



DESCRIPTION OF THE PROJECT

A. Purpose and Basis of Award

Bis-Man Transit invites the submission of interest from printers for exterior bus advertising services for the fleet, as well as bus shelters and benches from qualified agencies. Potential advertisers are responsible for any expenses incurred. Bis-Man Transit will not be held financially responsible for printing, installation, and removal of advertising. It is the sole responsibility of the approved vendor to work with potential advertisers for designing, printing, and billing for services.

The installation and removal of advertisements must be coordinated with the Bis-Man Transit Marketing and Mobility Specialist. All graphics must receive approval from Bis-Man Transit staff prior to printing and installation to ensure compliance with the Bis-Man Transit Advertising Policy, which can be found at <https://bismantransit.com/advertising-with-cat/>.

Approved vendor contact information will be included within the Bis-Man Transit Advertising Policy. Bis-Man Transit retains the right to retract approval at any time.

B. Organization Background

The Bis-Man Transit Board (BMTB) was incorporated on April 28, 1987, and began providing door-to-door bus service in 1990 for persons with disabilities. A short time later, the service was extended to senior citizens. Bis-Man Transit began a fixed route bus service serving the cities of Bismarck & Mandan, which would be available to everyone to use. In May of 2004, the first rides were given on the fixed route service, called Capital Area Transit (The CAT). Between the two modes of service, we are now providing approximately 143,000 passenger rides per year. It is the goal of the Bis-Man Transit Board to provide the safest, most cost-effective service to the greatest portion of the population that we are able to, given the resources at our disposal.

Bis-Man Transit maintains and operates both the paratransit system and the fixed route CAT bus system in the Bismarck & Mandan communities. For more information, visit BMTB website at www.bismantransit.com.

C. BIS-MAN TRANSIT Services

Bis-Man Transit services operate an estimated 50,657 vehicle revenue hours annually. These popular services carry about 143,000 passengers annually. The bus routes and schedules are detailed on the Bis-Man Transit website at www.bismantransit.com. The services are summarized as follows:

Bis-Man Transit Paratransit Service Bis-Man paratransit origin-to-destination services are available to senior citizens 70 years of age or older, and to individuals with any type of certifiable disability. Those under the age of 8 must have an escort. Bis-Man Transit operates paratransit service within the city limits of Bismarck, Mandan, and Lincoln, or within 3/4 mile of the fixed route (CAT Bus) between 5:30 am and 12:00 am Mon-Sat, and between 7:30 am and 2:30 pm on Sundays.



Bis-Man Transit CAT Bus is a fixed-route bus system serving Bismarck and Mandan with 6 routes. The CAT bus runs Monday through Friday from 6:30 a.m. to 7 p.m., depending on the route, and on Saturday from 8 a.m. to 7 p.m., depending on the route. The CAT bus route system allows riders to “Catch the CAT” by standing on nearly any block corner along the routes.

Local Fixed Routes (see bismantransit.com for schedules)

1. Black Route
2. Blue Route
3. Green Route
4. Red Route
5. Orange Route
6. Purple Route

D. Transit Fleet

The Bis-Man Transit paratransit fleet is composed of sixteen (16) cutaway paratransit vehicles, and two (2) high roof vans. The Bis-Man Transit fixed-route fleet is composed of seven (7) 30', and two (2) 35' fixed route vehicles. Actual dimensions for each vehicle may vary by model and year.

On fixed route buses, the area above the windows is reserved for the BMTB logo and information.

Paratransit vehicles may have advertisements placed from the main cab back.

E. Bus Shelters

Bis-Man Transit owns 13 bus shelters, which are located throughout Bismarck and Mandan. Advertisements may be installed on all sides of the bus shelters.

F. Bus Benches

Bis-Man Transit owns 28 benches, which are located throughout Bismarck and Mandan. Advertisements may be installed on the bench backs.



3750 E Rosser Avenue,
Bismarck, ND 58501



info@bismantransit.com



701.258.6817



www.bismantransit.com

CUTAWAY BUS (16 in fleet)



FIXED ROUTE BUS (9 in fleet)



REAR LIFT VAN (2 in fleet)



3750 E Rosser Avenue,
Bismarck, ND 58501



info@bisantransit.com



701.258.6817



www.bisantransit.com

E. Transit Advertising Program

Bis-Man Transit Board (BMTB) is interested in generating revenue from the sale of advertising space on the rear, curb and driver sides, and interior of the Bis-Man Transit buses. Since there is also a desire to preserve Bis-Man Transit system identity, BMTB requires that OFFERORS consider ways to preserve existing logos and telephone numbers, particularly on the sides of vehicles.

1. The successful OFFEROR shall provide art, production, installation, and removal of advertising on the exterior and interior of the BMTB active fleet, benches, and shelters in accordance with any advertising or other related policies. BMTB reserves the right to pre-approve, and if necessary, remove any advertising that does not comply with related policies of BMTB.
2. The exterior advertisements should be an adhesive decal. None of these vehicles are outfitted with frames currently, and BMTB does not wish to have them installed. Any decal over passenger windows must allow for the ability to see out of the windows.
3. The successful OFFEROR will be responsible for the sale, design, production, installation, and removal of advertisements. While the cost of the installation and removal of the wraps is the responsibility of the successful OFFEROR, the timing of the installation and removal of the wraps must be coordinated with BMTB so as not to disrupt service. All designs must be pre-approved before production may commence.
4. Any damage to BMTB buses or property during the installation and removal of any advertisements is the successful OFFEROR's responsibility.
5. Interior ads shall be sold at the size of 11" h x 40" w (max) and must be used in the designated frames above the windows within available space. Some existing space will be reserved for BMTB business information.
6. Advertisements may not be sold on a per-route basis as vehicles are rotated throughout the system regularly.
7. Any benches must be maintained by OFFEROR and placed in accordance with local, state, and federal regulations; including the ADA.
8. Advertisements are not currently placed in shelters, but may be an option during the life of the contract.



3750 E Rosser Avenue,
Bismarck, ND 58501



info@bismantransit.com



701.258.6817



www.bismantransit.com

F. Operations and Maintenance Facility

BMTB vehicles are maintained at the Bis-Man Transit Board Facility located at 3750 East Rosser Avenue in Bismarck, ND. This facility is well lighted, fully paved, and has adequate service and wash bay space to allow for sheltered installation of advertising materials. Installation of bus advertisements must be completed at the Bis-Man Transit Facility. All of the vehicles are stored at this facility.

Questions and Comments

Questions and comments may be submitted in writing:

By mail or delivery service to:

Bis-Man Transit Board,
Attn: Procurement
3750 East Rosser Ave
Bismarck, ND 58501

or

E-mail to info@bisantransit.com

Phone: 701.258.6817

Vendors interested in being considered as an approved vendor must submit a formal letter outlining the services they can provide. This letter can be sent to info@bisantransit.com, and must be received by January 19, 2022 at 2:00PM CST.



3750 E Rosser Avenue,
Bismarck, ND 58501



info@bisantransit.com



701.258.6817



www.bisantransit.com