



**RFP# 2025-17
Bus Advertising**

ADDENDUM # 2

Date of Addendum: November 5th, 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. In 2.2 General Requirements, Does MTA allow for ads other than the two full wrap options mentioned, such as kings, queens, and extended formats?

Answer: Yes, MTA will allow for other advertising mediums on its vehicles so long as the advertising abides by the requirements in Section 2.2.

2. In Section 2.3 Minimum Requirements for Pricing, the RFP states: "Proposer shall supply contract billing rate information detailing the billing rates for direct labor, overhead, and other direct costs for the proposer's staff listed in the response and for all other staff included in the proposer's organization that will be performing the services." Since this is a revenue-generating contract, does this requirement apply? We have shared services across multiple transit authority contracts, so providing detailed billing rate information may not be applicable?

Answer: The third sentence of the third paragraph of section 2.3 does not apply to this RFP.

3. **Can MTA provide a complete list of vehicle makes and models, along with clarification on which vehicles are used for fixed route service and which are used for demand response service?**

Answer: Please refer to section 2.2 of the RFP document. Specifics on makes and models of vehicles and service routes will be shared with the awardee.

4. **In Section 2.2.11 it states, “If MTA decides to use any of its interior or exterior advertising space, Vendor agrees to install MTA’s advertisements at no charge within ten (10) days after receipt and to remove all advertising within three (3) days of the specified removal date.” Will the vendor be responsible for the production of MTA’s advertisements? If so, does MTA expect to pay the production costs? Or is MTA planning to supply these advertisements to the vendor for installation?**

Answer: MTA will be responsible for producing its own advertisements that coincide with this RFP.

5. **As MTA may be transitioning from one vendor to another, how will existing advertising revenue and current client contracts be handled? Specifically, how will those contracts be transitioned or honored as the new vendor assumes operations?**

Answer: Currently there are no contracts past 12/31/2025, there are no accounts, revenue or clients to transition.

6. **Does MTA have any limitations on window coverage for vehicle advertisements?**

Answer: Please see section 2.2 regarding limitations on advertising/coverages. Any advertisements outside of the scope of work may be discussed upon award of the RFP.

7. **To confirm, MTA is not including shelters in this RFP?**

Answer: Please refer to section 2.2 #18 of the RFP.

8. **To ensure a smooth transition and maximize program success, Is MTA open to allowing a transition period before Minimum Annual Guarantee**

(MAG) payments begin, to provide the new vendor time to establish relationships with existing advertisers and begin active sales in the market?

Answer: This item will be discussed with the awardee of this RFP.

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: Currently, there are no advertising contracts scheduled past 12/31/2025. Any transition of contracts extending past 12/31/2025 will be included in the contract approval process once the RFP is awarded.

10. 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: This item will be discussed during contract negotiations with the awardee.

11. Can MTA please share the minimum annual guarantee for the last three years of the current contract?

Answer: The minimum annual guarantee for the last three years has been \$120,000.

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

Answer: MTA typically has around 112 enclosures in use at any one time. An excel spreadsheet will be provided via email to all those on the current communication list for this RFP. The same excel spreadsheet will also be available via BIDNET.



One of MTA's more common bus shelter styles



Another of MTA's more common shelter styles



A less common shelter style along with a larger enclosure located in the commercial district.

13. Additionally, could MTA provide examples of advertisements currently on the buses?

Answer: See below picture for current advertising example.



