



City of Davis – City of West Sacramento – City of Winters
City of Woodland – County of Yolo
EX Officio – Caltrans District 3 – University of California, Davis

Yolo County Transportation District
350 Industrial Way
Woodland, CA 95776
530.661.0816 FAX: 530.661.1732
www.yolobus.com

March 1, 2017

TO: ALL PROSPECTIVE OFFERORS
FROM: Terry Bassett, Executive Director
RE: Addendum #1 to RFP TO PROVIDE EXTERIOR BUS ADVERTISING SERVICES

The following is the First Addendum to Yolo County Transportation District Request for Proposals for its bus exterior advertising services. **Don't forget that proposals are due at the YCTD office no later than 4:00 p.m. PST, Wednesday, Mar 15, 2017. Good luck!**

1. **Question:** What is the minimum guarantee that YCTD has for exterior advertising revenue to be paid to YCTD each year?

Answer: Our preference is a minimum of at least \$60,000 the first year, with escalators every year thereafter. Proposals that offer higher minimums than this and/or a higher percentage of gross sales revenues may be looked upon more favorably than other proposals.

At the end of the day, YCTD needs to determine if the amount of revenue proceeds from exterior bus advertisements will be worth the inconvenience of covering YCTD's paint scheme, which the public identifies with, as well as taking bus damage possibilities into consideration.

2. **Question:** Will YCTD allow ads for the California Lottery?

Answer: Yes, that includes the California Lottery, Powerball, Mega Millions, for as long as such activities are legal in California. Other lottery advertising requests will be considered by YCTD's Executive Director, or his/her designee, on a case by case basis.

3. **Question:** Is there a contingency fleet of buses that are put into service only during emergencies?

Answer: No. All buses are put into revenue service at one point or another, though not every day. We currently use about 39 large buses during morning or afternoon peak periods on weekdays, plus up to nine (9) paratransit vehicles during peak periods, as well.

4. **Question:** Can we guarantee to a client that a bus with advertisements will be dedicated to a specific route?

Answer: No.

5. **Question:** Will YCTD pay for and move logos?

Answer: No. The requirement for the selected contractor to undertake this activity is described in the Scope of Work.

6. **Question:** Will YCTD allow ads to be removed and replaced on YCTD premises, preferably in a bus bay?

Answer: Yes, but depends on availability of a bus bay. Only YCTD may determine bus bay availability.

7. **Question:** Any updates on the fleet and when buses will be added or subtracted?

Answer: Yes. See below.

Vehicles Available for Exterior Advertising						
Vehicle Type	Number	Year	Fuel Type			
FIXED ROUTE BUSES:						
				+/- date		Fleet #
35' High Floor Bus-Orion V*	3	1996	CNG			705-707
40' High Floor Bus-Orion V*	2	1996	CNG			707,712
40' High Floor Bus-Orion V*	7	1999	CNG			714-720
40' Bus Low Floor-Orion VII**	7	2002	CNG		729,730,731,732,734,735,736	
40' Bus High Floor-Orion V	2	2005	CNG			737,738
40' Bus Low Floor-Orion VII	13	2008	CNG			739-751
45' Motorcoach-MCI Diesel	6	2010	Diesel			5701-5706
40' Bus Low Floor-Gillig	9	2017	CNG			1701-1709
40' Bus Low Floor-Orion VII (bought from RT)	3	2002	CNG			752,753,754
Subtotal	52					
40' Bus Low Floor-Orion VII (bought from RT)	-3	2002	CNG	July, 2017		752,753,754
40' Bus Low Floor-Orion VII	-7	2008	CNG	April, 2018		TBD
40' Bus Low Floor-Gillig	7	2018	CNG	April, 2018		1801-1807
+1 40' New Expansion Gillig in Apr, 2018	1	2018	CNG			1808
Net Buses by April, 2018	50					
CUTAWAYS:						
22.5' El Dorado Aerolite	1	2009	Diesel			1621-1629
22.5' Cutaway - Chevy Duramax 4500	1	2011	Diesel			1615
27' Cutaway - El Dorado 550 Diesel	9	2015/16	Diesel			1617
Subtotal	11					
+1 New Expansion Cutaway in June, 2017	1	2018	CNG			1630
Net Cutaways by June, 2017	12					
*Rehabbed in 2011						
**7 of which were rehabbed in 2015/16						

8. **Question:** Do you have a list of companies that showed up at the non-mandatory pre-proposal meeting?

Answer: Yes. See attached.

9. **Question:** I just have a quick question on item 3 on the RFP regarding Background, Experience and Financial stability, I would like to inquire to see if there is an alternative option to send proof of financial stability rather than sending income statements and balance sheets for the last two years.

Answer: You may include a proposed alternative methodology, but it is at your own risk and YCTD reserves the right to reject any proposal which does not provide sufficient evidence that the proposer is financially capable of meeting its contractual obligations and providing the amount of revenue listed in its proposal.

One alternative YCTD might consider is if the proposer indicates in writing it is willing to put up a performance bond, at proposer's expense, that would cover revenue proceeds still owed to YCTD for the year(s) I question, plus the cost to remove ads, repair and re-paint buses damaged by ads. Vendors can assume that bus repair and repainting could cost as much as \$8,000 per full-size bus and \$4,000 per smaller paratransit vehicle.

In looking at financial statements, YCTD needs to determine if the proposer has the financial wherewithal to cover these types of losses. Otherwise, it exposes YCTD to an unacceptable level of risk.

YOLO COUNTY TRANSPORTATION DISTRICT

Attendance Roster for: Pre-proposal Conference YoloBus Exterior Bus Advertising RFP

Location: 350 Industrial Way, Woodland, CA

Date/Time: February 24, 2017 11:00 AM

Representing: Lori Aldrete Communications Representing: _____
Attendee: Lori Aldrete Attendee: _____
Address: P.O. Box 275 Address: _____
City, State Zip: DAVIS, CA 95617 City, State Zip: _____
Phone: 916-501-2654 Phone: _____
Fax: _____ Fax: _____
Email: Lori@AldreteCommunications.com Email: _____

Representing: LAMAR ADVERTISING Representing: _____
Attendee: BRAD STATEN Attendee: _____
Address: 2725 RIVERSIDE BLVD. Address: _____
City, State Zip: SACRAMENTO, CA 95814 City, State Zip: _____
Phone: 916-500-2583 Phone: _____
Fax: _____ Fax: _____
Email: bradstaten@lamar.com Email: _____

Representing: LAMAR ADVERTISING Representing: _____
Attendee: JASON KELLY Attendee: _____
Address: 2300 CLAYTON RD ST. 615 Address: _____
City, State Zip: CONCORD, CA 94520 City, State Zip: _____
Phone: (925) 818-1171 Phone: _____
Fax: _____ Fax: _____
Email: JKelly@LAMAR.COM Email: _____

Representing: Foraker & Wright Advertising Representing: _____
Attendee: Helen Foraker / Stacy Wright Attendee: _____
Address: 3315 Marlee Way Address: _____
City, State Zip: Rocklin, Ca 95677 City, State Zip: _____
Phone: 916-969-2854 Phone: _____
Fax: _____ Fax: _____
Email: _____ Email: _____