the Benjamin N. Cardozo School of Law in 2005.</p>	<p style="text-align: center;">Gateway will also be hiring a new local Market Manager, Sales associate, and 2 operations staff</p> <p style="text-align: center;">CEO President: Craig Heard - President Experience: OOH: 40 Years Gateway: 30 Years</p> <p style="text-align: center;">Project Manager: Brad Heard - SR V.P. Regional Manager Experience OOH: 28 Years Gateway: 28 Years</p> <p style="text-align: center;">MIS Marketing: Craig Heard Jr - SR VP Marketing MIS Experience OOH: 20 Years Gateway: 20 Years</p>	
<p>GARY GREENSTEIN: CHIEF REVENUE OFFICER</p> <p>Gary serves as Chief Revenue Officer for Vector Media, where he is responsible for overseeing all of the company's revenue strategy and efforts. Gary began his out-of-home media career in the London office of Transportation Displays Incorporated (TDI, formerly CBS Outdoor, now Outfront Media). He went on to move to their NYC office, where he learned about transit media from the ground up. Less than a year after Vector's founding, Gary was brought on to manage the company's sales efforts. Now with two decades of experience at Vector, Gary manages Vector's National, Regional and Local Sales teams in dozens of markets around the country with the same energy he had on his first day. Gary prides himself on creating unique sales strategies for new product offerings, especially with previously underserved assets. This mindset has led to great success for both Gary and Vector, developing new products and maximizing value for mature formats. Gary will be primarily responsible for developing the sales and marketing strategy for BCT and ensuring that the company successfully executes on its plans. Mr. Greenstein graduated from the University of Michigan in 1997.</p>	<p>CRAIG P. HEARD, President/CEO</p> <p>Heard received his secondary education:</p> <ul style="list-style-type: none"> • FAIRLEIGH DICKINSON UNIVERSITY, BS Accounting • FAIRLEIGH DICKINSON UNIVERSITY, MBA Finance & Taxation <p>EXPERIENCE: 40 Years in the outdoor advertising industry as CFO & President of Winston Network (TDI) and currently President/CEO of Gateway Outdoor Advertising</p> <p>PUBLIC SERVICE Trustee Positions:</p> <ul style="list-style-type: none"> - COUNTY COLLEGE OF MORRIS, Chairman & Member of Board of Trustees (7 years) - FAIRLEIGH DICKINSON UNIVERSITY, Member of Board of Governors (6 years) - COMMUNITY FOUNDATION OF NEW JERSEY, Board of Trustees (9 years) - ROXBURY TOWNSHIP MEMBER BOARD OF EDUCATION, PRESIDENT 1997-1999 - BOARD OF DIRECTORS for Anna Marie College, Massachusetts - GUEST LECTURER at University for Entrepreneurial Studies and Business Management <p>MEMBERSHIPS: - LIFE MEMBER OF NEW JERSEY CONFERENCE OF PARENTS & TEACHERS; - FAIRLEIGH DICKINSON UNIVERSITY ALUMNI ASSOCIATION; - Various business related associations</p> <p>AWARDS & CITATIONS: -INC MAGAZINE ENTREPRENEUR OF THE YEAR AWARD FINALIST; -FAIRLEIGH DICKINSON UNIVERSITY PINNACLE AWARD-For services to community & University; -LEAGUE OF UNITED LATIN AMERICAN CITIZENS-Award for commitment to Hispanic education; -LEUKEMIA SOCIETY OF AMERICA-Award for outstanding support in NYC; -HONORABLE GOVERNOR MARIO CUOMO CITATION-For contributions to anti-drug programs in New York; -COMMUNITY COLLEGE TRUSTEES 1991 NORTHEAST TRUSTEE OF THE YEAR AWARD; -POLICE BENEVOLENT ASSOCIATION-Citation for recognition of police officers. CPSHOT Program in New York; -HELP PROGRAM FOR HOMELESS-For contribution to the Homeless and education of Homeless issues; -U.S. DEPARTMENT OF EDUCATION-Certificate of Appreciation for education of public; -MISSING CHILDREN CAMPAIGN-National program. Citations for outstanding support</p>	

