

## QUESTIONS AND ANSWERS FOR THE REQUEST FOR PROPOSALS

### TO PROVIDE INTERIOR AND EXTERIOR BUS ADVERTISING SERVICES

Issued by

Transit Management of Central Maryland dba the  
Regional Transportation Agency of Central Maryland

Issue Date

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#### QUESTION 1

Can you please provide further clarification on each line item on the Cost Proposal Form (Appendix D)? It is unclear what each line item is referring to.

#### RESPONSE 1

The cost proposal should detail the total revenues expected; the amount retained by the Offeror and the amount to be paid to RTA. In regard to the line items, we offer the following:

##### **Projected Revenue & Retention**

The business plan should set forth sales objectives for this project and detail how the Offeror plans to generate sales. The total projected revenues generated from sales minus any monies the Offeror may retain for expenses should be entered here.

##### **Projected Gross Advertising Revenue**

The total amount of revenues expected which includes all monies, remunerations, and considerations of every kind received from the sale of advertising space by the Offeror.

##### **Proposed Contractor Payment Retention**

The total amount the Offeror plans to retain of the projected advertising. It should be presented as a percentage and then calculated as a dollar amount to arrive at the Gross Projected Income to RTA.

##### **Gross Projected Income to RTA**

The total amount of revenues to be paid to RTA from the total amount of revenues received.

#### QUESTION 2

If a proposer would like to offer a Minimum Annual Guarantee that is greater than \$5,000 where on the Cost Proposal Form (Appendix D) should it be written?

#### RESPONSE 2

It should be included in the Gross Projected Income to RTA with a footnote.

**QUESTION 3**

Due to the COVID-19 pandemic can the RTA allow electronic submission of proposals?

**RESPONSE 3**

Electronic submissions are permitted, however, please note that proposals must be submitted on the Proposal Form provided and must include all required attachments. Please submit the cost proposal form in a pdf format to Shawn O'Meara, Director of Finance, [someara@transitrt.com](mailto:someara@transitrt.com).