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

*******************************************************************************
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.
*******************************************************************************

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:

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

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:

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

* 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.

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

ISSUED BY: _______________________________________________
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)
Final Audit Report

"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