<p>DAVE DAUCANSKI: EVP, PUBLIC TRANSIT MEDIA</p> <p>Dave Daucanski serves as Executive Vice President of Public Transit Media, with a primary focus on driving value for our Public Transit partners by both managing our local sales efforts and working hand in hand with Transit Authorities to ensure we are properly servicing their needs. With more than twenty years in out-of-home media, there are few people in the industry with more Public Transit sales leadership experience. Leading sales organizations at Lamar Advertising and Clear Channel Outdoor in Dallas prior to Vector, Dave has always been hyper-focused on the coaching and development of local sales teams with an eye towards exceeding revenue expectations for our transit partners. Over the course of his career in out-of-home media, Dave has been responsible for building twelve successful local transit sales teams and managing many long-term relationships with transit agencies around the country. At Vector, Dave's primary points of focus are growing our transit partnerships, leading and developing the company's Local Sales team, and creating and executing on sales strategies. Dave will create and execute a successful plan to generate revenue for each transit agency, as well as develop and introduce new ideas and technologies. Mr. Daucanski earned a B.A. from Illinois State University in 1985 and received an M.B.A from Nova Southeastern University in 1991.</p>	<p>BRAD HEARD: Senior Vice President/Regional Sales Manager</p> <p>Project Manager</p> <p>EMPLOYED BY GATEWAY : 28 YEARS ADVERTISING INDUSTRY EXPERIENCE : 28 YEARS PROFESSIONAL EXPERIENCE : 37 YEARS</p> <p>History of Professional Experiences</p> <p>Gateway Outdoor Advertising, Charlotte, N.C.</p> <p>1993 - PRESENT Senior Vice President - Southern Region</p> <p>Vice President - Regional Manager</p> <p>Market Manager - NC / SC / VA / FL</p> <p>All State Insurance Company ; Charlotte, NC</p> <p>1988 - 1993 Marketing Manager</p> <p>1986 - 1988 Regional Customer Relations Manager</p> <p>1983 - 1986 Customer Service Manager</p> <p>Education</p> <p>Immaculata University, Immaculata, PA Graduated with BS in Economics</p> <p>Certifications and Professional Affiliations :</p> <p>Board of Directors Member for The Business Resource Center</p> <p>Charlotte Ad Club and Chamber of Commerce Member</p> <p>American Advertising Federation Member</p>
<p>CHAD SILVER: CHIEF OPERATING OFFICER</p> <p>Chad serves as Chief Operating Officer at Vector Media, where he is largely responsible for managing the company's day-to-day operations and developing new processes and strategies for making Vector a better company. Prior to joining Vector in 2008, Chad began his career at Skadden, Arps, Slate, Meagher & Flom LLP, where he spent two years practicing law before joining a large format printing organization as its general counsel. In the ten years since joining Vector, he has become an integral part of Vector's day-to-day management, overseeing the company's key operations and strategic growth initiatives. Prior to becoming COO of the company, Chad served as its Senior Vice President and General Counsel for three years. Chad's multidisciplinary approach has enabled him to spearhead efforts to create efficiencies within the company, helping streamline Vector from top to bottom, while also equipping the company with the tools necessary to absorb and capitalize on its rapid growth. Chad will be integral in developing a company-wide partnership strategy to ensure that all elements of the business - sales, operations, marketing and information technology - are all operating efficiently towards the advertising program's successful execution. Mr. Silver earned a B.A. from the University of Michigan and received a J.D. from the Benjamin N. Cardozo School of Law in 2005</p>	<p>CRAIG F. HEARD</p> <p>Director of Marketing and Information Technology</p> <p>Corporate Secretary</p> <p>EMPLOYED BY GATEWAY : 20 YEARS ADVERTISING INDUSTRY EXPERIENCE : 20 YEARS PROFESSIONAL EXPERIENCE : 20 YEARS</p> <p>History of Professional Experiences</p> <p>Gateway Outdoor Advertising</p> <p>September 2010—Present VP MIS Marketing</p> <p>September 2008 - September 2010 Director of Marketing and Information Technology</p> <p>August 2007 - September 2008 Manager of Management Information Systems</p> <p>June 2000 - August 2007 Manager of Mapping and Special Projects</p> <p>WINCORE</p> <p>August 2000 - March 2001 Computer Programming</p> <p>Education</p> <p>Fairleigh Dickinson University, Madison, NJ Business and Marketing</p> <p>Roxbury High School, Roxbury, NJ Graduated</p> <p>Certifications and Professional Affiliations</p> <p>Microsoft Certifications for Multiple Programs and Adobe Certification</p>
<p>MAGNUS ACHEAMPONG-QUAYE: EVP, OPERATIONS</p> <p>Magnus serves as Executive Vice President of Operations for the company, overseeing all inventory management and campaign executions. Magnus's experience in out-of-home advertising industry began in the early 1970s as a part of the operations department of Douglas Lee Advertising. Since that time, Magnus has been responsible for supervising and managing the operations departments of well-known transit media companies like Winston Network and TDI (now Outfront Media). Since joining Vector in 2008 as the Director of National Operations, Magnus has seen his role grow from managing the national transit operations to overseeing all of the Company's operational functions and personnel. In his current role, Magnus strives to ensure that all of our transit media and inventory are displayed and maintained in the most professional and timely manner. During his tenure in the industry, Magnus has helped develop and introduce many new media formats that have transformed the transit advertising industry displays as we know them today. Magnus's prior experience building transit media markets will be integral to developing an operational strategy that will prioritize operations while also elevating the sales platform.</p>	<p>FAYE LA ROSA V. P. Manager of Accounting & Reporting</p> <p>EMPLOYED BY GATEWAY : 36 YEARS ADVERTISING INDUSTRY EXPERIENCE : 36 YEARS PROFESSIONAL EXPERIENCE : 36 YEARS</p> <p>History of Professional Experiences</p> <p>Gateway Outdoor Advertising, Pittsburgh, PA</p> <p>September 2003 - PRESENT Manager of Companywide Accounting</p> <p>August 1997 - September 2003 Manager of Contracts, Billing And Collections</p> <p>June 1989 - August 1997 Supervisor of Accounts Receivable and Billing</p> <p>April 1985 - June 1989 Secretary and Receptionist</p> <p>Education</p> <p>Turtle Creek High School, Turtle Creek, PA Graduated</p> <p>Certifications and Professional Affiliations</p> <p>Certificates from various computer software educational courses and seminars</p>

