Advertising Services-Contract 26P056 Recommendation

Kelci Stones | Nov. 9, 2026

Modernizing Metro Transit Advertising Services

Expanding capacity to deliver strategic, creative and measurable campaigns

Why the contract is changing

- Existing services focus on media buying for regional campaigns
- Growing organization needs and limited capacity require broader strategic and creative support

Proposed approach

- Expand the contract to integrate media buying with strategic planning, creative development, campaign execution and performance evaluation

Integrated Campaign Support

Flexible services aligned with evolving organization priorities

Four priority campaign areas:

- Ridership building
- METRO line openings
- Brand awareness
- Strategic recruitment

Recommended Action

That the Metropolitan Council authorize the Regional Administrator to negotiate and execute contract 26P056 with Latitude LLC for the purpose of advertising, media planning, and media buying in the amount not to exceed $9,000,000.

Thank You!

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