



**RFP# 2025-17  
Bus Advertising**

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**ADDENDUM # 1  
Date of Addendum: October 30<sup>th</sup>, 2025**

**NOTICE TO ALL PROPOSERS**

The Request for Proposal (RFP) is modified as set forth in this Addendum. The original RFP and any previously issued addenda remain in full force and effect, except as modified by this Addendum. Proposers shall consider this Addendum when preparing and submitting a proposal and shall acknowledge receipt of this Addendum in their proposal.

**PROPOSALS SUBMITTAL DEADLINE**

The proposal submittal deadline remains unchanged by this Addendum.  
**Proposals are due Wednesday December 3rd, 2025 by 3:00 PM (EDT).**

**ADDENDUM**

The RFP is modified as set forth below:

**REQUEST FOR CLARIFICATION/INFORMATION:**

**1. What is the official title and numeric designation of this RFP?**

Answer: The official title and designation of this RFP is RFP 2025-17 Bus Advertising.

**2. Can you please outline the Gross Revenue by contract year for the past three years??**

Answer: The total payments received by MTA in the last three years are as follows: FY 23: \$120,000, FY 24: \$120,000, FY 25: \$120,000.

**3. Can you please outline the Revenue Share Percentage for this contract?**

Answer: Currently MTA shares 50% of the revenue with the vendor and maintains 50% of the revenue.

- 4. Page 3 of the RFP outlines the full fleet - can you please confirm which vehicles allow advertising to be installed on them?**

Answer: MTA is looking at expanding existing advertising avenues to include all revenue generating vehicles. Currently, only the bus fleet features advertising under this RFP.

- 5. Are there any caps or maximums on the number of wraps (full or tail) allowed across the fleet?**

Answer: Please refer to #9 of Section 2.2 of the RFP language to address advertising caps and maximums on vehicles.

- 6. Page 4 of the RFP mentions that tobacco and alcohol ads are not allowed on vehicles, does that mean these categories can advertise on the digital sign located at the Transfer Center on Harrison Street?**

Answer: As with vehicles, no tobacco or alcohol ads are permitted on the digital sign located at the Transfer Center.

- 7. Please confirm who is responsible for the cost of required repairs due to issues outside the vendor's control (i.e. - accidents, retirements, etc.)?**

Answer: To be provided via Addenda #2.

- 8. Can MTA share photos and a location list of existing shelters so that we can see how'd we approach this for MTA?**

Answer: To be provided via Addenda #2.

9. Please confirm if there are any contracts that run past the end date of the current contract and, if so, if those contracts will be transferred to the new vendor?

Answer: To be provided via Addenda #2.

**\*\*\*BID SUBMITTORS MUST INDICATE ON THE EXTERIOR OF THEIR BID PACKAGE "ADDENDUM #1 RECEIVED"\*\*\***

**END OF ADDENDUM #1**