



# Bloomington Public Transportation Corporation

130 West Grimes Lane, Bloomington, Indiana 47403

812.332.5688 Fax 812.332.3660



To: Prospective Advertising Contractors

From: Lew May, General Manager

Date: July 27, 2021

Re: Addendum #1 – Change to Proposal Due Date and Responses to Questions

This memorandum serves as Addendum #1 to the Request for Proposals issued by Bloomington Public Transportation Corporation (BPTC) for Exterior/Interior Bus Advertising Sales.

The proposal due data is hereby changed to August 6, 2021, by 4:00 p.m., EDT.

Recently we've received several questions in response to the RFP. Responses to the questions are shown below.

Question 1: The gross sales by year data on page 19 of the RFP doesn't track with the current contractor's data. Can you clarify?

BPTC Response: As clarification to the above question, the gross sales by year data shown in the RFP was estimated by simply multiplying the BPTC share times two (2). The logic being BPTC has always received a 50 percent share of sales. BPTC's revenue share is based on the date the revenue is received, and not on the actual date of the contractor's advertising contracts. As such, prospective proposers shall disregard gross sales data shown in the RFP document. BPTC's revenue share by year on a cash basis is shown in the table below.

Calendar Year Ending	BPTC Revenue Share		Calendar Year Ending	BPTC Revenue Share
December 31, 1999	\$14,670		December 31, 2010	\$28,932
December 31, 2000	\$21,794		December 31, 2011	\$29,892
December 31, 2001	\$22,750		December 31, 2012	\$46,048
December 31, 2002	\$21,130		December 31, 2013	\$34,003
December 31, 2003	\$29,582		December 31, 2014	\$25,489
December 31, 2004	\$32,061		December 31, 2015	\$31,578
December 31, 2005	\$32,838		December 31, 2016	\$55,839
December 31, 2006	\$27,850		December 31, 2017	\$80,944
December 31, 2007	\$40,581		December 31, 2018	\$114,009
December 31, 2008	\$32,914		December 31, 2019	\$130,259
December 31, 2009	\$36,614		December 31, 2020	\$184,865

Question 2: Of the total annual ridership, what percent of those riders are university students?

BPTC Response: Prior to the pandemic, about 70 percent of fixed route service riders were IU students. With the onset of the pandemic in March 2020, BPTC operated fixed route service fare-free through June 30, 2021. As such, no data on IU student ridership was known or collected during the pandemic.

Question 3: Will all new buses that enter service during the contract period be available for all advertising options right away?

BPTC Response: Yes, effective January 1, 2022.

Question 4: How many new buses are expected to enter service during the next five (5) years?

BPTC Response: The table below is simply an estimate. Actual numbers of new buses may vary depending on success in winning grants to purchase such vehicles and on manufacturer delivery schedules. The table below is an estimate of the number of new buses by calendar year. All such new vehicles shall replace older vehicles which will be disposed of.

Calendar Year	Fixed Route	Paratransit
2022	4	2
2023	5	2
2024	0	2
2025	2	2
2026	1	2

Question 5: What was the new revenue BPTC was paid in each of the last 5 contract years?

BPTC Response: See response to Question 1.

Question 6: What is the percentage share between the current vendor and BPTC for each of the last five (5) contract years?

BPTC Response: Fifty (50) percent.

Question 7: Please provide a list of advertisers currently advertising on the BPTC buses. Please include the monthly rate they are paying, quantity and type of advertisement and contract expiration date:

BPTC Response: See attached worksheet.

Question 8: Please confirm if advertising will be allowed on each of the buses listed in the Fleet Overview (41 fixed route vehicles and 12 paratransit vehicles).

BPTC Response: Effective January 1, 2022, all vehicles will be allowed to have advertising.

Question 9: For the complete listing of transit clients requested, please let us know if sharing a number of key client contracts will work? As this RFP can be open records requested, we would prefer not to provide this information across our entire portfolio of clients.

BPTC Response: Section C (1) (J) of the RFP is revised to read as follows: Provide a listing of five (5) major transit agency clients for whom the company provides similar service, with contact names, email addresses, and phone numbers. If the proposing firm doesn't have five (5) transit agencies under contract, please state such in your proposal.

Campaign Name	Product	Qty	# of Periods	Start Date	End Date	Per Period Costs	Media Contract Amount
HealthNet, Inc	Tail Panel	10	1	7/19/2021	8/15/2021	\$3,000.00	\$3,000.00
HealthNet, Inc	Interior Card	20	2	7/19/2021	9/12/2021	\$560.00	\$1,120.00
Lloyd Law Office	King Panel (13), King Kong (5)	18	12	9/21/2020	9/19/2021	\$4,112.08	\$49,345.00
WFIL/WFTU	Bike Rack Ads	10	6	5/1/2021	10/31/2021	\$630.00	\$3,780.00
WFIL/WFTU	Queen Panels	5	6	6/1/2021	11/30/2021	\$1,000.00	\$6,000.00
McDonald's	Tail Panel	3	13	12/28/2020	12/26/2021	\$900.00	\$11,700.00
Ken Nunn Law Office	Full Bus Wraps	4	24	1/1/2020	12/31/2021	\$3,000.00	\$72,000.00
Monroe County YMCA	Tail Panel	4	12	3/1/2021	2/28/2022	\$900.00	\$10,800.00
IU Credit Union	Full Bus Wrap	1	12	4/1/2021	3/31/2022	\$1,950.00	\$23,400.00
Bill C. Brown Associates	Tail Panel	2	6	1/1/2022	6/30/2022	\$450.00	\$2,700.00
Asset Living	Full Bus Wrap	1	12	8/1/2021	7/31/2022	\$2,000.00	\$24,000.00
Serenus Float & Wellness Center	Interior Card	10	12	8/1/2021	7/31/2022	\$220.00	\$2,640.00
Ken Nunn Law Office	Full Bus Wrap	3	24	1/1/2021	12/31/2022	\$3,550.00	\$85,200.00