<p>SHAWN DEJESUS: OPERATIONS MANAGER, BROWARD COUNTY Shawn serves as our operations manager in Broward County, managing production, installation and quality control of advertisements. Shawn joined Vector Media's operations team in 2019 after working as a legal writer for The Rep with Vets. His time as a legal writer proved invaluable for his organizational and time management skills while also being relied upon for clear, effective communications that are essential for managing operations where all 3 skills are imperative. Because of his expertise, Shawn has fostered an efficient and effective relationship with our partners at Broward County Transit. Shawn completed his Bachelor's Degree from Saint Leo University in 2015. Shawn dedicates 100% of his time to the BCT program.</p>	<p>KENNETH GULDNER, C.P.A. Senior Vice President, Chief Financial Officer EMPLOYED BY GATEWAY : 27 YEARS ADVERTISING INDUSTRY EXPERIENCE : 30 YEARS PROFESSIONAL EXPERIENCE : 44 YEARS History of Professional Experiences Gateway Outdoor Advertising, Hackettstown, New Jersey September 1999 - PRESENT Sr. VP; CFO and Corporate Secretary August 1997 - September 1999 Vice President -Finance and Administration October 1994 - August 1997 Controller The PromptCare Companies, Inc. Elizabeth, New Jersey December 1990 - August 1994 VP of Finance and Administration, CFO November 1988 - December 1990 VP of Finance CPC International, Englewood, New Jersey January 1987 - October 1988 Senior Financial Auditor Pitney Bowes, Inc., Stamford, Connecticut October 1985 - January 1987 Operational Auditor Transway International Inc., White Plain, NY July 1983 - September 1985 Metromedia, Inc. - Foster & Kleiser - Outdoor Advertising Division July 1980 - June 1983 Special Projects/ Senior Auditor Lambrides and Samson, C.P.A's, Montclair, NJ September 1977 - June 1980 Accountant and Tax Preparer Education Franklin and Marshall College, Lancaster, PA Graduated with BA in Accounting Livingston High School, Livingston, NJ</p>
<p>CINDY TORBECK: MARKET MANAGER, BROWARD COUNTY Cindy has sold transit in the Broward County market for over 22 years; she started her career at Obie Media as an Account Manager and went on to win Salesperson of the year. Obie Media was bought out by Lamar in 2003 where Cindy was promoted to Sales Manager, winning President's Club seven years in a row. Direct Media took over the Broward County market in 2009, where Cindy was promoted to Market Manger; a title she maintains at Vector Media. Cindy's primary responsibility is to maintain the relationship between Broward County Transit Marketing and Vector Media, market sales goals, responsible for developing new business, maintaining existing clients, day-to-day operations and budgets. Vector Media took over the Broward County market in 2018. Cindy brings a successful track record of successful campaign management and selling in Broward County. Cindy has developed a great relationship with the Broward County Department of Health; working on several notable campaigns that continue to renew yearly. Cindy has worked directly with Broward County Transit on multiple campaigns throughout her tenure as well as maintaining strong relationships with the Marketing, Customer Relations and Communications Managers. Cindy dedicates 100% of her time to the BCT program.</p>	<p>CARLOS ALVAREZ Hispanic National Sales Representative EMPLOYED BY GATEWAY : 20 YEARS ADVERTISING INDUSTRY EXPERIENCE : 16 YEARS PROFESSIONAL EXPERIENCE : 27 YEARS History of Professional Experiences: Gateway Outdoor Advertising, Charlotte, NC August 2007—PRESENT National / Local Sales Representative Media Network, Inc., Charlotte, NC June 2004 - August 2007 Local Sales Representative / Operations Manager Gateway Bus Tours, Inc.; Queens, NY November 1999 - June 2004 Administrative / Customer Service Manager Confeciones Columbia, Columbia March 1992 - June 1999 Marketing / Sales staff Education: Idem Avelino Saldarriaga Gaviria High School Graduated Certifications and Professional Affiliations Microsoft software courses</p>
<p>SARAE STANDER: SENIOR ACCOUNT EXECUTIVE Sarae has sold transit advertising in the Broward County market for over 20 years; starting her Transit Advertising career at Obie Media as an Account Manager, and retaining this position with Lamar Transit then Direct Media and now Vector Media, consistently exceeding market sales goals, while responsible for developing new business and maintaining existing clients, while managing both client and company needs and expectations. Sarae came into Transit sales with an impressive background starting on the agency side of things as a Media Buyer, and later selling many other advertising formats including Cable TV, Broadcast TV and Radio just to name a few. She received her Bachelor of Arts Degree from Rider College in Lawrenceville NJ. Sarae is responsible for Market sales growth both Locally and Regionally throughout Florida. Interfacing with Large Advertising Agencies and Media Buying Groups, as well as local Advertisers to secure profitable Transit Advertising Campaigns. She has demonstrated superior relationship building and negotiation skills, along with a strong media sales background that has resulted in maximized Ad Revenue consistently each year. Sarae dedicates 100% of her time to the BCT program.</p>	<p>JOSEPH DONOVAN: Operations Manager EMPLOYED BY GATEWAY : 5 YEAR ADVERTISING INDUSTRY EXPERIENCE : 35 YEARS PROFESSIONAL EXPERIENCE : 35 YEARS History of Professional Experiences Gateway Outdoor Operations Manager Transit and Shelter November 2016 to Present Signal Outdoor/ Culver Media Outdoor Operations Manager Transit & Shelter July 2005 to October 2016 Lamar Advertising Operations Manager Transit March 2005 to June 2005 Obie Media Operations Manager Transit October 1999 to February 2005 P & C Media/Philbin & Coine Operations Manager Transit April 1986 to September 1999 Education: Silver Lake Regional High School Graduated 1978 Certifications and Professional Affiliations Certificated 3M Graphics Installer</p>
<p>BidSync pages 14-18</p>	<p>BidSync pages 18-28</p>
<p>1b - Discuss the advertising sales experience of key personnel, to include generating leads, recommending creative content, coordinating ad development, and knowledge of production of advertising for potential and current clients. Include the following: • Identify key personnel proposed to perform the services in the specified categories and include major areas of subcontract work. Include the person's name, current location, and proposed position for this project, current assignment, and level of commitment to that assignment, availability for this assignment and how long each person has been with the Proposer. 8 Points *Required</p>	

