



PURCHASING DEPARTMENT
1772 County Services Parkway
Marietta, Georgia 30008-4012
(770) 528-8400/FAX (770) 528-1154

Mark Kohntopp
INTERIM DIRECTOR

ADDENDUM No. 2

**Sealed Bid # 12-5663
REQUEST FOR PROPOSAL
TRANSIT BUS ADVERTISING
COBB COUNTY COMMUNITY TRANSIT**

DATE: May 2, 2012

Page 1 of 5

The following addendum hereby amends and/or modifies the Proposal Documents and specifications as originally issued for this project. All proposers are subject to the provisions of this Addendum.

Proposers shall acknowledge receipt of this addendum.
Include this original form inside your proposal package.

This Addendum consists of:

- **Questions submitted in writing**
- **Revised Transportation Advertising Compensation Plan Format**

All bids must be received before 12:00 (noon) by the Bid Opening date. Bids shall be delivered to Cobb County Purchasing Department, 1772 County Services Parkway, Marietta, GA 30008.

Electronic / faxed bid response will not be considered.

I acknowledge that I have received Addendum No. 2

**Sealed Bid # 12-5663
REQUEST FOR PROPOSAL
TRANSIT BUS ADVERTISING
COBB COUNTY COMMUNITY TRANSIT**

Company Name

Signature

Date Sent to Purchasing

Please Print Name

Please sign, date, and return this form ONLY to:
Cobb County Purchasing Department
Fax #: 770-528-1154
E-Mail: purchasing@cobbcounty.org

SEALED BID #12-5663

**REQUEST FOR PROPOSAL
BUS ADVERTISING
COBB COUNTY DEPARTMENT OF TRANSPORTATION
COBB COUNTY COMMUNITY TRANSIT**

ADDENDUM #2

Questions submitted:

- 1) Production charges are billed to client for the printing of their signs. Should these be deducted from any space sales?

Answer: The County cannot tell the vendor how production charges should be accounted for. The percentage of net revenue paid to the County is defined as revenue minus an agency commission.

- 2) Can a DBE be used and certified in Georgia if awarded?

Answer: Yes, any certified DBE can be used as long as proof of certification is provided.

- 3) Page 13. Price Form....Can the form be changed to include guarantees and % sharing by Year instead of Guarantee for same years due to startup nature of this program?

Answer: The vendor can provide a minimum guarantee yearly amount and or percentage of net revenue per year. It is up to the vendor to determine the compensation plan for years one through three.

- 4) What was the minimum guarantee and percentage to CCT of the rejected bids?

Answer: Because we only received a single bid and it was rejected, the compensation plan was not reviewed.

- 5) Do the buses rotate routes frequently or are they generally assigned to the same routes?

Answer: Local buses are frequently rotated among the local routes and express buses are frequently rotated among the express routes. However, local buses do not operate on express routes and express buses do not operate on local routes.

- 6) The RFP states: "Advertising shall not cover CCT logo, bus number or wheelchair symbol decal." Will exceptions be made for various bus wrap options? Or can decals and logos be moved to accommodate ads when necessary?

Answer: No exceptions can be made.

- 7) Are alcohol and political messaging permissible?

Answer: No.

- 8) Can a limited number of buses be held in during the day for installation of signs, or will all work need to be done during off hours?

Answer: Work will need to be done during off hours and work cannot impact daily operations.

- 9) How many CCT vehicles travel on the two CCT express routes in a given day?

Answer: CCT operates 8 express routes using 37 express buses.

- 10) How many buses are used on the GRTA Express routes in a given day?

Answer: 20 express buses and they are included in the 37 bus total referenced above.

- 11) How many buses are used for local routes each day?

Answer: (peak vs off-peak times) 35 peak and 24 off peak.

- 12) Is there a limit to the number of full bus wraps that can be sold at any given time?

Answer: No.

- 13) What are the operating schedules for the Express buses?

Answer: The express routes are routes 100, 101, 102, 470, 475, 477, 480 and 481. Please go to www.cobbccct.org for all CCT route schedules.

- 14) On Page 6 of the Bid Packet, under the heading – **Damage to CCT Vehicles and Property**, there is a reference to a Performance Bond that reads: “The successful proposer, at the time a contract is issued, will be required to provide CCT with a minimum \$50,000 performance bond to cover work on CCT vehicles and property.” In exploring this with Surety Companies, we have been unsuccessful in finding any company that would issue a bond because there is an ‘indefinite’ contract with no contract amount. This is a sales contract and sales may vary from year to year. In fact, two companies we spoke with are unaware of any companies

in the Surety Bond markets that will ensure anything like this. Our company works with four cities in Georgia and we have no bonding requirements by any. This seems to be an area that would be addressed with liability insurance to which we are fully insured. Because of the difficult – to impossible – challenge of getting a bond for this amount, would CCT consider addressing this in the insurance requirements?

Answer: Currently these are the insurance limits required by the County.

- 15) On Page 11 of the Bid Packet, under the heading – **Minimum Limits of Insurance**, there is a reference in Item #4: “Umbrella Liability: \$5,000,000 combined single limits per occurrence.” This is excessive and far exceeds any amounts that have ever been requested by any RFP that I am familiar with. Would CCT consider a smaller umbrella amount on the insurance requirement in this section?

Answer: Currently these are the insurance limits required by the County.

- 16) There is a specific reference in the BID Packet that refers to the use of razor blades on removal of advertising. Unfortunately, this is unrealistic. Removals of advertising often require the use of razor blades. I am bringing this to your attention in advance and ask that it be stricken from the proposal as that would make some removals virtually impossible. That said – this does not imply that razors are used always and my company has always used a ‘transit approved’ vinyl for buses in our fleets.

Answer: The use of razor blades for the removal of vinyl is acceptable. However, if the application or removal of advertising by the Contractor results in damage to CCT vehicles, the Contractor is responsible for any damage results from the application or removal of advertising materials.

- 17) In Addendum #1, Item #4 referring to production. It has been our experience in all markets that we work with that Production is a separate cost bore by the advertiser. Your Addendum references a percentage of the total after costs. Costs include: Design, shipping, handling, etc. What percentage and what formula are you desiring if this is a part of the RFP?

Answer: See revised Transportation Advertising Compensation Plan Format.

REVISED

TRANSPORTATION ADVERTISING COMPENSATION PLAN FORMAT

Please provide a proposed compensation plan.

Minimum Guaranteed Yearly Amount \$_____ and or

- a. Year 1, _____% of *net revenue.
- b. Years 2 and 3, _____% of *net revenue.

* Production costs are paid by the advertiser. Net Revenue is defined as revenue minus as agency commission.

Payments are payable monthly to Cobb County within ____ days of closing the monthly billing.

Company Name:
