

Request for Proposals
For
Revenue Vehicle Exterior Advertising Management

Preproposal Meeting

July 25th, 2017 1:30 pm

Questions and Answers from meeting:

- 1) **What was the Total Gross Advertising Revenue and Profit for the past three years and is there a current rate card?** Total profit amounts were: 2014 \$16,536.00 2015 \$21,339.50 2016 \$23,125.70. DATA doesn't have the current advertising company's rate card.
- 2) **Is the advertising production profit part of the current 50/50 Rev Share agreement?**
Rev share is not 50/50. There is no production profit.
- 3) **What is the current annual guarantee for over the past 3 years?**
There is no **current** annual guarantee.
- 4) **Is there an option for the winning bidder to build, maintain and sell advertising space on bus shelters?** Not currently
- 5) **Does the current vendor provide DATA Bus with the current advertising contracts for each client currently advertising on the buses? If not can they be obtained?**
It is in our contract that we can obtain if requested. We have not requested them.
- 6) **What is the DBE Goal for this REFP?** 0.66 %
- 7) **Is there currently a DBE doing the installs on the buses?** No
- 8) **Is there an option for digital bus tails pending local and state digital signage laws?** No, DATA busses all currently have rear doors, preventing digital bus tails.
- 9) **How many new buses will DATA bus be receiving over the next 12-24 months?** 5 LTV and 1 30ft. Gillig bus.
 - a. **What route will the 30ft be on?** It is not yet determined; however it may be used on a yet to be created route on Route 71.
 - b. **Do you have a system route map?** On our website www.ridedata.com under Fixed Routes, bottom right of screen.
- 10) **If the current vendor is not selected how will current advertising contracts work? Will the previous vendor keep these until expiration/renewal of(sic) will they go to DATA Bus?**
If current vendor is not selected their percentage of revenue will continue until the expiration of advertisers contract expire.