<p>Vector Media has the largest transit advertising network in the state of Florida. In addition to managing BCT's transit advertising program since 2009, we operate transit advertising contracts in Orlando, Tampa, Daytona Beach, Lake County and Jacksonville. Vector's focus on the state of Florida has created considerable synergy, resulting in maximum revenue opportunity for all of our transit authority partners. In addition to the 1.9 million people populating Broward County, 15.4M visitors flock to Ft. Lauderdale every year. Tourists spend over \$14B annually in Ft. Lauderdale. BCT buses provide service to over 400 sq. miles of Broward County including unmatched coverage of Fort Lauderdale as well as links to Miami-Dade and Palm Beach Counties. Operating approximately 300 busses, BCT offers extensive coverage of Fort Lauderdale, Pembroke Pines and Hollywood. BCT bus advertising reaches more people for a lower cost than any other outdoor medium. Billboards are scarce throughout Broward County and we cover all areas where billboards are not present. Bus advertising delivers high visibility with constant repetition for a greater impact and especially with the beautiful Ft. Lauderdale weather people are always outside enjoying the sunshine. As you will see, we also utilize advanced software to market the target demographics that our clients are seeking, one of the many invaluable marketing tools that we offer advertisers on behalf of BCT.</p> <p>Vector Media response to Ability of Key Personnel is described on BidSync page 14. Resumes: BidSync pages 15-18.</p> <p>Vector Media provided one Organizational Chart for its team on BidSync page 14.</p>	<p>The advertising sales experience of our key personnel and their level of commitment can be found in their bios in 1a.</p> <p>Section 1 Sales Experience: Gateway's management team has over 205 years of combined experience and considers its self one of the most experienced teams in the industry. Gateway management has worked with over 250 transit agencies in the US.</p> <p>Creative Content/ad development: Gateway Outdoor has a in house graphics department that assists all advertisers with designing and creating its ads. This ensures all advertising meets all requirements, restrictions, and fits the template to ensure no areas are obstructed or outside the live area of display. Production: Gateway only uses high quality materials that are specifically designed for transit vehicles and will not cause damages when removed. All products are also printed with clear coating to prevent fading and maintain the highest possible quality advertising.</p> <p>Gateway Outdoor Advertising additional Personnel Bio page Resumes: Bidsync page 21-28, and 31. Gateway Outdoor Advertising provided Organizational Charts for its Team on BidSync page 18-19.</p>
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2. Project Approach (25 Points)

<p>Vector Media Holding Corp.</p>	<p>Gateway Outdoor Advertising</p>
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Proposer will be evaluated based on the overall quality, clarity, specificity, appropriateness, and reasonableness of the Work Plan. Include how the prime Proposer will use subconsultants in the project.

2a - Provide a Work Plan that addressed the Scope of Services and that describes the Proposer's approach to the project and shows Proposer's understanding of BCT's needs and requirements. The Work Plan shall identify any special issues or problems that are likely to be encountered in this project and how the Proposer would address them. The Work Plan shall also include proposed enhancements or procedural or technical innovations that would impact the performance of the Scope of Services and that would maximize revenue without materially deviating from the objectives or required content of the project. 10 Points *Required

With nearly 25 years of transit advertising experience, Vector Media is proud of our work in assessing each market and understanding the best ways to maximize revenues. Broadly, our success in selling transit media to local businesses comes from the creation of attractive longterm offerings to keep occupancy high. This strategy helps generate consistent revenue on a monthly basis and creates urgency around the product. Keeping a portion of the inventory full, Vector is able to increase rates and demand for any unsold inventory, thus maximizing revenue. In many ways, our sales operation operates as airlines do, continually balancing occupancy and revenue through dynamic pricing shifts and a multi-pronged sales effort. While national clients tend to have higher budgets as part of larger campaigns, Vector proudly offers our local and regional clients competitive rates, which helps diversify client base and provide a higher revenue floor and limit 'seasonal' volatility.

Gateway Outdoor Advertising has a history of over 40 years of Transit Advertising Experience. We are extremely familiar with the inventory and the market and have the sales force to bring in regional and national advertisers to the transit system and promote the inventory as the premier advertising inventory in the region. Our Nation Sales Team is made up of 10 Full time employees who currently work with multiple agencies and advertisers that currently advertise on BCT or are extremely interested in expanding their advertising campaigns through Gateway in the market. For Existing advertisers we will work with them to both expand the size and length of their campaigns and increase the space rates.

Our processes are constantly evolving and improving and while there are many contributing variables, Vector largely follows these guidelines when determining rates:

- A benchmark of a 5% increase in rates annually
- Increase rates when occupancy reaches higher levels, typically over 80% of available inventory
- Leverage premium locations for long term contracts vs. short term buys

As previously noted, by operating both the BCT transit advertising program and the others across Florida, we are able to maintain higher rates and have a full understanding of the entire market, thereby fully maximizing revenues. On the next page, you will see the rate card provided to prospective advertisers. The rate sheet, as provided by BCT, is also completed and included in the additional attachments at the end of the proposal.

MAJOR ISSUES IN THIS RFP AND OUR EXPERIENCE

Gateway Outdoor Advertising has no issues with the RFP we have over 40 years experience in Transit Bus, Paratransit, Subway, Rail, Bus Shelter, Bench, and Digital Signage advertising sales, maintenance, and installation. This includes development, construction, marketing and sales of various Out Of Home media in the industry.

Transit Advertising
Gateway has been awarded and managed over 250 bus advertising contracts with municipalities and transit agencies throughout the US. This includes both commuter buses, rail, shelters, Stations, and paratransit vehicles.

Bus Shelter Development, Construction, Cleaning, and Marketing
Gateway has installed, maintained, and sold advertising on bus shelters, benches and other street furniture throughout the US and Canada for over 30+ years. Most recently Gateway has been awarded a 20 year contract to maintain, clean, restore, and operate 250 bus shelters and purchase and install 50 new bus shelter locations in the City of Pittsburgh, PA.

