

**ADDENDUM #2 TO REQUEST FOR PROPOSALS (RFP)  
TO PROVIDE BUS ADVERTISING SERVICES, #2024-MA-01**

Date of Addendum: September 12, 2024

CCCTA's Responses to Questions and Requests for Clarifications

Attached to this Addendum #2 to the RFP to Provide Bus Advertising Services are CCCTA's responses to questions and requests for clarifications.

Please contact Ryan Jones at [rjones@cccta.org](mailto:rjones@cccta.org) if you have questions regarding this addendum.

## Responses to Questions, Answers, and Requests for Clarifications

Issued September 12, 2024

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1. **Will CCCTA consider option years to be considered at mutual agreement?**

Section 3, Term, of the sample agreement included with the RFP states that the base term of the agreement is three years, and CCCTA may, in its sole discretion, exercise up to two one-year option terms to extend the agreement. CCCTA will provide the selected contractor 90 days' written notice of its intention to exercise option term(s). Due to the costs and resources associated with procuring these services, CCCTA does not wish to make the options a mutual agreement.

2. **Will CCCTA please consider a 2-week extension on the proposal due date to allow vendors adequate time after Q&A information is released to formulate a proposal?**

Pursuant to Addendum #1 to the RFP, issued on August 29, 2024, CCCTA extended the proposal due date to Monday, September 16 at 3pm.

3. **Will CCCTA consider a prepaid MAG and year end reconciliation in lieu of monthly MAG and revenue payments?**

Yes, CCCTA will take into consideration a prepaid MAG and year end reconciliation. Proposers should complete Options A and B on the Cost Proposal Form and include any additional compensation method(s) they would like CCCTA to consider as an attachment to the Cost Proposal Form.

4. **May we ask CCCTA to define 'gross revenue'? Industry standards it to mean any space advertising revenue; excluding production and design services.**

CCCTA defines "gross advertising revenue" as all monies, remunerations, and considerations of every kind billed to and received from advertisers for the sale of advertising space by the contractor in its operations as permitted under the Agreement plus the revenue equivalent from all advertising (which may not have been sold) appearing on the bus advertising space provided by CCCTA.

5. **Is the Digital Bus Advertising Program actively part of the current advertising program?**

No.

6. **How are Digital Bus Advertising Program advertisements tracked and reported as proof of performance for advertising clients?**

There's not currently an advertising or tracking system in place for the monitors mounted in the 2300-series buses (40 buses in total). These monitors have yet to be used for advertisements. Proposers may suggest in their proposals tracking and reporting methods for the Digital Bus Advertising Program.

7. **What is the historical gross/net revenues for the most recent 36 months? Please provide by month as provided previously.**

CCCTA Advertising, Net Billings (January 2022-July 2024)					
Month 2022	Net Billings	Month 2023	Net Billings	Month 2024	Net Billings
January	38,465.00	January	16,507.14	January	29,762.17
February	58,965.00	February	33,757.14	February	28,637.07
March	33,615.00	March	20,895.89	March	17,812.17
April	68,710.00	April	19,887.55	April	15,262.17
May	96,221.60	May	62,849.28	May	34,847.16
June	38,457.09	June	17,412.17	June	14,088.91
July	24,457.09	July	23,048.17	July	47,638.91
August	35,789.39	August	13,762.17	August	
September	16,957.09	September	21,862.17	September	
October	54,119.67	October	93,794.67	October	
November	43,732.09	November	7,887.17	November	
December	9,857.09	December	16,782.17	December	

**8. What is the breakout of historical gross/net revenues between exterior, interior and Digital Bus Advertising Program displays?**

There's no data available on digital advertising because it has never been used. CCCTA does not have a breakout of historical gross/net revenues between exterior and interior advertising. See answer to question 7 for CCCTA's net billings for both interior and exterior advertising displays from January 2022-July 2024.

**9. Does the current advertising program best align with Option A or Option B of the proposed Cost Proposal?**

The current advertising program best aligns with Option A.

**10. May we ask CCCTA to please disclose (by month) the advertising revenue sold beyond the expiration of the 12/31/2024 contract term?**

This information is not currently available.

**11. May we ask CCCTA to please confirm the current vendor is allowed to continue to sell advertising campaigns that will generate revenue beyond the end of the current contract term of 12/31/24?**

Yes, the current vendor may sell advertising campaigns that extend for a period of up to six months beyond the current contract expiration date of December 31, 2024. At contract expiration, the current vendor will transfer all existing advertising agreements to the new vendor. For all advertising agreements assigned by the current vendor to the new vendor, the current vendor will receive a one-time commission payment equal to twenty percent of the assigned portion of the contract revenue.

**12. Based on the most recent 12 months, who are the top 20 advertisers, based on total revenue received by CCCTA?**

CCCTA does not have data on the top 20 advertisers based on total revenue received. See response to question #7 for historical gross/net revenues for the most recent 36 months.

**13. Please confirm there will be a negotiation period between the selected vendor and County Connection? This is in relation to few items within the sample contract that may**

**be beneficially modified to fit a revenue generating contract.**

As described in Section 11 of the RFP, CCCTA may negotiate with vendor(s) during the screening and selection process. Proposers should include any exceptions to the RFP or sample agreement in their proposals.