

Livermore Amador Valley
TRANSIT AUTHORITY



February 1, 2022

To: All Interested Parties

From: Tony McCaulay
 Director of Planning and Marketing

RE: RFP for LAVTA Exterior Advertising Sales #2022-04

Addendum Number 1

This correspondence constitutes official record of the first alteration of a “Request for Proposals for Exterior Advertising Sales #2022-04” issued by LAVTA on January 14, 2022.

This Addendum responds to written questions as follows:

QUESTION	RESPONSE
Will LAVTA please consider accepting an electronic proposal in pdf form in lieu of hard copies due to changing work environments where many people are working remotely and often unforeseeable delays in shipping/receiving by postal providers?	In light of the current circumstances, LAVTA will accept proposals in either the manner originally prescribed in Appendix A of RFP #2022-04 <i>or</i> by electronic proposal in pdf form. For proposers who would like to submit their bids electronically please upload your proposal to Dropbox or other cloud storage and share the link or e-mail a zip file to Tony McCaulay at tmccaulay@lavta.org by 2:00 pm on February 18, 2022 to ensure large files are not rejected by servers.
Will LAVTA consider full-wrap exterior advertising to the extent that it does not cover any LAVTA logos or contact information?	Yes.
Will LAVTA please provide all sales revenue reports submitted by Lamar under the current contract?	Annual sales figures for the current contract are in the original RFP document.
Will LAVTA please provide the payment history between Lamar and LAVTA?	Annual payment history figures for the current contract are in the original RFP document.
Can LAVTA please provide a list or overview of any "value adds" that have been provided by Lamar over the course of the contract as defined in the "Added Value" subsection found in Section 1.6 "Compensation Proposal"?	Lamar offers an annual “capacity incentive” of \$2,500 when gross advertising revenue in a contract year exceeds \$120,000. Lamar also provides a \$5,000 per year production credit incentive for transit advertising produced by Lamar.

Will LAVTA please provide the current contract and any addendums between LAVTA and Lamar?	The current contract as well as the two Amendments to that contract can be seen by clicking on the links below.
Given that the revenue share payment from the proposer to LAVTA is based on revenue received from advertisers on an annual basis, will LAVTA please clarify the schedule for paying revenue share? If these revenue share payments are expected to be paid monthly, can LAVTA confirm there will be an annual reconciliation at the end of each contract year?	The RFP states “The monthly payment to LAVTA shall be one-twelfth of the MAG or the revenue-share percentage of that month’s net advertising revenue, whichever is greater.” To answer the other question, yes, there will be an annual reconciliation at the end of each contract year.
Will LAVTA allow a prepaid MAG in lieu of a Performance Bond or Letter of Credit?	Yes.
Will LAVTA allow advertising on the new buses once placed in the fleet, or will LAVTA need time for paint to cure?	Ads will be allowed on the new buses as they are placed into service. It takes several days from the time the buses are delivered to when they are placed in service. This time is sufficient for the vehicle wraps to cure.

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, Director of Planning and Marketing

2/1/2022

Date