



Livermore Amador Valley Transit Authority

May 16, 2017

To: All Interested Parties

From: Tony McCaulay
Marketing Manager

RE: RFP for LAVTA Exterior Advertising Sales #2017-14

Addendum Number 1

This correspondence constitutes official record of the first alteration of a “Request for Proposals for Exterior Advertising Sales #2017-14” issued by LAVTA on May 9, 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 vendor 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.
Direct Media has just become aware of this RFP. The LAVTA is expecting proposals on Tuesday May 30th the day after Memorial Day weekend. The total number of work days is only 14 days to ask and receive answers to questions, develop a proposal, analyze changes to the fleet and submit a finished product. We respectfully ask for an extension to Friday June 2.	Unfortunately, the due date for proposals cannot be adjusted. Staff expects to bring a recommendation to the LAVTA Board at their meeting on Monday June 5. In order to meet this schedule, the latest date that proposals can be received is May 31, to enable time for staff to review the proposals and prepare a recommendation.
The schedule also allows only a day to prepare a presentation if requested which is unheard of. A 7 day preparation is usually the minimum time.	No demonstrations or presentations will be required as part of this RFP. All references to the possible presentation/demonstration on June 1 may be ignored by potential proposers.

<p>The current revenue for 2017, is that based off 30 buses below the window or is that based off of the entire fleet?</p>	<p>The current year's contract permits any type of advertising on the fifteen (15) 300-series buses that are scheduled to be retired in September 2017 and 20 of the remaining 40 vehicles in the active fleet with below the window ads only.</p>
<p>Where is the fleet stored?</p>	<p>The entire active fleet is stored at 1362 Rutan Court, Livermore, CA</p>
<p>Is there a climate controlled location for wrap installs?</p>	<p>To be clear, as noted on page 5 of the Scope of Work in the RFP, no full wraps or partial wraps will be available. The current vendor typically installs advertisements outdoors, but in cases of inclement weather or other necessity, an interior bay can be made available with advance notification.</p>
<p>Can we guarantee routes to clients?</p>	<p>No, specific routes cannot be guaranteed. Within the LAVTA fleet, certain vehicles are typically assigned to specific types of service, but there are no guarantees implied. There are currently 6 commuter buses (expanding to 7 later in 2017 and noted in Exhibit 2 of the RFP) that are typically assigned to express routes 20X, 70X and 580X. In addition, there are 21 Rapid buses that are available for advertising under some of the configuration scenarios and those vehicles are typically assigned to Rapid Routes 10R and 30R.</p>
<p>Extension request for RFP 2017-14 Transit Advertising sales/ missing info. Page 6 Section 1 refers to the Wi-Fi Sponsorship including suggested sponsors and rates. We were unable to find any mention of potential sponsors and rates could you please provide.</p>	<p>The phrase “, including suggested sponsors and rates,” should have been deleted from Section 1 under Specific Requirements. LAVTA will not mandate rates, however, the agency's goal is to cover the cost of providing WiFi service.</p>
<p>What is the estimate of the costs for WiFi services?</p>	<p>A total of approximately \$45,000 per year with WiFi available on 28 buses.</p>
<p>What is the average daily ridership for buses with WiFi?</p>	<p>Recent average weekday ridership on the five routes with WiFi service (10R, 30R, 20X, 70X and 580X) is approximately 3,400-3,500.</p>

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/ Tony McCaulay

Tony McCaulay, Marketing Manager

5/16/2017
Date