



TRI DELTA TRANSIT

Eastern Contra Costa Transit Authority
801 Wilbur Avenue • Antioch, California 94509
Phone 925.754.6622 Fax 925.757.2530

Addendum No. 1

Response to Question and Requests for Clarification, Interpretation, and Additional Information

For:

Request for Proposals #2024-01 Bus and Shelter Advertising Services

Eastern Contra Costa Transit Authority

Notice to Prospective Proposers

Eastern Contra Costa Transit Authority's (ECCTA) response to questions and requests for clarification, interpretation, and additional information, as set forth in the Information to Proposers section of the RFP, page 8, "Interpretation of Contract Documents," is attached and hereby incorporated into, and made part of, the RFP solicitation to use external advertising space on ECCTA's buses and shelters.

Office of the CEO

June 5, 2024

Encl: Pre-proposal registration sheet
Mailing List
Bid Express Plan Holder list

Questions and Answers

Q: What is the status of the current contract?

A: The current contract is on a month-to-month basis until the end of August. As such, with an anticipated award date of July 24, the transition period will have a level of urgency that may be higher than normal.

Q: Is there a minimum or maximum dollar amount for the expected Minimum Annual Guarantee?

A: No.

Pre-Proposal Registration - ECCTA RFP #2024-01

| First Name | Last Name | Email | Address | City | Zip | State | Phone | Organization | Country/Region Name | Are you a Prime | Are you a disadvantaged business enterprise or DBE? |
|------------|-----------|------------------------|---------------------------|---------|-------|-------|--------------|---------------------------|---------------------|-----------------|---|
| Helen | Peterson | helen@transit-media.co | 481 E Hwy 4 | Murphys | 95247 | CA | 209-304-7917 | Transit Media Inc. | United States | Prime | Yes |
| Jenna | Salazar | jenna@transit-media.co | 481 E Hwy 4, Ste A | Murphys | 95247 | CA | 559-783-9545 | Transit Media, Inc. | United States | Prime | Yes |
| Maria | Starnes | mstarnes@lamar.com | 4645 Avon Lane; Suite 205 | Frisco | 75033 | TX | 214-218-7064 | Lamar Transit, LLC | United States | Prime | n/a |
| Neal | Gatherum | ngatherum@lamar.com | 655 S. 4500 S. #100 | SLC | 84107 | UT | 8014847777 | Lamar Transit Advertising | United States | Prime | No |

Bus Advertising RFP 2024-01
Bid Express Plan Holders

| Name | Address | City | State | Zip | Contact Person | Phone # | Email Address |
|-------------------------------------|-----------------------------------|-----------|-------|------------|----------------|----------------|------------------------------|
| SevenOutsource | 113 Barksdale Professional Center | Newark | DE | 19711 | Steve Walse | (315) 308-7852 | rfpalerts@gmail.com |
| Adsposure | 10810 Kenwood Rd | Blue Ash | OH | 45242-2812 | Sarah Owens | (513) 554-4703 | communications@adsposure.com |
| Jason Helton | 1212 Fiori Ave | Modesto | CA | 95350-5503 | | (209) 589-8973 | jhelton26@gmail.com |
| Advertising4u | 16893 Morrison Line Rd | Swanville | ME | 56382 | Derrick Hall | (320) 569-0087 | advertising4u@outlook.com |
| Staples Marketing, LLC d/b/a AFFIRM | N28W23050 Roundy Dr | Pewaukee | WI | 53072-4001 | Molly Barnes | (262) 650-9900 | mbarnes@affirmagency.com |
| Elite Textile Trading LLC | 300 Spectrum Center Dr Ste 400 | Irvine | CA | 92618-4989 | Amy Ge | (323) 300-8692 | amy@elitetex.us |
| Helen & Company Advertising Inc. | PO Box 963 | Jackson | CA | 95642-0963 | Helen Peterson | (209) 304-7917 | helen@helenandcompany.com |
| Transit Media, Inc. | 481 E Highway 4 | Murphys | CA | 95247-9559 | Jenna Salazar | (559) 783-9545 | jenna@transit-media.co |