Gateway also manages bus shelter, bench, and kiosk advertising in Delaware, Rochester NY, Charleston WV, Fairfax County VA, and Westchester County NY. Bus Bench Development, Installation, Maintenance, Marketing, and Sales Gateway has managed bus benches in several markets including in New York, Miami, Dallas, Pittsburgh, and over 4,000 in Los Angeles. Currently Gateway has bus bench advertising in our Columbia, SC market and are expanding into other markets.

2b - Clarity and specificity of Work Plan. The Work Plan shall be in sufficient detail to demonstrate the Proposer's ability to accomplish the project objectives and provide a pricing sheet/rate card to be shared with potential customers. 10 Points *Required	
We are confident that are work plan is sufficiently detailed as we have proven that our plan has worked for BCT year over year since 2009.	<p>Sales Experience: Gateway's management team has over 205 years of combined experience and considers its self one of the most experienced teams in the industry. Gateway management has worked with over 250 transit agencies in the US.</p> <p>Creative Content/ad development: Gateway Outdoor has a in house graphics department that assists all advertisers with designing and creating its ads. This ensures all advertising meets all requirements, restrictions, and fits the template to ensure no areas are obstructed or outside the live area of display.</p> <p>Production: Gateway only uses high quality materials that are specifically designed for transit vehicles and will not cause damages when removed. All products are also printed with clear coating to prevent fading and maintain the highest possible quality advertising. We will be hiring a local sales team to handle potential advertisers in the Broward County market and surrounding areas and use detailed media kits, marketing promotions, demographic data, and promotions to bring awareness and show the value of advertising on BCT. In Tab 2 we also offer our insight into the current rate card and a sample of our proposed new rate card. We do recommend a National Rate Card and Local Rate Card. National rates would be at a higher level and local would allow for local small businesses in Broward County to build a competitive campaign on a smaller budget.</p>
Rate Card on BidSync page 36 (print only)	Rate Card on BidSync page 55 (print & digital)
BidSync Pages 19 - 37	BidSync Pages 10, 29-62
2c – Discuss the percentage of time to be committed to the project by the project manager and designated key personnel. Include the following: • Indicate adequacy of labor resources utilizing a table projecting the labor-hour allocation to the project. • A project organization chart, which clearly delineates communication/reporting relationships among the project staff. • A statement that key personnel will be available to the extent proposed for the duration of the project acknowledging that key personnel will not be removed or replaced without the prior written concurrence of BCT. • A statement that all personnel who will have access to BCT property are required to pass criminal background checks. 5 Points *Required	
<p>Our office in Coconut Creek houses our sales and operations staff. We have two long term sales team members who have been selling advertising for BCT for a combined 40 years. These team members time 40+ hours is tracked and budgeted for exclusively BCT. This team reports to our SE regional manager. Our operations manager schedules his time in coordination with the operations team at BCT.</p> <p>As part of Vector's hiring process all employees must submit to a rigorous background check which includes criminal checks.</p>	<p>Time Committed to the Project, Please refer to Tab 1 for specifics and organizational chart. Gateway's Project Manager and transition team will allocate 100% of their time to the take over and setup of the market. The Project Manager and team will audit all inventory, setup inventory management systems, review and assign all current and past advertisers, create market website, literature, and media kits, finalize hiring of local market manager, local sales, and operations (install & removal) team. Educate our national sales team on the market and begin reaching out to potential new clients. Once the local market Manager and team have been trained the project manager and transition team including upper management will still be active daily in the market and available 24/7 via email, phone, or cell for any questions or issues that might arise, as will the local team. All personnel will be required to pass criminal background checks.</p>
BidSync Page 5	BidSync Page 11 and 19-29
3. Past Performance (20 Points)	
Vector Media Holding Corp.	Gateway Outdoor Advertising
Provide a minimum of three (3) projects with references. Proposer should provide references for similar work performed in the past five (5) years to show evidence of qualifications and previous experience. Refer to Proposer Reference Verification Form and submit as instructed. Only provide references for non-Broward County Board of County Commissioners contracts. For Broward County contracts, the County will review performance evaluations in its database for Proposers with previous or current contracts with the County. The County considers references and performance evaluations in the evaluation of Proposer's past performance. Describe prime Proposer's experience on projects of similar nature, scope, and duration, along with evidence of satisfactory completion for the past five (5) years. Include the following:	
3a – Positive references from a minimum of three (3) projects which involved the performance of similar work in the past five (5) years. At least three (3) references shall be from transit agencies. Furnish the name, title, address agencies. Furnish the name, title, address, telephone number, and email address of the person(s) who is most knowledgeable about the work performed. Proposer may also supply references from other work not cited in this section as related experience. 3 Points. *Required	
Vector Mediaprovided vendor reference verification forms for three vendors. Each vendor was contacted and verified.	Gateway Outdoor Advertising provided vendor reference verification forms for four vendors. Each vendor was contacted and verified.
Reference Verification Forms: BidSync Pages 47-49	Reference Verification Forms: BidSync Pages 65-68
3b - Length of time in business. Experience in Transit Advertising and/or performing work of a closely similar nature. Demonstrate experience with transit advertising, public agencies or similar. Include the following: • A brief profile of the Proposer, including the types of services offered; the year founded; type of organization (corporation, partnership, sole proprietorship); number, size, and location of offices; and number of employees. • Describe the Proposer's experience performing services over the past five (5) years of a similar nature to those solicited in this RFP and highlight the participation in such services by the proposed key personnel for this project. Identify subcontractors by company name, address, contact person, telephone number, email, and project function. Describe Proposer's experience working with each subcontractor. 5 Points. *Required	
PUBLIC TRANSIT EXPERIENCE Chart provided pg 41	BidSync pages 76-93

