



**ADDENDUM NO. 1**

**REQUEST FOR PROPOSAL  
FOR  
BUS AND BENCH ADVERTISING**

**RFP NO: 2020-S-13**

**Date Issued: October 22, 2020**

**INSTRUCTIONS:**

- (1) PROPOSER is required to comply with this Addendum No. 1.
- (2) This Addendum No. 1 becomes a part of this Request for Proposal.
- (3) **PROPOSER is required to acknowledge this Addendum No. 1 in the proper place on the Certification and Statement of Qualifications form.**
- (4) For additional information, please contact Christina Perez, Director of Procurement/Grants, or Sherrié Clay, Procurement Administrator at (361) 289-2712.

This Addendum No. 1 is issued to make the following changes to RFP No. 2020-S-13:

1. The CCRTA has provided clarification regarding the number of calendar days the proposals are valid.

Current:

Proposals will be valid for one hundred twenty (180) calendar days from the Board approval date.

**Revised:**

**Proposals will be valid for one hundred eighty (180) calendar days from the Board approval date.**

2. The CCRTA has revised the term of the contract throughout the RFP as follows:

Current:

This is a three-year contract with two (2) one-year options.

**Revised:**

**This is a three-year contract with one (1) two-year option.**

3. The CCRTA has revised Section 3.1 Basis for Award and Evaluation Criteria of the “Special Instructions” on page 11 of 58 to change the evaluation weights to points as follows:

Current:

3.1 The CCRTA will review all proposals for completeness. Those proposals found incomplete or failing to address the needs of the CCRTA as stated herein will not be evaluated. Those proposals furnished complete with all required documentation will be evaluated. **Proposers are urged to initially submit their best offer.** An award (if any) will be made to the Proposer whose proposal is deemed most advantageous to, and in the best interest of the CCRTA and the general public. The evaluation factors with their weights are as follows:

- Proposed Method of Accomplishing Work 25%
- Personnel and Equipment 20%
- Qualifications, Experience and Competence 30%
- Proposed Revenue Schedule 25%

Revised:

**3.1 The CCRTA will review all proposals for completeness. Those proposals found incomplete or failing to address the needs of the CCRTA as stated herein will not be evaluated. Those proposals furnished complete with all required documentation will be evaluated. Proposers are urged to initially submit their best offer. An award (if any) will be made to the Proposer whose proposal is deemed most advantageous to, and in the best interest of the CCRTA and the general public. The evaluation factors with their weights are as follows:**

- **Proposed Method of Accomplishing Work 25 points**
- **Personnel and Equipment 20 points**
- **Qualifications, Experience and Competence 30 points**
- **Proposed Revenue Schedule 25 points**

4. The CCRTA has revised the first paragraph of Section 10 Advertising Standards of the “Scope of Work”, on page 20 of 58 to correct the reference regarding Section 10 as follows:

Current:

10. Advertising Standards:

Advertisements displayed under the terms of this Agreement shall be Commercial Advertising, as described in Section 10 below and of reputable character, shall conform to recognized business standards, the CCRTA Advertising Policies and shall not conflict with the laws of the United States or of any state or political subdivision thereof having jurisdiction over the CCRTA or the rules and regulations of any arm, branch or agency of such governmental bodies. Any questionable ads must be pre-approved by the CCRTA.

Revised:

10. Advertising Standards:

**Advertisements displayed under the terms of this Agreement shall be Commercial Advertising, as described in Section 11 below and of reputable character, shall conform to recognized business standards, the CCRTA Advertising Policies and shall not conflict with the laws of the United States or of any state or political subdivision thereof having jurisdiction over the CCRTA or the rules and regulations of any arm, branch or agency of such governmental bodies. Any questionable ads must be pre-approved by the CCRTA.**

5. The CCRTA has revised Section 11 Commercial Advertising of the “Scope of Work”, on page 21 of 58 to correct the reference regarding Section 11 and Section 12 as follows:

Current:

11. Commercial Advertising

Only commercial advertisements may be displayed upon the CCRTA’s public property. Except as provided below, non-commercial advertisements (as described in Section 11) as well as those advertisements specifically prohibited by Section 12 below and the CCRTA’s Advertising Policies may not be displayed. A commercial advertisement is one that:

1. The singular purpose is to promote a product for sale or a service for hire.

2. Does not convey, whether expressly or impliedly, intentionally or unintentionally, by inference or innuendo, any message regarding any political, public service, social or public issue or viewpoint of any person or entity, or any message specifically prohibited by Section 13 below,

and

3. Would not cause the CCRTA public property, if posted individually or in combination with other like advertisements, to become a public forum for the dissemination and/or discussion or political, public service, social or public issues or viewpoints.

Revised:

11. Commercial Advertising

**Only commercial advertisements may be displayed upon the CCRTA’s public property. Except as provided below, non-commercial advertisements (as described in Section 12) as well as those advertisements specifically prohibited by Section 13 below and the CCRTA’s Advertising Policies may not be displayed. A commercial advertisement is one that:**

**1. The singular purpose is to promote a product for sale or a service for hire.**

**2. Does not convey, whether expressly or impliedly, intentionally or unintentionally, by inference or innuendo, any message**

**regarding any political, public service, social or public issue or viewpoint of any person or entity, or any message specifically prohibited by Section 13 below, and**

**3. Would not cause the CCRTA public property, if posted individually or in combination with other like advertisements, to become a public forum for the dissemination and/or discussion or political, public service, social or public issues or viewpoints.**

6. The CCRTA has revised the Proposed Revenue Schedule (Appendix A) below to reflect a three-year base revenue contract with one (1) two-year option.

**Proposers must submit their Proposed Revenue Schedule (Appendix A) on the Revised Proposed Revenue Schedule (Appendix A) in order to be deemed responsive to the RFP and considered for a contract.**

**APPENDIX A**

**REVISED PROPOSED REVENUE SCHEDULE**

RFP NO.: **2020-S-13**  
**Bus and Bench Advertising**

PROPOSER: \_\_\_\_\_

**INSTRUCTIONS:**

- 1) Refer to the "Special Instructions", "Scope of Work", and all Exhibits before completing the Proposed Revenue Schedule and quote your best revenue offering.
- 2) This is a three-year revenue contract with one (1) two-year option.  
**Submit one (1) signed original Proposed Revenue Schedule** in a separately sealed envelope.
- 3) **Submit one (1) original and five (5) copies of your proposal, and (1) electronic version in PDF format supplied on a USB** addressed according to the instructions as noted in the "Instructions to Proposers", Section 5 or submit your complete proposal package, electronically to [procurement@crrta.org](mailto:procurement@crrta.org) prior to the deadline of 3:00 p.m. (CST) Wednesday, November 18, 2020.

The successful Proposer agrees to the following percentage split and minimum annual guarantee of the gross revenue resulting from all of the CCRTA's advertising sales.

<b>Percentage of Gross Revenue to the CCRTA</b>	<b>Minimum Annual Guarantee to the CCRTA</b>
Three Year Base _____ %	\$ _____
First Option Year _____ %	\$ _____
Second Option Year _____ %	\$ _____

Print Name: \_\_\_\_\_

Signed by: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_