



Livermore Amador Valley Transit Authority

March 14, 2017

To: All Interested Parties

From: Christy Wegener
 Director of Planning and Operations

RE: RFP for LAVTA Exterior Advertising Sales #2017-06

Addendum Number 1

This correspondence constitutes official record of the first alteration of a “Request for Proposals for LAVTA Exterior Advertising Sales #2017-06” issued on February 28, 2017

This Addendum responds to written questions as follows:

QUESTION	RESPONSE
Whether companies from Outside USA can apply for this? (like, from India or Canada)	LAVTA would prefer a company in the United States because the selected consultant must periodically meet in person with staff. Additionally, coordinating across time zones may result in delays.
Whether we need to come over there for meetings?	Yes, from time to time.
Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	Some of the tasks can be performed remotely, but the selected consultant will be required to coordinate installation of advertising on the buses many times per year, and be responsive to emails and phone calls.
Can we submit the proposals via email?	No, we need printed copies to review per the RFP.
Please provide the net sales by year for the last five years.	FY13- \$352,452 FY14- \$414,698 FY15- \$516,136 FY16- \$343,310 FY17 YTD - \$225,029 (as of January 31, 2017)
Please confirm the total number of buses that can take exterior advertising displays	Please see Exhibit 2 of the RFP
Please provide the MAG for the last five years	FY13-\$125,000 FY14-\$125,000 FY15-\$115,000 FY16- \$95,000 FY17- NO MAG: Straight 50% revenue split
Please provide the actual payments by year to LAVTA for last five years.	FY13- \$178,726 FY14- \$209,849 FY15-\$260,568

	FY16- \$174,155 FY17 YTD – \$112,514 (As of January 31, 2017)
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Other than those specifically listed above, no other sections, terms or conditions of the above cited solicitation are being altered at this time. All other sections, conditions and language not specifically cited as altered in this document are still in full and original effect.

Submitted:

/s/ Christy Wegener

Christy Wegener, Director of Planning and Operations

3/14/2017
Date

Attachment