<p>HISTORY & CORPORATE STRUCTURE</p> <p>Vector Media was founded in 1998 and has since become the nation's preeminent transit media company, with a broad platform reaching across the United States. In addition to a strong national sales presence, Vector maintains local offices throughout the country. Partnering with local advertisers and transit authorities, we are highly successful in creating impactful media campaigns. Vector's media inventory includes municipal transit and shelters, double decker transit, airport shuttles, digital advertising, and experiential marketing services. While Vector maintains a wide portfolio of media offerings, over 90% of our revenue is generated from transit media. Vector began selling transit media in 2005, when the RTC awarded us the Las Vegas transit contract. Since then, Vector has transformed into an industry leader, primarily focused on innovative municipal transit advertising. The acquisition of Direct Media USA in early 2018 added 25 public transit partnerships to our portfolio, along with experienced sales and operations professionals. Today, Vector Media has over 150 employees in over 50 markets across the country and our company now maintains the largest transit media network in the country, generating over \$78,000,000 in annual sales in 2021, year to date.. Vector Media Holding Corp. is a Delaware corporation authorized to transact business in the state of Florida and a wholly owned subsidiary of Vector Media Holding LLC, which is owned primarily by Spire Capital Partners LLP (61%).</p>	<p>Gateway Outdoor Advertising was founded in 1937 in Pittsburgh, PA. In 1990 Gateway was purchased by Craig P Heard, the current Owner and President CEO. Currently Gateway is partnered with 30 State and County Government agencies to manage, and sell advertising inventory. This includes over 3,300 vehicles, over 1,500 shelters and benches, kiosks, transit center, dominations, sponsorships, digital screen, and airport signage.</p> <p>EXPERIENCE IN SIMILAR TRANSIT MARKETS Top Gross Revenue-Generating Contracts References and Other Current Markets with similar inventory</p> <p>Gateway Outdoor Advertising currently has partnerships in 8 states, with 30 State and County Government agencies to manage, and sell advertising inventory. This includes over 3,300 transit buses, over 1,500 bus shelters and benches, kiosks, transit centers, dominations, airport signage, and digital screens.</p> <p>Currently Gateway markets provide transportation services to over 200,102,000 Passengers a year.</p> <p>Transit Markets: Connecticut, Delaware, New Jersey, New York, Pennsylvania, South Carolina, Virginia/WDC, West Virginia, Michigan</p>
<p>PHILOSOPHY</p> <p>As with any successful company, establishing a positive work environment and culture is paramount. Our ability to perform for each of our transit partners is a direct result of not only hiring the best employees, but ensuring that they work in an environment that allows them to thrive in ways both personal and professional. The pillars for our collective success are built upon these Values: Creativity, Collaboration, Thoughtfulness, Accountability, and Growth. We feel that our work for Broward County Transit is a direct reflection of those Values that we try to instill everyday with our team.</p>	
<p>3c - Amount of gross advertising billings and percent billings by the Proposer in each of the categories in which the Proposer conducts business: exterior transit advertising, other exterior advertising programs and other advertising. Include the following: • List the Proposer's top five (5) revenue-generating contracts, with transit agencies comparable to BCT, over the past five (5) years and the amount of revenue generated per contract per year. Describe Proposer's previous experience in working with the transit agencies. 5 Points. *Required</p>	
<p>Vector Media has included their gross advertising billings, broken down by product and broken down by their top 5 revenue-generating contracts with public agencies in Section 3 (BidSync page 50). As noted in the proposal, this information has been noted Confidential and should be treated as such.</p>	<p>Gateway Outdoor provided revenue history on BidSync pages 76-89. This information is confidential and should be treated as such.</p>
<p>3d - Work samples indicative of the quality of products and services (including graphic standards) provided by Proposer including at least two (2) examples each of traditional kong, traditional king, and traditional queen bus ads. 5 Points. *Required</p>	
<p>Vector Media has included samples of their work in Section 3 (BidSync pages 51-53).</p>	<p>Gateway Outdoor provided samples of current King, Queen, and Kong posters in Tab 3 (BidSync Pages 70-71 and 90-93) . Gateway currently offers all of these advertising sizes in all of our markets.</p>
<p>3e - Any other experience of the Proposer as it relates to the work or services described in the Scope of Services. • . 2 Points. *Required</p>	
<p>Vector Media - have shown our vast experience nationwide with public transit agencies that span wide ranging market sizes and media formats throughout our proposal between our list of public transit experience in Section 3 (BidSync page 41) and our references in Section 3 (BidSync pages 43-46).</p> <p>Vector Media - Innovative capabilities with data partners with StreetMetrics and Neustar that further enhance the ability to deliver measurable results to our advertisers.</p>	<p>Gateway Outdoor provided the below experience in similar transit markets.</p> <p>Top Gross Revenue-Generating Contracts References and Other Current Markets with similar inventory</p> <p>Gateway Outdoor Advertising currently has partnerships in 8 states, with 30 State and County Government agencies to manage, and sell advertising inventory. This includes over 3,300 transit buses, over 1,500 bus shelters and benches, kiosks, transit centers, dominations, airport signage, and digital screens.</p> <p>Currently Gateway markets provide transportation services to over 200,102,000 Passengers a year.</p> <p>Transit Markets: Connecticut, Delaware, New Jersey, New York, Pennsylvania, South Carolina, Virginia/WDC, West Virginia</p> <p>BidSync pages 69-89</p>
<p>4. Media trade Options (20 Points)</p>	
<p>Vector Media Holding Corp.</p>	<p>Gateway Outdoor Advertising</p>

4. Media Trade Options: Media Trade Options may be used by BCT to advertise in various forms of media, such as radio, television, internet, print, electronic, or digital to promote transit and transit related goods and services from public, non-profit, and civic organizations and various for-profit organizations and media outlets. Projected Media Trade Options shall be defined as media advertisement(s) such as radio, television, internet, print, electronic, or digital media.