*****BID SUBMITTORS MUST INDICATE ON THE EXTERIOR OF THEIR BID PACKAGE “ADDENDUM #1 and ADDENDUM #2 RECEIVED”*****

END OF ADDENDUM #2

MTA - LIST OF BUS ENCLOSURES - 11-2025

Stop_Name	Stop_Description	POINT_X	POINT_Y
NBD Saginaw at Baker	N.Saginaw & Baker	-83.69374844	43.03929683
NBD Saginaw at Leith	N.Saginaw & Leith	-83.69370734	43.04248217
NBD Saginaw at Pasadena		-83.69368327	43.0464415
NBD Saginaw at Dorothy	N.Saginaw & Dorothy (Krogers)	-83.69424336	43.11066735
SBD Saginaw at Nutana	N Saginaw & Nutana Blvd	-83.69451339	43.11090051
SBD Saginaw at Stewart		-83.693981	43.05442075
SBD Saginaw at Hamilton	N Saginaw & Hamilton	-83.69393028	43.03574611
SBD Saginaw at Father Dukette	N Saginaw & Father Dukette	-83.69373987	43.02594424
Save a Lot	N Saginaw End of the Line	-83.69436336	43.12278621
EBD Court at Avon		-83.67857178	43.01665475
Courtland Center	Courtland Center (shelter)	-83.62990672	43.01751194
EBD Richfield at Mince Manor	Proposed Shelter Replacement - 2020	-83.63815725	43.05094634
Covert at Richfield		-83.62603793	43.0507263
SBD Center at Davison	Center & Marmion	-83.63554905	43.03261026
WBD Court at Commerce	Court & Commerce	-83.65315164	43.0185573
WBD Court at Burlington		-83.63956216	43.01874044
WBD Court at Consumers	Court & Consumers	-83.64759051	43.01860834
WBD Court at Horrigan	Court St & Horrigan	-83.67493439	43.01785002
WBD Court at College	Court St & Colledge Dr	-83.66986864	43.01835609
EBD Court at Averill	Court St & Averill	-83.64295512	43.01849238
MTA Administration Building	Dort & MTA	-83.6526343	43.01445352
MTA Multimodal station	Dort & Amtrak	-83.65142695	43.01529649
NBD Center at Ivanhoe	Center Rd & Ivanhoe	-83.63517412	43.03164118
NBD Center at Davison	Center Rd & Davison Rite Aid	-83.63530857	43.03428013
EBD Bristol at Bristolwood		-83.7011153	42.97384875
WBD Bristol at Baker College	Bristol & Baker College	-83.69523492	42.97415173
WBD Bristol at Van Slyke	Bristol & Van Slyke	-83.71245552	42.97393843
EBD Atherton at Penbrook		-83.7114674	42.98823202
EBD Atherton at Hammerberg	Atherton & Hammerberg	-83.70349348	42.98826524
WBD Atherton at Penbrook	Atherton Rd & Penbrook	-83.71115407	42.98839615
3214 Flushing	Barber College, Shelter requested by Mayor Neeley 9/21	-83.73912893	43.02667277
Flushing at Sunridge Apartments	Flushing & Sunridge Apts	-83.74327836	43.02794472
Beecher at Gilbert	Beecher & Gilbert	-83.7492449	43.01718448
Corunna at Brabyn		-83.71835084	43.00399081
EBD Kroger	3302 Corunna Rd Kroger	-83.74501895	43.00206543
Ballenger at McClaren	Ballenger Hwy & McClaren	-83.73338459	43.01470056
SBD Mill Rd Apts	Mill Rd and Beecher	-83.76209251	43.03005677
3242 Beecher	3242 Beecher Rd	-83.74084824	43.01542799
3169 Beecher	3169 Beecher Rd	-83.73706799	43.01465549
4100 Beecher	4100 Beecher Rd	-83.73536706	43.01386654
SBD Beecher at Ballenger		-83.73424779	43.01296531
NBD M.L.K. at 3rd	ML King & 3rd Ave Father Dukette	-83.69514975	43.02123396
SBD M.L.K. at Holbrook		-83.70646514	43.07248168
SBD M.L.K. at Edwin		-83.70491751	43.05279896
SBD M.L.K. at Welch	ML King & Welch	-83.70398784	43.03133616
EBD Coldwater at Neff	Coldwater & Neff Dollar General	-83.71416071	43.09017964
WBD Miller at Crescent	Miller & Crescent South of Court	-83.70507696	43.00584422
WBD Miller at Pershing	Miller & Pershing	-83.70908887	43.00314994
WBD Miller at Miller West Apartments	Recommend Curb-cut and landing pad 2021	-83.7357588	42.99113161
WBD Miller at Bridle Path	Miller & Bridle Path Davenport	-83.76291795	42.97955857
Happy Elephant Child Care	Need sign and pole relocated to new stop location	-83.77222337	42.98913068
OB Sam's Club on Corunna		-83.76776286	43.00036504
2222 S Linden Rd	2222 S Linden Rd	-83.7727578	42.99665565

