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ADDENDUM II

ADVERTISING SERVICES

RFP # 2020-18

January 12, 2021

TO: Potential bidders

FROM: Dana L. Gibitz-Manager of Procurement

- How should vendors handle DBE forms that are not applicable?

A) Vendors should acknowledge all DBE forms by completing them or by marking them N/A. Instructions are provided in the introduction of the DBE forms.

- Please provide a sample contract between METRO RTA and external vendors, if possible.

A) As noted before METRO has no contract for these services as they were previously performed by an employee. METRO is requesting vendors to provide an example of a standard contract for them to review and possibly use or adapt to our needs.

- Are you open to phasing out advertising frames as long as the physical frames are returned to METRO RTA?

A) Yes

- What percentage of the fleet utilize exterior frames?

A) Fixed Route: 50%
Demand Response (Paratransit/SCAT): 10%

- Who is responsible for removing frames from buses? Vendor or METRO RTA?

A) METRO RTA

- Would you consider extending the deadline so vendors can evaluate the answers to submitted questions?

A) At this point we will not be extending the deadline for bid submissions.

- What is the current stock of stored advertising boards?

A) There is very little stock stored at METRO.

- What percentage of inventory is being reserved for METRO RTA messaging/marketing?

A) There is no established percentage for reserve. METRO can make usage determination when situation arises.

- How many physical copies of the proposal are requested? There is conflicting information in the RFP (proposal form specifies 1 original + 2 hard copies; introduction/overview specifies 1 original + 3 hard copies).

A) Vendors should submit one “original” copy with all signed documents and three additional hard copies for the evaluation team to use. The vendor should also submit one thumb drive.

- Can you confirm the new sales company will be able to sell both the fixed route and paratransit vehicles?

A) This is confirmed.

- Can you confirm METRO will handle the removal of frames to make way for direct apply contracts?

A) This is confirmed

- Can you please break out media sales from production sales for each of the last 5 years?

A) METRO has provided all financial information we have available for this procurement. Here is the info we have to provide:

ADVERTISING REVENUE

YEAR	2020	2019	2018	2017	2016	2015
	YTD 10/31					
METRO	327,505	386,897	397,495	339,374	378,965	298,240
PRODUCTION (MARK UP ABOVE COST ONLY)	9,437	20,921	26,108	29,077	26,082	10,900
TOTAL	336,942	407,818	423,603	368,451	405,047	309,140

PRODUCTION COST IS CREDITED WHEN INVOICED. IT IS DEBITED WHEN VENDOR BILL IS PAID, AFTER A/R IS COLLECTED. THE TIMING OF THESE ARE COMPLETELY DIFFERENT.

- For the contracts being turned over – will that revenue be counted against the new sales agency’s MAG?

A) Currently we have no existing contracts that fall under this item.

- If not – can you confirm the revenue those contracts generate?

A) Please see above response.

- You mention there are 123 kings being sold – can you confirm that includes the 66 kings/king kongs you currently have under contract (leaving 57 driver side panels available at the start of the contract)

A) Confirmed

- The potential open order for 20 kings for 8 weeks – is that the same campaign as the 20 kings for 1/18-3/14 or a separate campaign?

A) This order has been cancelled and may be pursued sometime in the Spring.

- Can METRO please provide a copy of the potential Concession Agreement?

A) METRO does not have a Concession Agreement due to the fact that this was handled in house by METRO staff.

- Please provide a Procurement Schedule indicating target dates for possible vendor interviews, contract award and commencement of service for the selected provider.

A) The tentative schedule is as follows:

Bids due-January 21, 2021 at 2:00

Evaluation process by committee-Completed by February 4, 2021

Shortlist-February 4, 2021

Presentations is needed-Week of February 8 and February 15

BAFO if needed-Week of February 22, 2021

Recommendation for award-Week of March 15, 2021

Contract start date-April 1, 2021

- Will the added 38 SCAT buses replace any of the existing 50 SCAT buses?

A) The 38 are for replacement, not a fleet expansion

- Current specs read: “All new ad campaigns must be approved by METROs Director of Communications/Marketing prior to signing a contract with an advertiser/printing We request a change to “All new ad campaigns must be approved by METROs Director of Communications/Marketing prior to printing and install.

A) Agreed

- Current specs read: “Termination for Convenience (Professional or Transit Service Contracts) METRO, by written notice, may terminate this contract, in whole or in part, when it is in the Government's interest. If this contract is terminated, METRO shall be liable only for payment under the payment provisions of this contract for services rendered before the effective date of termination.” We request a change to “Regarding Termination for Convenience, we respectfully request 60 calendar days' written notice. Additionally, a defined transition plan should be negotiated and included in the final contract. Vendor will include proposed language related to end of contract transition.

A) This has been approved