



REQUEST FOR PROPOSALS
Transit Advertising Services Reissue
DULUTH TRANSIT AUTHORITY

Addendum #1

January 27, 2022

1. Answers to questions to date:
 - a. DTA 35-foot and 40-foot diesel buses are manufactured by Gillig. The buses were manufactured between the years 2006 to 2020. The average age of the buses is just over six years.
 - b. Seven Proterra Catalyst battery electric buses were manufactured in 2018. They are 42-foot buses.
 - c. Buses are retired from the fleet when they reach 12-years of age. On average, we acquire 10 new buses and retire 10 old buses every other year. That schedule could change going forward.
 - d. All ads are placed on the buses while the buses are at the DTA Operations Center, 2402 West Michigan Street, Duluth, MN 55806.
 - e. 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.
 - f. The contract with the current provider, Houck Transit Advertising Services is available on the DTA website at www.dulutransit.com. Revenue to the DTA for 2019 was \$116,282, for 2020 was \$119,487, and for 2021 through September 2021 was \$124,157. (The report is not final for last quarter of 2021.) It should be noted that during 2020, the DTA allowed a reduction in guaranteed payments from the current vendor due to disruptions in service as a result of the pandemic.
 - g. Examples of current bus ads are below.





131

3 local news. local people.

cbs

LIVE LOCAL
3
DULUTH

DAVE
ANDERSON
meteorologist

city native
24-year duluthian

KRISTEN
VAKE

chisholm native

ANTHONY
MATTI

over grove heights native

KELLY
HINSETH
sports

andover native

WEEKNIGHTS
5PM | 6PM
10PM

3