2370 S Linden Rd	2370 S Linden Rd (2360)	-83.7726185	42.99210327
Genesee Valley	Genesee Valley	-83.77172799	42.98005416
EBD Miller at Austin Parkway	Miller & Austin Parkway	-83.73565975	42.99089301
EBD Court at Cedar	Court & Cedar	-83.69824537	43.00782738
EBD Miller at Target		-83.75075639	42.98411186
IB Sam's Club on Corunna		-83.76803208	43.00038102
University at Mathewson	University & Mathewson	-83.70987661	43.0146771
Fleming at Caniff		-83.7237073	43.05754328
Mackin at Milbourne	Mackin & Milbourne	-83.72018969	43.02675677
EBD Pierson at Cloverlawn	W Pierson Rd & Cloverlawn Green Roof	-83.72983696	43.06057739
Home at Dupont		-83.71445096	43.06710152
NBD Clio at Stedron	Clio Rd & Stedron Simmon Sq Apts	-83.73333399	43.06533975
EBD Carpenter at Slidell Apts	Carpenter & Slidell Apts	-83.72919681	43.07503618
Fleming at Carpenter	Candidate for Shelter	-83.72385617	43.07508463
Home at Glenn	Home & Glenn Hasselbring Senior Center	-83.71753203	43.06711142
Dupont at Welch	Dupont & Welch	-83.71318658	43.03045577
Mackin at Patrick	Mackin & Patrick	-83.70652264	43.02252734
Grand Traverse at 6th Ave		-83.70224463	43.02184615
WBD 5th at Mason	5th Ave & Mason	-83.69997614	43.02136134
Garland at 2nd		-83.69558646	43.01974224
M.L.K. at 5th	M.L.K. & Fifth Ave	-83.69639414	43.0227359
WBD House of Prayer	1889 w carpenter rd	-83.72664959	43.0752474
EBD Kearsley at Thomson	Kearsley & Kearsley Manor	-83.68250788	43.02091751
Lewis at Leith	Lewis & Leith	-83.67481662	43.04249441
Lewis at Hamilton	Lewis & Hamilton	-83.67504907	43.03485603
Rosewood at Stanley	Stanley & Rosewood apts	-83.70632988	43.1048805
WBD Kearsley at Avon	E Kearsley St & Avon	-83.68220855	43.02118833
Franklin at Ohio	Sign is way too far away	-83.66496283	43.03010218
Western at Richfield	Western & Richfield	-83.65555803	43.05048826
Horrigan at Court	Albert R Horrigan Dr & E Court St outbound	-83.67500787	43.01887066
Horrigan at Court	Albert R Horrigan Dr & E Court St inbound	-83.6753122	43.01886336
SBD Albert R Horrigan at MCC Entrance	Mott between H&J Lots	-83.67246588	43.02218356
NBD Horrigan at Gorman	Albert R Horrigan Dr & Gorman Dr outbound at Visual Arts	-83.67096361	43.02312417
SBD Horrigan at Gorman	Albert R Horrigan Dr & Gorman Dr Inbound at Visual Arts	-83.67109752	43.02308001
RTC Parking Lot	Albert R Horrigan Dr & RTC Parking Lot outbound	-83.66868759	43.02441278
RTC Parking Lot	Albert R Horrigan Dr & RTC Parking Lot inbound	-83.66876935	43.02450452
Carpenter at Energy	Proposed Shelter - 2020	-83.66902234	43.07609894
SBD Saginaw at Holly		-83.622302	42.921216
NBD Saginaw at Sunset Plaza		-83.62327759	42.92218897
NBD Saginaw at Greenwood	S Saginaw & Greenwood	-83.65821393	42.95182532
NBD Saginaw at Jolson	Keep	-83.66998755	42.96284224
NBD Saginaw at Whittemore	Keep	-83.67244364	42.97382653
NBD Saginaw at Wells	S Saginaw & Wells Hamilton Health Clinic	-83.67361968	42.97909501
NBD Saginaw at Poe	S Saginaw & Poe	-83.67475827	42.98384326
NBD Saginaw at Oakley	S Saginaw & Oakley	-83.67788291	42.99696051
NBD Saginaw at 5th	S Saginaw & 5th St	-83.68677122	43.01155777
Lapeer at 6th	Lapeer & Court	-83.67984672	43.01406537
EBD Lippincott at Trout	Lippincott & Trout Evergreen Regency Townhomes	-83.64611968	43.00380841
Stonegate at Atherton		-83.6450125	42.98937353
Center Rd Meijer	Meijers-Center Rd.	-83.63086385	42.99271257
NBD Dort at Eldon Baker	Dort & Eldon Baker	-83.65344743	42.99306676
NBD Dort at Elm	2806 S Dort Hwy NBD Dort & Elms	-83.65357416	42.99714593
WBD Lippincott at Tebo×w	Lippincott & Tebo	-83.6464973	43.00397803
WBD Lippincott at Dort		-83.65466567	43.00381485
Howard at Lapeer	Howard & Lapeer	-83.66905218	43.00909884
WBD Lapeer at 12th		-83.67216585	43.01004085
WBD Lapeer at 7th		-83.67859877	43.01353808

Franklin at Davison	Franklin & Davison	-83.66504848	43.03221119
Linden at Lenon GISD at Kohls		-83.77439403	42.98403523
WBD Hemphill at Cheyenne	Hemphill & Cheyenne W of Dort	-83.65507668	42.98200836
Walmart on Belsay	Court & Belsay Walmart	-83.59960404	43.02243941
EBD Miller E of Claude		-83.740606	42.988671
Horton at Ruth		-83.68257877	43.070386
North Flint Food Market		-83.73329035	43.06175384
NBD Saginaw at Rollhaven			