

**AMENDMENT # 2**

**RFQ - MCDOT - 010122**

**March 7, 2022**

PAGE 1 OF 2, regarding the Request for Qualifications (RFQ) MCDOT-010122 Montgomery County Bus, Bus Shelter, and Bikeshare Station Advertising Program and Transit Related Advertising Program

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ALL AMENDMENTS MUST BE ACKNOWLEDGED BY THE OFFEROR PRIOR TO THE HOUR AND DATE SPECIFIED IN THE RFQ (AS AMENDED) FOR RECEIPT OF OFFERS. **FAILURE TO ACKNOWLEDGE AN AMENDMENT MAY BE CAUSE TO REJECT OFFER.**

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DESCRIPTION OF AMENDMENT

**The following change is applicable to the RFQ:**

**CHANGE #1**

The date for receipt of offers has been extended from no later than March 14, 2022, at 3:00 P.M., to no later than March 16, 2022, at 3:00 P.M.

**The following information is being provided:**

In response to inquiries regarding revenue history, the following information is being provided:

The chart below detail bus and bikeshare advertising revenue for the period FY2017 – FY2022:

<b>FY</b>	<b>Total Sales</b>	<b>County Revenue</b>	<b>County Guarantee</b>	<b>Overage Revenue</b>	<b>Bike Share</b>	<b>County Revenue</b>
2022 YTD	\$548,344	\$329,006	\$0	\$0	\$39,561	\$19,781
2021	\$1,005,369	\$603,221	\$0	\$0	\$81,179	\$40,590
2020	\$820,424	\$492,254	\$740,000	\$0	\$25,324	\$12,662
2019	\$954,843	\$572,906	\$730,000	\$0	\$45,635	\$22,818
2018	\$1,092,068	\$655,241	\$720,000	\$0	\$47,422	\$23,711
2017	\$830,103	\$498,062	\$710,000	\$0	\$27,507	\$13,754

With regards to the bus and bikeshare advertising figures, please note that:

- Only one in territory account manager was in place rather than two recommended.
- Two of these five full years were pandemic years with clients significantly reducing spending
- Contractor, Direct Media, sold its entire business to Vector Media USA in 2016-17 and the account rep had to be replaced.

With regards to bus shelter revenue, the following chart details total sales and revenue received by the county for the period CY2013 through CY2019:

Calendar Year	2013	2014	2015	2016	2017	2018	2019*
Total Sales	\$1,546,685	\$1,308,635	\$1,590,000	\$1,622,050	\$1,560,905	\$1,108,900	\$94,224
County Revenue	\$309,337	\$261,727	\$318,000	\$324,410	\$312,181	\$221,780	\$18,845

\* Agreement expired May 2019

- An average of only 38% of the available bus shelter panels were sold each year, without any franchisee sales reps dedicated solely to the county's ad sales.

THERE ARE NO OTHER CHANGES.

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THE INFORMATION PROVIDED ABOVE IS HEREBY INCORPORATED INTO THE ABOVE-CITED RFQ.

ISSUED BY: *Daniel Hibbert*  
Daniel Hibbert (Mar 7, 2022 21:19 EST)  
**Daniel Hibbert, Chief, Division of Transit Services**  
**Montgomery County Department of Transportation**

NAME OF OFFEROR: \_\_\_\_\_  
(Type or print)

NAME AND TITLE OF PERSON  
AUTHORIZED TO SIGN: \_\_\_\_\_  
(Type or print)






# TRN 22 -128 RFQ MCDOT010122 Amendment 2

Final Audit Report

2022-03-08

Created:	2022-03-07
By:	NikKia Carver (nikkia.carver@montgomerycountymd.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAAUXKLI-Ha116in5j-ywEj1N3t3cFjJ8Gb

## "TRN 22 -128 RFQ MCDOT010122 Amendment 2" History

-  Document created by NikKia Carver (nikkia.carver@montgomerycountymd.gov)  
2022-03-07 - 9:35:12 PM GMT- IP address: 173.79.84.36
-  Document emailed to Daniel Hibbert (dan.hibbert@montgomerycountymd.gov) for signature  
2022-03-07 - 9:35:50 PM GMT
-  Email viewed by Daniel Hibbert (dan.hibbert@montgomerycountymd.gov)  
2022-03-08 - 2:18:47 AM GMT- IP address: 104.47.65.254
-  Document e-signed by Daniel Hibbert (dan.hibbert@montgomerycountymd.gov)  
Signature Date: 2022-03-08 - 2:19:14 AM GMT - Time Source: server- IP address: 108.51.68.84
-  Agreement completed.  
2022-03-08 - 2:19:14 AM GMT