4a - The quality of Contractor's experience with media trade agreements. Provide examples of Media Trade agreements the Proposer has managed in the past five (5) years. Describe Proposer's approach in managing Media Trade projects and how they were able to create larger campaigns through media trade agreements. Were there any challenges for any of the listed media trade agreements? If so, describe how Proposer dealt with the media trade agreement challenges. 5 Points. *Required

Vector Media stated their experience with handling media trades on behalf of BCT has proven successful for many years.

The sales team in Broward have been handling media trade with Broward County Transit for over 20 years. We have worked with multiple marketing managers over the years at BCT to understand the desired audience and the messaging desired by BCT. We have created multiple language campaigns for BCT. The only challenges have been timing of the campaigns. We started in advance of the timing of the program to make certain the creative was ready for launch date. Some of these media trade advertisers have converted their trade campaigns into paid campaigns. We are able to share impression and demographic data with the media trade partner that was able to show the value of transit advertising.

Vector Media has completed media trades with the Florida Panthers on behalf of BCT, in addition to other trades for radio spots with iHeartRadio. We would continue to find creative and effective print, media trades for BCT.

Media Trade Pool provided by Gateway Outdoor Advertising Totaling \$1,250,000 over the initial term and option years. Gateway Outdoor will work with local radio, television, web, print, digital, and other media companies to provide Broward County Transit with media options to promote transit and transit related goods and services. Along with working with the media companies above Gateway also has had great success in forming partnerships with local sports teams, events, entertainment facilities, sponsorships, and casinos. Gateway will also work on expanding upon current media trade agreements if requested by Broward County. Currently Gateway has agreements with IHeart in several of our markets. Gateway also proposes trade for printing and production of signage for Broward as part of the trade usage. All potential media trade agreements would be subject to review by BCT prior to contracting.

BidSync Page 55

BidSync Pages 94-95

4b – The quality of Contractor's Projected Media Trade Options. Provide examples of Projected Media Trade Options the Proposer will be negotiating on behalf of BCT. 5 Points. *Required

The sales team in Broward have been handling media trade with Broward County Transit for over 20 years. We have worked with multiple marketing managers over the years at BCT to understand the desired audience and the messaging desired by BCT. We have created multiple language campaigns for BCT. The only challenges have been timing of the campaigns. We started in advance of the timing of the program to make certain the creative was ready for launch date. Some of these media trade advertisers have converted their trade campaigns into paid campaigns. We are able to share impression and demographic data with the media trade partner that was able to show the value of transit advertising. As seen above, we have completed media trades with the Florida Panthers on behalf of BCT, in addition to other trades for radio spots with iHeartRadio. We would continue to find creative and effective media trades for BCT. Our Media Trade commitment is outlined in the Revenue Generating Proposal which is included in the next section, as well as within the attached forms.

Media Trade Pool provided by Gateway Outdoor Advertising Totaling \$1,250,000 over the initial term and option years. Gateway Outdoor will work with local radio, television, web, print, digital, and other media companies to provide Broward County Transit with media options to promote transit and transit related goods and services. Along with working with the media companies above Gateway also has had great success in forming partnerships with local sports teams, events, entertainment facilities, sponsorships, and casinos. Gateway will also work on expanding upon current media trade agreements if requested by Broward County. Currently Gateway has agreements with IHeart in several of our markets. Gateway also proposes trade for printing and production of signage for Broward as part of the trade usage. All potential media trade agreements would be subject to review by BCT prior to contracting.

BidSync Page 55

BidSync Pages 94-95

4c - Proposed Media Trade Options proposal totals over \$250,000 minimum amount. 1 point per \$100,000 over \$250,000 minimum amount. Maximum 3 Points. *Required

Vector Media has provided a media trade chart on BidSync page 57.

Gateway Outdoor has provided a media trade chart on BidSync page 97.

5. Minimum Annual Guarantee (20 Points)

Vector Media Holding Corp.

Gateway Outdoor Advertising

5. Minimum Annual Guarantee: Points awarded for the Minimum Annual Guarantee three (3) year total. Points for Section 5, Minimum Annual Guarantee, will be calculated by applying the following formula: (Proposer's Minimum Annual Guarantee/Highest Proposed Minimum Annual Guarantee) x (Maximum Number of Points for Minimum Annual Guarantee (20)) = Minimum Annual Guarantee Score. The Proposer will pay to County, in twelve (12) monthly installments, a Minimum Annual Guarantee. After the initial threeyear term of the agreement, the Minimum Annual Guarantee will be negotiated and determined each year. 20 Points *Required (refer to Special Instructions to Vendors, Additional Responsiveness Criteria, Section A.2., and submit as instructed).

Vector Media provided a chart detailing their Minimum Annual Guarantee for each year of the contract can be found on BidSync page 57.

Gateway Outdoor provided a chart detailing their Minimum Annual Guarantee for each year of the contract on BidSync page 97.

