



## RFP-021-26 FOR BUS ADVERTISING SERVICES

### Q&A for answering vendors questions<sup>1</sup>

#### Lot 1

| No.        | Questions                                                                                                                                                                                                            | Answers                                                                                                                                                                                                                    | Additional Information |      |      |            |            |            |  |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|------|------|------------|------------|------------|--|
| 1.         | Does RTA currently have an incumbent contractor providing exterior bus advertising services? If so, will RTA identify the current contractor?                                                                        | Yes. It is Vector Media.                                                                                                                                                                                                   |                        |      |      |            |            |            |  |
| 2.         | Can RTA provide the annual gross advertising revenue generated under the current or most recent contract for the past three fiscal years?                                                                            | <div>The following is the most recent annual gross advertising revenue (us dollar):<table><tr><td>FY23</td><td>FY24</td><td>FY25</td></tr><tr><td>290,941.04</td><td>303,209.71</td><td>286,077.80</td></tr></table></div> | FY23                   | FY24 | FY25 | 290,941.04 | 303,209.71 | 286,077.80 |  |
| FY23       | FY24                                                                                                                                                                                                                 | FY25                                                                                                                                                                                                                       |                        |      |      |            |            |            |  |
| 290,941.04 | 303,209.71                                                                                                                                                                                                           | 286,077.80                                                                                                                                                                                                                 |                        |      |      |            |            |            |  |
| 3.         | How many buses currently have active advertising installed?                                                                                                                                                          | This information is not available at this time.                                                                                                                                                                            |                        |      |      |            |            |            |  |
| 4.         | Will the successful contractor assume any existing advertising agreements, or will all advertising inventory be available beginning October 1, 2026?                                                                 | Yes.                                                                                                                                                                                                                       |                        |      |      |            |            |            |  |
| 5.         | Section IV.H states that up to 25% of the fleet may be unavailable during peak service hours. Is the current average fleet availability materially different from this figure?                                       | No, the 25% figure is still generally accurate.                                                                                                                                                                            |                        |      |      |            |            |            |  |
| 6.         | The RFP indicates that seven (7) Gillig buses will be added by the end of 2026. Will these vehicles automatically become part of the awarded advertising inventory under the existing contract without modification? | Yes.                                                                                                                                                                                                                       |                        |      |      |            |            |            |  |

<sup>1</sup> These answers are informational and don't change the RFP-021-26 for Bus Advertising Services.

| No. | Questions                                                                                                                                                                                                                                                                                                                                                     | Answers                                                                                                                                                                                                | Additional Information |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| 7.  | Are all paratransit vehicles identified in Exhibit 1 available for commercial advertising, or are any excluded?                                                                                                                                                                                                                                               | No, all vehicles labeled "TRANSIT VAN" under the Vehicle Model column are unavailable.                                                                                                                 |                        |
| 8.  | Will the successful contractor continue to have reasonable access to the maintenance facility for installation and removal of graphics during normal operating hours?                                                                                                                                                                                         | Yes.                                                                                                                                                                                                   |                        |
| 9.  | When RTA uses unsold advertising space for agency messaging, will that space continue to count as available inventory for purposes of calculating the contractor's revenue share as described in Section IV.E?                                                                                                                                                | Yes.                                                                                                                                                                                                   |                        |
| 10. | Does RTA have a preferred reporting format for the monthly operational and revenue reports, or may the contractor utilize its standard reporting platform provided all required information is included?                                                                                                                                                      | Monthly operational and revenue reports need to be in an Excel workbook. Revenue reports shall at a minimum include gross and net revenue. The final reporting format will need to be approved by RTA. |                        |
| 11. | Please confirm that the following advertising formats are permitted, subject to RTA approval: <ul style="list-style-type: none"> <li>• Full bus wraps</li> <li>• King-size side advertisements</li> <li>• Queen-size advertisements</li> <li>• Rear advertisements</li> <li>• Partial wraps</li> <li>• Window perf graphics were legally permitted</li> </ul> | All listed formats are permitted (subject to RTA approval).                                                                                                                                            |                        |
| 12. | Will certificates of insurance be required only after Notice of Intent to Award, or must they accompany the proposal submission?                                                                                                                                                                                                                              | Yes, they will be required only after Notice of Intent to Award.                                                                                                                                       |                        |
| 13. | Please confirm that electronic submission by email alone satisfies the proposal submission requirements and that                                                                                                                                                                                                                                              | Confirmed.                                                                                                                                                                                             |                        |

