

MATS RFP: Transit Advertising Concession

Request for Clarifications and/or Variances

- How will responses to questions be communicated to RFP proponents? **Through email, postal mail and the MATS website**
- Executing a superior transit bench / shelter program requires different areas of expertise and implementation than required to run a bus advertising program. While both have an advertising component, MATS's shelter and bench provider should not only demonstrate exceptional sales and marketing skills in outdoor advertising, but also fully understand the on-street amenity marketplace. This includes delivering innovative new amenity design concepts constructed with materials that will be both functional and durable . Will MATS consider one supplier for its bench/shelter needs and another for the bus ads if it feels it is in its best interest to do so? **If it is in our best interest we will consider it.**
- Should the Revenue Proposal Bid form be submitted in one sealed envelope, or included as an open page in each presentation? **Included as one page in each presentation**
- When is the performance bond required, (with the RFP response or 10 days after the contract is awarded)? **10 days after the contract is awarded**
- Has MATS set a deadline for awarding the contract? **No**
- Should it be assumed that the timeline for implementing the program will be discussed after the contract is awarded? **Yes**
- Bus shelters are an important part of the RFP. They are also the most expensive on- street amenity. Superior quality shelter programs are always supported by longer term contracts. It is unlikely MATS is going to be presented with the very best its shelter providers have to offer with a 5 year term. Would MATS consider extending the bench/ shelter term from 5 to 10 years? **5 years with the option to extend for 5 more years.**
- Who is the current contract holder for benches and shelters and bus advertising? **No one**
- Does current contract holder service both bus ad and bench /shelter programs? **Not applicable**
 - o What are the gross sales, (benches and shelters), made by current supplier?
 - o What are the gross sales, (bus advertising), made by current supplier?
 - o What is the current amount, (benches and shelters), paid to MATS by current contract holder?
 - o What is the current amount, (bus advertising), paid to MATS by current contract holder?
 - o What is current percentage (%) paid to MATS by current contract holder by current contract holder?
 - o What is the current minimum annual guarantee paid to MATS by current contract holder?