



## CITY OF BATTLE CREEK

### ADDENDUM #1

RFP: 2018-021R

TITLE: Transit Advertising Services

ADDENDUM ISSUED: November 1, 2017

### The following changes, additions and deletions have been provided:

**CHANGE** the **due date** from November 7, 2017 to **November 21, 2017**. Time and location remain the same.

**ADD** The City is interested in an annual guarantee option, and other options. Vendors are encouraged to submit options that may be attractive to the City. The City may take these options into account in the evaluation of proposals.

**ADD** to section 5.2 Program Requirements and Conditions: Vendor shall provide BCT with all current contracts and associated pricing with those companies that are advertising with BCT. Contracts shall be automatically sent to BCT within 30 days of their adoption.

### The following questions were asked and answers follow each question:

1. What was the Total Gross Advertising Revenue and Net Profit to Battle Creek Transit for the past three years and is there a current rate card that can be provided?

Over three years is \$60,000 per year, BC Transit profit was 50%. There is no rate card.

2. Is there currently a 3<sup>rd</sup> Party selling the advertising space?

Crosstown Communications

3. If YES in Question #2 is the current annual guarantee offered by the 3<sup>rd</sup> party vendor over the past 3 years that can be reviewed?

They do not offer a guarantee.

4. If YES to Question #2 does the current vendor provide Battle Creek Transit with the current advertising contracts for each client currently advertising on the buses? If not, can they be obtained?

No, they do not provide those contracts. This is something we want in the future (see added terms above).

5. IF YES to Question #2, if the current 3<sup>rd</sup> party vendor is not selected, how will current advertising contracts work? Will the previous vendor keep these until expiration/renewal or will they go to Battle Creek Transit?

Transit will have to look further into this question. This may have to be negotiated after contract award.

6. Is there an option for digital bus tails pending local and state digital signage laws?

No, but maybe for three buses in the future.

7. How many new buses will Battle Creek Transit be receiving over the next 12-24 months?

Two and maybe 2 more, but the grant for those two has not yet been approved.

8. What are the 3-5 more important factors to Battle Creek Transit when deciding which company to go with?

Please see evaluation criteria listed in the RFP.

9. Is there an option for a Pre-Bid Meeting to review the current fleet of buses?

There is no formal, scheduled pre-proposal meeting, but if vendors would like to see the facility or its buses, they can contact Merritt Wilson, Transit Maintenance Supervisor, at 269-966-3558.

10. Are all bus shelters approved for advertising by the city of Battle Creek (RSP's in place)? If so, are the bus shelters set up for ad panels? If not, can Ad Panels be put in place?

Yes, we have an ordinance that allows this. The shelters are not set up for ad panels. Ad panels can be discussed on a shelter by shelter basis, and can be negotiated after contract award.

11. Are there options to build new bus shelters where zoning approves?

Yes, as budget allows and ridership calls for new shelters or we determine we need additional shelters.

12. Are there options for a handful of the bus shelters to become digital?

We have no plans at this time, but will be open to discussion and negotiation after contract award.

**This addendum must be acknowledged or your proposal may be deemed non-responsive.**