

**Office of Procurement Services**

P.O. Box 7800 • 315 W. Main St., Suite 416 • Tavares, FL 32778

**SOLICTATION:** Transit Advertising Services 04/07/2025

Vendors are responsible for the receipt and acknowledgement of all solicitation addenda. Submit an electronically signed copy with solicitation submission. Failure to acknowledge an addendum may prevent the submission from being considered for award.

THIS ADDENDUM DOES NOT CHANGE THE DATE FOR RECEIPT OF PROPOSALS.

**QUESTIONS/RESPONSES**

1. Is there a preference for local Florida-based vendors?
   1. Refer to Attachment 1 – Submittal – Section 11
2. Are you open to digital integration components within the transit advertising program?
   1. Refer to Exhibit A – Scope of Work – Section 3
3. What is the current annual revenue generated from your transit advertising?
   1. Refer to Exhibit A – Scope of Work – Section 1, paragraph 4

Q4. There appears to be an inconsistency between the termination notice periods. Exhibit C – General Terms and Conditions references a 30-day notice, Exhibit H – Sample Contract indicates a 60- day notice. Please confirm the required notice period for termination for convenience.

1. Refer to Exhibit H – Revised Sample Contract.

Q5. Exhibit D (Vehicle Inventory) indicates many paratransit vehicles are marked “No” under “Advertising Availability” while the Scope of Services implies advertising will be placed on both fixed-route and paratransit vehicles. Please clarify which paratransit vehicles will be made available for advertising under this contract.

1. Exhibit A – Scope of Work describes the current operating capacity with the asset inventory described in Exhibit D. Exhibit D – Vehicle Inventory is labeled according to each section for Fixed Route Vehicles (top) and for Paratransit Vehicles (bottom). Each asset has a yes or no indicating which asset has advertising availability.

Q6. There is ambiguity in the RFP regarding exclusivity. Exhibit C (General Terms) references non-exclusivity, but neither the Scope of Services nor the Sample Contract explicitly addresses whether the awarded vendor will have exclusive rights. Please confirm whether the selected vendor will be granted exclusive rights to sell and place advertising on the County’s transit vehicles.

1. Refer to Exhibit A – Scope of Work, Section 4.4.

Q7. The Sample Contract (Exhibit H) references "Attachment C – Pricing." No pricing form or structure is included in the RFP packet. Please confirm whether proposers are required to submit a specific pricing form, revenue share percentage, minimum annual guarantee, or other compensation model.

1. Refer to Exhibit H – Revised Sample Contract.

**ADDITIONAL INFORMATION**

Exhibit H – Revised Sample Contract

**ACKNOWLEDGEMENT**

Firm Name: Click or tap here to enter text.

I hereby certify that my electronic signature has the same legal effect as if made under oath; that I am an authorized representative of this vendor and/or empowered to execute this submittal on behalf of the vendor.

Signature of Legal Representative Submitting this Bid: Click or tap here to enter text.

Date: Click or tap to enter a date.

Print Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

Primary E-mail Address: Click or tap here to enter text.

Secondary E-mail Address: Click or tap here to enter text.