

**Request for Expressions of Interest (RFI)
for the
Metropass Art Program**

RFI No. R01BT09156

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OVERVIEW

The Toronto Transit Commission (TTC) sells a monthly transit pass, the Metropass, which allows users unlimited travel on all regular TTC services for that month. On average, approximately 260,000 adult and 18,000 senior/student Metropasses are sold monthly.

Currently incorporated in the Metropass design are a number of features which allow the efficient validation of the fare media by TTC operating personnel. There are also a number of security features as well as transit related artwork in the center of the Metropass. The design of the Metropass (colour, artwork, and security features) varies each month allowing TTC operating personnel to easily determine whether a Metropass is valid for that month.

Although functionality is the first priority in terms of the Metropass design, the TTC also recognizes that its fare media should be pleasing to the eye and reflect the “flavour” of Toronto to the greatest extent possible.

This Request for an Expression of Interest (RFI) is being issued by TTC to determine whether there are any qualified organizations permanently located in the City of Toronto that would be interested in providing artwork (images) for the front of the Metropass for specified periods of time. The criteria for determining whether an organization would be considered qualified to participate are detailed in the next section.

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METROPASS ART PROGRAM QUALIFICATIONS AND CRITERIA

A. QUALIFICATIONS

An organization must meet the following qualifications to be eligible to participate in the program:

1. The organization must be a public sector or not-for-profit entity.
2. The organization must own and display art in a public venue.
3. The main focus of business activities is not the sale of artwork.
4. The organization must have a permanent location/office in the City of Toronto.
5. The organization must provide "appropriate artwork" that reflects the "flavour" of Toronto. The determination of "appropriate artwork" will be made by the TTC, in its sole discretion.

B. PROGRAM CRITERIA

Any artwork (image) provided to the Metropass Art Program will be subject to the following criteria:

1. The original artwork cannot be listed for sale at the time of use on the Metropass.
2. The original artwork can not be listed for sale for a period of 12 months after being used in the program.
3. The organization providing the artwork (images) will receive no compensation for participating in the program.
4. The organization providing the artwork will provide artwork (images) for a specific period of time (i.e. 3 months, 6 months ...). The period will be based on the number of qualified organizations that participate in the program.
5. The organization cannot charge any fee of any kind to an artist for displaying the artwork on the Metropass.
6. All artwork submitted for the program must be approved by TTC for use in the program. The TTC reserves the right, at its sole discretion, to reject and/or approve all artwork submitted for the program.

If in the opinion of the TTC, this Request for Expressions of Interest generates sufficient interest in the program, TTC intends to issue a subsequent Request for Proposal which will form the basis of a formal contract between TTC and the organization. It is anticipated the contract term would be one year.

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EXPRESSIONS OF INTEREST

Any interested organization is requested to submit an expression of interest by completing and submitting the attached Appendix A to the TTC contact person named below. The submitted Appendix A should detail the organization's qualifications to participate in the program.

Although it is not a mandatory requirement, the submitting organization may, at their option, submit samples of images they believe would be appropriate to use on the Metropass. Any samples should be submitted in .jpg format and be no larger than the Metropass image provided in Appendix B. The submitting organization may also submit any additional information as they see fit.

The TTC plans to reassess the current Metropass design and features as part of the process of implementing the Metropass Art Program.

Expressions of interest should be submitted no later than Friday, September 11, 2009 at 2:00 p.m.

TTC CONTACT PERSON

Submissions and any inquiries must be directed to:

Mr. David Marshall
Senior Contract Administrator
PH: (416) 393-4726
FAX: (416) 537-0385
e-mail: david.marshall@ttc.ca

RFI No. R01BT09156 - APPENDIX A

CORPORATE INFORMATION FORM

NAME OF ORGANIZATION: _____

ADRESS: _____

CONTACT: _____
(Name, Tel, E-Mail) _____

WEBSITE: _____

MAIN BUSINESS ACTIVITY: _____

ADDITIONAL INFORMATION: _____

RFI No. R01BT09156 - APPENDIX B

EXISTING METROPASS DESIGN – JULY 2009 EXAMPLE



Size of Image Area: 34.50mm X 21.75mm