



ADDENDUM DATE: February 7, 2020

ADDENDUM #1
to the Request for Proposals #2020-01
for Transit Advertising Services

NOTICE TO ALL POTENTIAL RESPONDENTS

The Request for Proposals (RFP) is modified as set forth in this Addendum. The original RFP Documents and any previously issued addenda remain in full force and effect, except as modified by this Addendum, which is hereby made part of the RFP. Respondent shall take this Addendum into consideration when preparing and submitting its Proposal.

This document must be signed where indicated below by a person authorized to sign Submissions and Addenda on behalf of your company, and returned with your Request for Proposals (RFP) submission. Failure to do so may result in rejection of your Submission.

QUESTIONS RECEIVED	NTD RESPONSE
1) It looks as though the advertising has been handled in-house for the past several years. Has this always been the case?	Yes, for at least the past 2 years it has been handled in house and prior to that it appears that only the Coastal Link buses were wrapped for promotion of the Maritime Aquarium.
2) Please explain the widely varying revenue amounts since 2016. What caused revenue to shoot up in FY19? Could you please share your current rate structure?	Prior to FY18, there was little if any promotion of exterior advertising. We initiated the marketing of exterior bus wrapping. Results, Ct. Lottery contracted with us for 2 full wraps on our Coastal Link buses. There were also smaller contracts for tail ads with 3 other customers and barter contracts with Connoisseur Media. The current rate structure will not be provided during an active solicitation.
3) Can you be more specific with the description of buses in your fleet, i.e. 30ft, 35ft. or 40ft.? Could you please provide some photo examples of each side of the bus, in particular, the buses you currently use for fixed route service?	Please see attached photo examples. As required by the RFP, "The successful proposer will have access to the District fleet inventory, which is composed of 13 like models, to measure, confirm and retain dimensions."
4) Are there graphics and/or striping on your vehicles where ads might be placed? Is this factory striping or after-market striping?	Yes, Norwalk Transit graphics and logo. It is factory striping.
5) Who currently installs and removes your signs and wraps?	Interior Rail Cards are installed in-house. We (or the customers) have been using Merritt Big Color for exterior wraps.
6) Could we schedule an onsite visit? This RFP was issued January 28 and full submittal due February 21st. That is only 19 business days to respond and a site visit would be needed for us to participate.	Yes. Please contact us to schedule the visit.

END OF ADDENDUM

Proposer acknowledges receipt of Addendum #1 to the Request for Proposals #2020-01 for Transit Advertising Services and must sign and return this page with their Proposal.

Proposer: _____

Authorized Signature: _____ Date: _____

Typed Name: _____ Title: _____









This is a 40-foot Coastal Link



This is a 35-foot Fixed Route



These are 35-foot with a Tail Adds



This is a 30-foot Commuter shuttle- don't have an example of a wrap for this



These are 25-foot Para Transits

