

REQUEST FOR PROPOSALS

ADDENDUM # 1 Questions and Clarifications

Transit Advertising Services RFP# 2020-09

TO: Prospective Proposers
FROM: Jamie Arbogast, Director of Procurement
DATE: July 09, 2020
SUBJECT: Addendum No. 1 – Questions and Clarifications

The following is included as part of Addendum No.1 and supersedes the language/requirements set forth in the original "Request For Proposals".

ADDENDUM # 1 – Questions and Clarifications

#	Questions submitted or asked	Response from GPMTD
1	Revision to Section 2-8 Payments, Records, Audits and Reports of the RFP	See Attachment A
2	Please provide gross sales current vendor generated for GPMTD for each of the last 3 years on fixed route buses, for paratransit and county buses	The FY 2020 advertising revenue goal was \$375,000.
3	What is the current percentage revenue share between transit and current contractor?	50/50 revenue share.
4	Please provide the current contracted annual guaranteed revenue amounts for each of last 5 years.	There was not a Minimum Annual Guarantee included for the current contract.
5	Please provide a list of all current interior and exterior print advertising clients, the quantity and type of advertisement, monthly revenue, and contract end date by advertiser.	Link found at: https://www.ridecitylink.org/resources/procurement/ Under Current Projects, Addendum #1 Attachment

6	How many buses are expected to enter into service during this contract period.	53 total fixed route (CityLink) buses.
7	Please confirm that all new buses entering service will be allowed to have advertising on them.	<p>During the terms of this contract, there will be at least two fully electric fixed route (CityLink) buses that will be excluded from having advertising placed on the exterior until they been in the active fleet for a total of 5 years. There will be a third fully electric fixed route (CityLink) bus that will be excluded from having advertising placed on the exterior for the duration of time the bus is in the active fleet. All three of these buses are expected to be delivered in summer 2021.</p> <ul style="list-style-type: none"> • Two Proterra 40' fully electric buses • One Proterra 35' fully electric bus – This bus will have a wrap installed as part of the funding received by GPMTD to purchase the bus. <p>During the terms of this contract, there are also four diesel-electric hybrid (CityLink) buses that are excluded from having advertising placed on the exterior until they have been in the active fleet for a total of 5 years.</p> <ul style="list-style-type: none"> • Two New Flyer 40' diesel-electric buses – Added to the active fleet in November 2016 <p>Two New Flyer 40' diesel-electric buses – Added to the active fleet in August 2017</p>
8	What is the limit on number of full bus wraps that can be sold at one time?	Limit of 25 fully wrapped buses in the fixed route (CityLink) fleet.
9	Can you let us know the total revenue generated from media sales (not including production) for the past 3 years? Can this be broken out by CityLink, CityLift, and CountyLink?	Refer to question 2.
10	Can you let us know the MAG and Rev Share for the current contract with Heller Outdoor?	Refer to question 3.

11	Has MAG been reached each year?	Refer to question 4.
12	How many references would you like to see in our proposal?	Minimum of 3 references.
13	Can we see a photo of the digital screens on the 40' buses?	See Attachment B
14	Does the current contract have the same DBE Goal? If so, can you share the DBE partners that Heller Outdoor currently uses?	Yes, it is the same DBE goal. The current contractor does not use a DBE.
15	Can you expand on the number of buses allowed to have full wraps?	Refer to question 8.
16	Can you confirm garage where installations occur is heated for work done in the winter?	We cannot confirm this at this time. We are expecting drastic changes when the construction project begins. Under normal circumstances, the garage in which installations will occur would be a heated area.
17	Can you share an updated vehicle signage inventory chart (pg 37-50 in the RFP)	Link found at: https://www.ridecitylink.org/resources/procurement/ Under Current Projects, Addendum #1 Attachment
18	Is GPMTD open to renegotiating the MAG should the fleet reduce by 10% or more?	Yes, we are open to re-negotiating.
19	Is GPMTD open to renegotiating the MAG should COVID or another pandemic create partial or limited service?	Yes, we are open to re-negotiating.
20	With contracts not transitioning to the new sales organization, and the current sales organization still able to sell inventory through September, it makes it difficult to provide an fair MAG for Year 1 without an accurate count of what we'll have to sell. Will GPMTD either (i) allow for any 2021 billing to count against the new sales organizations Y1 MAG (ii) require that the current sales organization not be able to renew any contracts from Aug 1 2020 forward (iii) feel comfortable with a Rev	We are willing to negotiate a revenue share for year 1 and a MAG/revenue share in the following years of the contract.

	Share in Year 1 and a MAG/Rev Share in the following years?	
21	In most of our transit authority agreements, the responsibility to pay for the re-printing/re-installing of advertising damaged by accidents and maintenance is normally paid for by the sales organization and that cost is then taken out of the MAG. The reason for this is that this cost can be recouped through insurance (the advertising included in the repairs) and advertisers push back on having to pay for damages to their advertising outside of their own control. Is GPMTD open to having any costs for re-print/re-install of advertising damaged by driver accidents and maintenance counted against the MAG?	GPMTD will not be responsible for re-printing/re-installing any damaged advertisements. We are willing to discuss the contractor's proposed process/solution for this issue during negotiations.

ATTACHMENT A

2-8 Payments, Records, Audits and Reports

The Contractor shall submit monthly payments to GPMTD for its share of the advertising revenue within ten (10) days after the end of each month in which advertising amounts are due under the executed Advertisement Agreement. The payment shall be supported by documentation as to the computation of profits, including gross revenue and expense data. A current inventory showing advertising installed on or before the tenth (10th) of each calendar month is also required to be provided by the Contractor. The report should include space available for advertising by vehicle number.

In the event that the % of gross billings does not meet the minimum annual guarantee at the end of each twelve (12) month contract period, the difference shall be paid to GPMTD within thirty (30) days of the end of the contract year. At the end of each twelve (12) month period, the Contractor shall provide an annual financial summary statement to GPMTD. ~~In the event that GPMTD's contractual share of revenue exceeds the minimum annual guarantee for the contract year; the extra income shall be paid to GPMTD within 30 days of the end of the contract year.~~

The Contractor shall keep true and accurate records of all transactions pertaining to the Contract. Such records shall be open to audit by GPMTD or its authorized representative during any normal business hour at the offices of the Contractor. All records pertaining to the Contract shall be retained by the Contractor for a minimum of three (3) years after the expiration of each contract year.

GPMTD reserves the right to request the Contractor to provide a list of the current inventory at any time for the purpose of GPMTD personnel completing an inventory check.

GPMTD reserves the right to complete regular monthly spot checks of the quality of all signage installed on GPMTD vehicles and facilities.

ATTACHMENT B

