



REQUEST FOR PROPOSALS
Transit Advertising Services

DULUTH TRANSIT AUTHORITY

Addendum #1

December 13, 2021

1. Please note, the Due Date for the Request for Proposals for Transit Advertising Services **HAS BEEN CHANGED to 2:00 p.m. on Wednesday, January 12, 2022.**

Please change all references to the due date in the Request for Proposals.

2. The expiration date of the current Transit Advertising Services Contract has been extended through March 31, 2022. The new Contract will commence on April 1, 2022. Please change Article 3 of the draft Contract example as follows:

“This Contract shall be effective on ~~January 1, 2022~~ April 1, 2022...”

No additional time will be awarded to the end date of the Contract.

3. Please note that the DTA Advertising Policy that is attached to the Request for Proposals is a DRAFT only, and there may be additional changes prior to the DTA Board of Directors adopting the final Policy. Upon adoption, the final DTA Advertising Policy will be provided to interested parties in an Addendum to this RFP.

4. The DTA conducted a preproposal meeting on December 7, 2021. Attendees were: Mark Lease, Media USA, Justin Houck, John Young, Houck Advertising, Dave Clark, Nancy Brown, DTA.

5. Clarifications to Date:

- a. All ads are placed on the buses while the buses are at the DTA Operations Center, 2402 West Michigan Street, Duluth, MN 55806.

- b. The DTA does not have bus graphics available for use as a media kit for marketing the DTA system. Pictures of existing bus wraps are attached separately. There are also numerous resources online of other transit systems that have advertising on their buses. Schematics for placement of wraps are managed by the installation vendor. There are multiple third-party graphic design firms that specialize in bus wraps. The selected vendor could use a third party for details on layouts, sizing, design and manufacturing if desired.

- c. The average number of buses changes throughout the day. Peak service is approximately 50 buses during morning and 60 buses afternoon rush hours. Weekends have fewer buses on the streets, and the DTA reduces service during the summer when the area colleges are not in session. The reduction averages up to 6 buses per day.

- d. All buses have the capacity for King, mini-Kings and other advertising formats. There are no restrictions on the number of buses with these types of ads.

- e. There is also capacity on the interior of the buses for 8 to 10 ads in addition to the standard posting that the DTA places on the interior of the buses.

f. The DTA does not have approval to proceed with shelter or bench advertising at this time. However, the DTA is planning to rollout a pre-Bus Rapid Transit (“BRT”) initiative that the DTA in mid-2022. There may be opportunities to partner with potential advertisers on that initiative, however, it is at the DTA General Manager’s sole discretion whether to include it in this Contract or to contract separately for those services. Financial terms for any additional services offered by the Contractor and accepted by the DTA for shelter or bench advertising services will be negotiated at the time of acceptance.

g. The DTA does not currently participate in revenue from the production of the ads. Sharing that revenue is not required; each vendor may structure their Cost Proposal in a manner that best meets the needs of the vendor and fulfills the objective of the Transit Advertising Services Contract.

h. The electric buses are part of the 72 buses, but please note the specification in Section 6(B)14 regarding the DTA’s reservation to determine the advertising criteria for the electric buses.

i. The DTA does not maintain a scheduling program for reporting bus ads and graphics by bus.

j. Upon award of the Contract, the DTA will work with the vendors on a transition plan if the incumbent is not selected to continue the contract. The DTA is requesting that the Proposing vendor provide a very brief statement on how they will approach the transition to ensure a smooth, fair transition.

k. Attached is a copy of the terms of the current contract with Houck Advertising. Please note that this does not necessarily reflect the structure of any new Proposals that may be posed by potential vendors.

l. The DTA purchases, mounts, and dismounts the advertising frames that are on the buses. The selected vendor may not affix anything to the bus other than the wraps using authorized materials without advance approval from the DTA Director of Maintenance.

m. Clarification, Section 6, Technical Specifications, Paragraph (D)(7)(a): The DTA will allow wraps to continue along the front of the bus provided it does not cover any portion of the front windshield, and the DTA will not remove the bike rack for installation of the wrap.

Please change the following:

“a. ~~No~~ advertising materials are permitted on the front of the bus, ~~including the operator’s window~~; provided they do not impair visibility through the windshield in any way and the DTA will not remove the bike rack for installation of the wrap;”

n. The use of reflective ads may be permitted, provided the Contractor can demonstrate that they are not prohibited by regulation, do not present a safety concern

for the DTA, and have been successfully used in other transit agencies in Minnesota. Acceptance of reflective ads will be solely at the DTA General Manager's discretion.

o. Availability of buses for installation of advertising is at the sole discretion of the DTA Director of Maintenance. During the school year, advertising placement may only be completed during non-peak hours of 9:00 a.m. until 3:00 p.m. Monday through Friday. Weekends do not have as many restrictions for hours.

p. The DTA does not have detailed demographics of riders on the transit system. In general, the ridership reflects the demographics of the Duluth-Superior Metropolitan Statistical Area from the U.S. Census.