



Addendum No. 01
RFP-021-26

Date: July 24, 2026

Project Title: Bus Advertising Services

Issuing Agency: Regional Transportation Agency of Central Maryland (RTA)

Update: Please take note of the following changes to the RFP below:

- ✓ Appendix D (page 32) - Cost Proposal Form
 - Removal of "Projected Revenue & Retention"
 - Updated footnotes #1, #2, and #3.
- ✓ Use the revised Cost Proposal Form below
- ✓ RFP submission deadline extended to July 31, 2026, at 3:00 p.m. (EST)

All other terms and conditions of the original RFP remain unchanged.

Please submit any questions regarding this Addendum in writing to Mr. Ronaldo Joanis, Procurement Specialist, by e-mail at ronaldo.joanis@transitrta.com.

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APPENDIX D- COST PROPOSAL FORM (Revised)

This Cost Proposal Form is to be used to submit the Offeror's fixed percentage payment to be retained from Gross Advertising Revenue. The projected advertising revenue must be based on the Offeror's proposed business plan.

Budget	Year 1	Year 2	Year 3	Option Year 1	Option Year 2
Projected Gross Advertising Revenue	\$	\$	\$	\$	\$
Proposed Contractor Payment Retention	%	%	%	%	%
Projected Income to RTA	\$	\$	\$	\$	\$

- 1) **Projected Gross Advertising Revenue** - the total advertising revenue projected for each contract year based on the Offeror's proposed business plan.
- 2) **Proposed Contractor Payment Retention** - the fixed percentage of Gross Advertising Revenue the Offeror will retain as full compensation for all the services required.
- 3) **Projected Income to RTA** - the Projected Gross Advertising Revenue after subtracting the Contractor's retained percentage.