

# 1.0 Executive Summary

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With more land mass than any other American city, Houston always finds room for the biggest and the best. From the big thinking that helped the Johnson Space Center put a man on the moon to the big business that makes Houston the nation's energy and petroleum industry hub; from to the epic life-saving efforts that take place in the world's largest healthcare complex to the city's 15 world-class museums, Houston does everything on a grand scale.

A big city with big plans needs street furniture that is more than practical. Houston needs street furniture comfortable enough to deliver on the promise of friendly Texas hospitality; street furniture with design elements befitting a world-class home for the arts; municipal service structures that capture the pulse of a city where grand thinking is the status quo.

Shouldn't Houston's municipal service structures be designed, created and maintained by a company that makes everyday municipal structures part of something...bigger? Cemusa's street furniture has transformed 110 cities around the globe, from Barcelona to Boston to Miami to Rio de Janeiro and beyond. Far from utilitarian, our structures, created by award-winning master architects and world-class designers, have made these and other cities more livable, more modern and more functional.

Cemusa is an internationally renowned company dedicated to improving the quality of life of citizens and visitors in urban centers. At the heart of Cemusa's philosophy is a dedication to creating partnerships with the cities in which we're working. Our beautiful, functional street furniture designs have won numerous prestigious awards and also provide a desirable medium for advertisers, bringing in strong financial revenue for our municipal partners. Cemusa has the experience, the leadership and the financial capacity to implement METRO's Advertising Sales Management Program with great success.

## Scope of Work

Cemusa is responding to the Metropolitan Transit Authority (METRO) Request for Proposal #RPO500007 seeking proposals to:

- Design, build, install and maintain bus shelters
- Modify existing shelters, with approval by METRO, to include advertising panels or other means of advertising
- Maintain and/or replace existing shelters as necessary

Cemusa is proposing two shelters that are flexible and designed to integrate well with downtown and commercial avenues. Our architects will work with local stakeholders to make modifications to this design in terms of color, bench, back glass walls and map frames to provide street furniture that complements – and enhances – the cityscape.





## Exceptional Design

Cemusa's world-renowned designers and architects are specialists in designing for urban settings. We've won several awards from the Industrial Designers' Decorative Arts Development Group for our innovative shelter designs. Just this year, Cemusa's designs in Parma, Italy – known as the country of design – were recognized by Media Italia as the best aesthetic designs in Italy, defeating designs from other companies also bidding for the Houston contract. The government of Madrid also gave special acknowledgement to Cemusa for shelters we designed there. And surveys of residents of San Antonio, Texas – a city with which we have a contract – showed that 97 percent were very satisfied with the design and installation of Cemusa's shelters there.

Yet Cemusa's structures do not sacrifice function for form. Our elements – constructed with high-resistance tempered glass, stainless steel and anodized or powder-coated aluminum – are designed to withstand the rigors of time and use, while enhancing the user's experience. Cemusa's commitment to using recyclable materials that are free from pollutants will reduce environmental impacts associated with the life cycle of the structures' components and maintenance.



## **Local Commitment**

Although Cemusa's reach is global, our philosophy is to act and think locally. We forge long and fruitful partnerships with the cities where we operate, working with local manufacturing, engineering, design, and construction companies, hiring local employees, and using local resources to meet our supply needs. This formula will benefit Houston's economic development goals by creating more local jobs through subcontracting partnerships.

Furthermore, Cemusa's team spent 10 days in Houston to evaluate the existing inventory, evaluate and select the appropriate designs and confirm installation methods.

## **Superb Maintenance**

When it comes to maintenance standards and performance, Cemusa is unsurpassed in the industry. Our in-house maintenance and cleaning crews and our state-of-the-art fleet of maintenance vehicles enable us to inspect and maintain each bus shelter every single day. On every shelter we post a customer service hotline that's manned 24 hours a day. If any problems are reported, we're able to respond immediately to remedy the situation – whether by eradicating graffiti or replacing glass. We take great pride in our service excellence, which includes everything from providing professional and expedited customer service to ensuring that street furniture is always in the best condition.

Complementing our maintenance crew is Cemusa's proprietary integrated Product Control System (SCPI), an information system that tracks the operations, warehousing and purchasing departments. The SCPI system produces reports for financial monitoring purposes, advertising campaign status, installation progress and the street furniture's condition and repair status. At any time, METRO will have access to the status of any bus shelter in the city. SCPI will also enable the location of just-in-time spare parts from Cemusa's local warehouse.

In the end, good maintenance translates into increased city revenue and conveys an image of quality and cleanliness on city streets, speaking volumes about Houston as a place to live, visit and do business.

## **Financial Benefits**

Cemusa offers partner cities a strong revenue-sharing plan that provides substantial returns for the city. Our unrivaled approach to ad sales brings in stronger revenues, directly benefiting the municipalities we serve. Cemusa's dedicated sales force only sells street furniture advertisements and manages additional advertising elements only when asked by one of our shelter advertising partners this eliminating other business distractions and internal conflicts of interest.

Adding to the appeal are flexible sales options that differentiate us from traditional outdoor advertising companies operating on stringent four-week posting schedules. Cemusa's advertising proposition enables clients to:

- Begin a new campaign any day of the week

- Run a more effective campaign by changing ad copy weekly instead of monthly at no cost
- Display messages on high-quality, meticulously maintained, well-illuminated and beautifully designed structures

Since the markets will pay for higher quality and maximum flexibility, Cermusa's unique advertising structure positions us to achieve higher advertising capacity than competitors. Global advertisers recognize that they will receive optimum impact through campaigns posted on Cemusa structures. As a result of this trust, Cemusa has built a roster of global advertising clients that includes companies such as McDonald's, Coca-Cola, Unilever, Ford and Procter & Gamble, relationships that Cemusa can leverage to help Houston achieve higher revenue.

Additionally, Cemusa's experience in San Antonio, Texas has provided us with a wealth of experience regarding the unique Texas advertising market. This experience has enabled Cemusa to define the standards for the out of home advertising market in Texas leading to increased sales and the ability to command higher rates that translate into higher revenue.

Our weekly advertising structure also allows small businesses and local companies to market products, services or events on a shorter and more targeted schedule. This flexibility enables companies that could not afford a longer campaign or must run a time-sensitive message to work with Cemusa to create a short-term or site-specific marketing strategy.

### **Partnership with METRO**

Cemusa's goal for a long-term partnership with Houston is strengthened by our financial accountability to the agency and by the excellent relationships we'll form with METRO. We collaborate with the municipalities in which we're working by maintaining a constant dialogue with their key stakeholders. Cemusa will ensure an established Houston presence to interface and be accountable to METRO.