Business Item

Transportation Committee

Committee meeting date: November 9, 2026 **For the Metropolitan Council:** November 18, 2026

Business Item: 2026-216

Advertising Services, Contract 26P056

District(s), member(s):	All
Policy/legal reference:	FM 14.2 Expenditures for the Procurement of Goods, Services, and Real Estate Policy
Staff prepared/presented:	Lesley Kandaras, General Manager
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	Kelci Stones, Market Development Supervisor
Division/department:	Metro Transit/Marketing

Proposed 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.

Background

Metro Transit's current advertising contract primarily provides media buying services to support the planning and execution of large-scale regional advertising campaigns and initiatives. The contract expired October 31, 2026.

To address evolving needs and expand its marketing capabilities, Metro Transit intends to broaden the scope of services under the new contract to include creative campaign development, media planning, and media buying. The recommended proposer will provide strategic support for campaign development and implementation, including outreach to BIPOC media outlets and other targeted community partners. This five-year contract will require work to be performed collaboratively with Metro Transit staff to develop and execute effective campaigns, monitor media performance, recommend strategies to improve results, and provide comprehensive campaign evaluations and reporting.

A Request for Proposals was issued on April 7, 2026. Council staff hosted a pre-proposal meeting to review solicitation requirements, discuss project specifications, and respond to questions from prospective proposers. The Council received twelve proposals to be evaluated for the consideration of award.

Based on the evaluation, staff recommend awarding the contract to Latitude LLC as the most advantageous proposer to the Council.

Rationale

The execution of a professional service contract exceeding $2,000,000 requires Council approval.

Thrive lens analysis

On Feb. 12, 2025, the Council adopted Imagine 2050, which builds on policy direction in Thrive MSP 2040. Under the Thrive lens, this action advances the Thrive outcomes of Equity and Prosperity by helping Metro Transit communicate critical transit information more effectively to a region that is increasingly racially and ethnically diverse. The recommended proposer brings demonstrated experience in strategically planning and placing media with BIPOC media partners and will support Metro Transit in expanding its campaign reach, media reach, strengthening community partnerships, and ensuring that transit information reaches a broader and more representative range of residents.

Funding

Funding is available in Metro Transit's annual operating budget.

Small business inclusion

Due to the requirements of the Interim Final Rule issued by the USDOT on October 3, 2025, and the subsequent Final Rule issued on September 25, 2026, no DBE goal was assigned to this project.