| No. | Questions                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Answers                                                                                                                                                                                                                                    | Additional Information                                                                   |
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|     | hard-copy delivery is not required when an electronic proposal is submitted.                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                            |                                                                                          |
| 14. | <p>Please confirm the definition of "Gross Advertising Revenue" for calculating the guarantee/percentage split, specifically:</p> <p>(a) net of standard agency/advertiser trade discounts or gross rate-card value;</p> <p>(b) any RTA-approved deductions permitted before the split;</p> <p>(c) treatment of barter/trade advertising.</p>                                                                                                             | <p>(a) "Gross Advertising Revenue" is the actual/final dollar that is paid to the contractor by advertisers.</p> <p>(b) On a case by case basis.</p> <p>(C) RTA approval is required before entering such arrangements.</p>                |                                                                                          |
| 15. | <p>Regarding Section IV.E (Unsold Advertising):</p> <p>(a) What documentation qualifies as "evidence of the order" for triggering RTA's 30-day removal determination?</p> <p>(b) How are "approved rates" for valuing RTA-occupied space defined?</p> <p>(c) If RTA does not authorize removal within 30 days, may the Contractor continue including that space's value in gross revenue on a recurring monthly basis for as long as RTA occupies it?</p> | <p>a) Customer purchase order, signed advertising agreement, or equivalent customer-approved booking document.</p> <p>b) For RTA occupied space, rates shall be based on the direct cost of materials and installation.</p> <p>c) Yes.</p> |                                                                                          |
| 16. | What are the specific terms/triggers for RTA to exercise the two one-year renewal options?                                                                                                                                                                                                                                                                                                                                                                | Any extensions/renewals shall be at the discretion of RTA.                                                                                                                                                                                 |                                                                                          |
| 17. | Is there flexibility in ad placement standards (Section IV.J.3) for full-wrap advertising packages, or only panel-style ads per Exhibit 2 dimensions?                                                                                                                                                                                                                                                                                                     | Full-wrap advertisements will be reviewed on a case-by-case basis to determine if their placement is viable.                                                                                                                               | "Written consent of the General Manager or his/her Designee" will be required for any ad |

| No. | Questions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Answers                                                                                                                                                                                                                                                                                                                                                          | Additional Information                                                      |
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|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                  | placements that may infringe upon the standards laid out in Section IV.J.3. |
| 18. | For e-mail submissions, is there a file size limit, and should the "original" and "copy" PDFs be separate attachments or can they be identical files submitted twice?                                                                                                                                                                                                                                                                                                                                                                                     | No size limit. Original and copy must be separate attachments.                                                                                                                                                                                                                                                                                                   |                                                                             |
| 19. | Will RTA confirm receipt of emailed proposals?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Yes.                                                                                                                                                                                                                                                                                                                                                             |                                                                             |
| 20. | Under "Proposed Revenues" (55 of 100 points), will RTA score based on the guaranteed minimum offered, the proposed percentage retention, projected gross revenue, or some combination/formula?                                                                                                                                                                                                                                                                                                                                                            | Combination of the minimum annual guarantee, percentage revenue sharing, projected gross revenue, and projected income to RTA.                                                                                                                                                                                                                                   |                                                                             |
| 21. | <p>Section VI.D notes that RTA may, at its discretion, conduct negotiations or request a best and final offer (BAFO) before award, but also reserves the right to award without negotiation. Given this:</p> <p>(a) Should Offerors submit any exceptions or proposed modifications to the RFP's standard contract terms as part of the initial proposal, since negotiation is not guaranteed to occur?</p> <p>(b) If a firm is not invited to a BAFO or negotiation round, does the initial proposal constitute the final, binding terms upon award?</p> | <p>a) Yes. Offerors should identify any exceptions or proposed changes to the RFP's standard contract terms in their initial proposal.</p> <p>b) Because RTA may award without negotiations or a BAFO, Offerors should not assume they will have a later opportunity to request changes. RTA is not obligated to accept or negotiate any proposed exception.</p> |                                                                             |