6. Annual Net Collections in Excess of the Minimum Annual Guarantee (12 Points)	
Vector Media Holding Corp.	Gateway Outdoor Advertising
<p>6. Annual Net Collections in Excess of the Minimum Annual Guarantee: In addition to the Minimum Annual Guarantee, the Proposer will pay to County additional funds based on a tiered percentage split of Proposer's Net Collections (Refer to Scope of Services, Exhibit 1, Calculating County's Percentage Split of Net Collections).</p> <p>Points awarded for Annual Net Collections in Excess of the Minimum Annual Guarantee will be calculated by applying the following formula:</p> <p>Tier 1 (Annual Net Collections \$0 - \$1,250,000): (Proposer's Percentage Split Offer/Highest Percentage Split Proposed) x (Maximum Number of Points for Percentage Split (6)) = Percentage Split of Net Revenue Score for Tier 1. 6 Points *Required</p> <p>Tier 2 (Annual Net Collections >\$1,250,000): (Proposer's Percentage Split Offer/Highest Percentage Split Proposed) x (Maximum Number of Points for Percentage Split (6)) = Percentage Split of Net Revenue Score for Tier 2. 6 Points *Required</p>	
Vector Media provided a table for annual net collections in Section 6 (BidSync page 59)	Gateway Outdoor provided a table for annual net collections on BidSync page 98.

Vendor Questionnaire Matrix

RFP/RLI/RFQ Number and Title		TRN2122974P1 – TRANSIT ADVERTISING PROGRAM	
1. Legal Business Name:		Vector Media Holding Corp	HFT Management Inc
2. Doing Business As/Fictitious Name (If applicable):		Vector Media	Gateway Outdoor Advertising
3. Federal Employer I.D. No. (FEIN)		814079466	223179699
4. Dun and Bradstreet No.:		75421672	152-333220
5. Website Address (if applicable):		www.vectormedia.com	www.gatewayoutdoor.com
6. Principal place of business address:	Address Line 1	560 Lexington Avenue	18 Pleasant Grove Road
	Address Line 2	14th Floor	
	City	New York	Long Valley
	State	NY	NJ
	Zip Code	10022	07853
7. Office location responsible for this project:		560 Lexington Avenue 14th Floor New York, NY 10022	1407 NE 56 ST, Unit 411 Fort Lauderdale, FL 33334
8. Telephone No.:		212-557-9405	908-684-8122
8a. Fax No.:			908-684-8133
9. Type of Business	Type of Business (Select from the dropdown list)	Corporation	Corporation
	If Corporation, Specify the State of Incorporation	Delaware	Pennsylvania
	If General Partnership, Specify the State and County		
	If Other, Specify the detail		
10. List Florida Department of State, Division of Corporations document number (or registration number if fictitious name):		F17000000139	F02000003886
11. List name and title of each principal, owner, officer, and major shareholder	a)	Marc Borzykowski, CEO	Craig P Heard, President CEO
	b)	Chad Silver, COO	Craig F Heard, SR VP, Secretary
	c)		Brad L Heard, SR VP
	d)		
12. Authorized Contact(s) for your Firm:	Name:	Chad Silver	Craig P Heard
	Title:	COO	Presiden/CEO
	Email:	silver@vectormedia.com	cheard@gatewayoutdoor.com
	Telephone No.:	212-557-9405	908-684-8122
	Name:	Ethan Wells	Craig F Heard
	Title:		SR VP
	Email:	ewells@vectormedia.com	cheardjr@gatewayoutdoor.com
	Telephone No.:	212-557-9405	973-219-4413
13. Has your firm, its principals, officers or predecessor organization(s) been	Click Response:	No	No

Vendor Questionnaire Matrix

RFP/RLI/RFQ Number and Title		TRN2122974P1 – TRANSIT ADVERTISING PROGRAM	
1. Legal Business Name:		Vector Media Holding Corp	HFT Management Inc
debarred or suspended by any government entity within the last three years? If yes, specify details in an attached written response.	If Yes, provide detailed response:		
14. Has your firm, its principals, officers or predecessor organization(s) ever been debarred or suspended by any government entity? If yes, specify details in an attached written response, including the reinstatement date, if granted.	Click Response:	No	No
	If Yes, provide detailed response:		
15. Has your firm ever failed to complete any services and/or delivery of products during the last three (3) years? If yes, specify details in an attached written response.	Click Response:	No	No
	If Yes, provide detailed response:		
16. Is your firm or any of its principals or officers currently principals or officers of another organization? If yes, specify details in an attached written response.	Click Response:	No	No
	If Yes, provide detailed response:		
17. Have any voluntary or involuntary bankruptcy petitions been filed by or against your firm, its parent or subsidiaries or predecessor organizations during the last three years? If yes, specify details in an attached written response.	Click Response:	No	No
	If Yes, provide detailed response:		
	Click Response:	No	No

Vendor Questionnaire Matrix

RFP/RLI/RFQ Number and Title		TRN2122974P1 – TRANSIT ADVERTISING PROGRAM	
1. Legal Business Name:		Vector Media Holding Corp	HFT Management Inc
18. Has your firm's surety ever intervened to assist in the completion of a contract or have Performance and/or Payment Bond claims been made to your firm or its predecessor's sureties during the last three years? If yes, specify details in an attached written response, including contact information for owner and surety.	If Yes, provide detailed response:		
	Click Response:	No	No
19. Has your firm ever failed to complete any work awarded to you, services and/or delivery of products during the last three (3) years? If yes, specify details in an attached written response.	If Yes, provide detailed response:		
	Click Response:	No	No
20. Has your firm ever been terminated from a contract within the last three years? If yes, specify details in an attached written response.	If Yes, provide detailed response:		
	Click Response:	No	No
21. Living Wage solicitations only: In determining what, if any, fiscal impacts(s) are a result of the Ordinance for this solicitation, provide the following for informational purposes only. Response is not considered in determining the award of this contract. If yes, Living Wage increased the pricing by ____% or decreased the pricing by ____%.	If Yes, provide detailed response:		
	Click Response:	No	No