

**MILWAUKEE TRANSPORT SERVICES, INC.**

Friday, June 1, 2018

**ADDENDUM NO:** 3

**BID NO:** RFP MM-04-18 Revenue Generating Advertising on Buses and Bus Shelters

**OPENING DATE:** JUNE 15, 2018 - 2:00 PM (CST)

**NEW OPENING DATE - JUNE 22, 2018 @ 2:00 PM, CST**

**DBE GOAL IS 17% - CONTACT THE CBDP OFFICE DIRECTLY AS LISTED IN RFP**

**PLEASE NOTE THE FOLLOWING QUESTION(S)**

**QUESTION:** Section 5(A) of the RFP requires the Contractor to provide figures for gross billing and net revenue for a sampling of public transit clients. In this instance, how are "gross billing" and "net revenue" defined?

**ANSWER:** Standard definition

**QUESTION:** Section 5(E) of the RFP asks for an itemized list of the Contractor's top 10 advertising clients - does this include both private and public transit clients or public transit clients only?

**ANSWER:** Private and public transit clients.

**QUESTION:** The RFP requires the Contractor to provide the last 3 years of audited financial statements--What is the recommended course of action if we do not have audited financials going back for that period of time?

**ANSWER:** If you do not audited statements please submit internal or equivalent financial statements.

**QUESTION:** In relation to section 15 Assignment of Future Contracts for Advertising Space please provide a list of scheduled advertising billings that extend beyond the end date of the agreement with the current vendors.

**ANSWER:** Not available at this time.

**QUESTION:** Please confirm that the new vendor will not be held responsible for any bus and shelter paint damage caused by the previous contractors.

**ANSWER:** No significant damage currently exists. Vendors will assume maintenance of Shelters upon start date of contract.

QUESTION: Please provide copies of the current agreements and any addendums or modifications between MCTS and the current advertising vendors.

**ANSWER:** Please refer to RFP for all relevant information.

QUESTION: Please confirm that all industry standard large format advertisements, e.g. Fullwraps, Headliners, Kongs, King Kongs, Superkings, Ultra Superkings, and extensions permissible? What restrictions, if any apply to these products?

**ANSWER:** Correct, please refer to the rate card submitted in previous addendum for all formats currently used.

QUESTION: In order for prospective bidders to prepare a competitive response, will MCTS extend the submission deadline by 30 days?

**ANSWER:** The Proposal due date was extended by 1 week already. We will extend again but only to June 22, 2018.

QUESTION: Will there be an opportunity to ask follow-up questions after release of the addendum answering proposers' initial questions?

**ANSWER:** No

-----  
**RFP MM-04-18**

Please sign and return one copy with the RFP Documents.

We acknowledge receipt of Addendum #3.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date