

REGIONAL TRANSIT AUTHORITY

PUBLIC NOTICE

RFP 2025-017 EXCLUSIVE ADVERTISEMENT RIGHTS

Addendum I

Acknowledge receipt of this addendum in the bid submission. This addendum is a part of the Contract Documents and shall be included in the Contract Documents. Changes made by the addenda take precedence over information published at an earlier date.

This addendum serves to establish new proposal submission deadline, and answer vendor questions.

The new proposal submission deadline is 1:00 p.m. CST. Friday, June 6, 2025.

1. Can RTA please provide clarification on what RTA is asking for in Section 18.2? For example, is RTA asking us to provide information about app engagement rates for its own app and conduct surveys measuring rider perceptions of ads on RTA's buses in advance of this RFP? How would respondents measure compliance rate with local advertising ordinances and RTA's branding and safety requirements as part of this RFP response?

Response: RTA does not request current app engagement data or pre-existing rider perception surveys in response to this RFP. Instead, we're asking proposers to outline their plan for measuring the effectiveness of future advertising campaigns placed through this contract. That includes identifying the metrics they intend to track (like impressions or engagement), how they'll evaluate rider exposure and response, and what tools or methods they'll use to report those results back to RTA.

We are also asking for a proposed approach to ensure all ads comply with local ordinances, safety protocols, and RTA's branding guidelines. This should include a plan for monitoring, internal approvals, and any enforcement tools they'd use to stay in compliance throughout the campaign.

2. In section 18.1 "Proposal Structure", there are items that are requested in multiple locations, such as the requested information pertaining to audits under the "Required Reports and Audit Information" and "Financial Audits". Would RTA allow for the requested information to be provided in one section as opposed to repeating the same information twice in separate sections?

Response: Yes, proposals can include information in one section.

3. Can RTA provide context and details for the reasoning behind canceling the previous RFP for the Exclusive Advertisement Rights (RFP 2025-004)?

Response: As stated in section 1.7 of the RFP document, RTA reserves the right to cancel Requests for Proposals in whole or in part so long as the cancellation is in the best interest of RTA. The previous solicitation did not receive an adequate number of responsive proposals to conduct a fair evaluation.