The following is additional information regarding Request for Proposal (RFP) No. TR0-6013 titled Seattle Streetcar Sponsorship and Advertising Program Management released on 08/08/2022. The due date and time for responses is **~~08/30/2022 @3:00 PM Pacific Time~~** **~~9/13/2022 @ 3PM PT~~** **9/20/2022 @3PM PT.** This addendum includes both questions from prospective proposers and the City’s answers and revisions to the RFP. This addendum is hereby made part of the RFP and therefore, the information contained herein shall be taken into consideration when preparing and submitting a proposal.

| **Item #** | **Date Received** | **Date Answered** | **Vendor’s Question** | **City’s Answer** | **RFP Revisions** |
| --- | --- | --- | --- | --- | --- |
| 1 | 8/24/2022 | 8/24/2022 |  |  | ~~The City is revising the RFP due date to 9/13/2022 @ 3PM PT~~  Please see number 34 below. |
| 2 | 8/24/2022 | 8/24/2022 |  |  | The City is revising the Buyer information to  David McLean – [david.mclean@seattle.gov](mailto:david.mclean@seattle.gov)  206-684-0445 |
| 3 | 08/11/2022 | 9/2/2022 | Will questions be answered on a rolling basis (i.e. if we submit a round of questions before the deadline, we might expect answers sooner?) | No, Questions will be answered after the deadline |  |
| 4 | 08/11/2022 | 9/2/2022 | Would you be able to provide or post the Word and Excel response attachments included in the overall RFP on pages 21 and 22? For some reason, when I open them, I am unable to then save them once I make changes. | Yes, if you are still having issues downloading and saving the documents. |  |
| 5 | 08/17/2022 | 9/2/2022 | Can the City confirm that an electronic only response is sufficient (i.e. just by email, no paper copy delivered)? | Electronic only is sufficient |  |
| 6 | 08/17/2022 | 9/2/2022 | Can the City confirm that the chosen proposer will be the exclusive advertising concessionaire for any advertising opportunities present now or that might arise during the term of the contract (i.e. if another vehicle is added to the fleet or another station is opened)? | No, please see section 5.9 on page 9 of the RFP. |  |
| 7 | 08/17/2022 | 9/2/2022 | The sample contract reflects a standard fee-for-service arrangement between the City and contractor. Given this is a revenue-generating contract at no cost to the City, this contract will need to be revised to reflect the realities of this deal. Can the City confirm there will be a period of contract negotiation with the successful proposer? | No, please see sections 6.18 and 6.19 on pages 16 and 17 of the RFP. |  |
| 8 | 08/17/2022 | 9/2/2022 | Is a letter of credit required for the contract? If so, is there a specific required amount? | No. |  |
| 9 | 08/17/2022 | 9/2/2022 | Can proposers submit the required response document for the Business Capacity and Project Approach in a PDF with different design format (i.e. different font, include pictures, etc.) instead of an Excel as long as the requested information is responded to in the outlined order and in the correct file? For instance, that makes it much easier to include pictures and other graphics we’d like to add to our proposal? Would it also be acceptable to make a single PDF containing all the required documents, or is it necessary to keep it in Word & Excel form? | Yes. |  |
| 10 | 08/17/2022 | 9/2/2022 | The “Customer References” sheet asks proposers to list the contract’s “Original Value” and “Final Value.” Given these are revenue-generating advertising contracts, would the City like us to instead list the most recent year of advertising revenue and/or the  pre-pandemic advertising revenue that we generated for the partner | Yes, we would like the most recent and pre-pandemic revenue. |  |
| 11 | 08/17/2022 | 9/2/2022 | Would the City consider a one-to-two-week extension to the proposal deadline to allow proposers sufficient time to incorporate question answers into their response? | Yes, please see number 1 above. |  |
| 12 | 08/17/2022 | 9/2/2022 | Can the City provide ridership numbers from 2019 to present day (ideally on a monthly level as well as annually? | Please see embedded document below, ridership tab. |  |
| 13 | 08/17/2022 | 9/2/2022 | Can the City please provide a historical breakdown of revenue generated by the current advertising and sponsorship program by year for the system for the past 5 years and for the first half of 2022 at the following level of detail: | Please see embedded document in number 12, sponsorship details tab and sum and count sponsors tab. |  |
| 14 | 08/17/2022 | 9/2/2022 | Can the City provide a list of the top 15 - 20 advertisers for the past 3 to 5 years? | Please see embedded document in number 12, sum and count sponsor tab. |  |
| 15 | 08/17/2022 | 9/2/2022 | Can the City provide the contracts or the contract details for those campaigns that are expected to extend into the successful proposer’s term? | The current Kaiser Permanente contract is set to expire 12/22. As of 8/23/22 that is the only campaign expected to extend into the successful proposer’s term. Several prospective sponsors are available to be connected to the successful proposer as well. |  |
| 16 | 08/17/2022 | 9/2/2022 | For any contracts that extend into the new contract term, is the expectation that these contracts will be assumed by the contractor and that the revenue will be shared according to the agreed-upon revenue framework? | No, any agreements under the existing contract that extend beyond that contract will either be honored thru its expiration under the existing contract, or the agreement will be cancelled, and the New contract would need to establish a new agreement. |  |
| 17 | 08/17/2022 | 9/2/2022 | Can the City confirm the total number of stops/stations available for sponsorship? | To confirm, there is no “off premise advertising” allowed in the City of Seattle. This means a sign directing “attention to a business, profession, commodity, service, or entertainment conducted, sold, or offered elsewhere than upon the lot where the sign is located”. Question 17 provides more detail of availability, but there are no guarantees of sponsorship eligibility at shelters, and they will be evaluated on a case-by-case basis with our sign code specialists at the City. Embedded document below provides more detail. |  |
| 18 | 08/17/2022 | 9/2/2022 | How many stops/stations are in historic preservation districts? And which stations are these? | There are four stations. Please see column F, special district in the document below. |  |
| 19 | 08/17/2022 | 9/2/2022 | Can the City please confirm the number and dimensions of media that will be available for stop advertising (i.e., 20 4x 12 glass panels)? |  | Please see embedded document below for dimensions. There are 2 panels per shelter available for sponsor artwork on standard shelters, and 22 shelters available. The embedded document outlines panel space, and other details.  [Shelter design guidelines](chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https:/www.seattle.gov/documents/Departments/SDOT/Streetcar/Streetcar_Station_Sponsorship_Design_Guidelines_2015.pdf) include details of where sponsor graphics can be located (2 of 3 panels, per shelter). |
| 20 | 08/17/2022 | 9/2/2022 | Will traditional transit exterior media formats including wraps and ultra-superkings be allowed as part of this new advertising contract? |  | All of the exterior media formats are wraps, I believe ultra-superkings are for buses, but as long as the exterior media formats meets the design specifications outlined in the embedded document, they are allowed. Please see pdf in number 19. |
| 21 | 08/17/2022 | 9/2/2022 | Are there any restrictions (i.e. window coverage) that must be adhered to when implementing large-format exterior? |  | Yes, windows cannot be covered. Graphics are also not allowed on vents, lights, reflectors, and bumpers. Please see pdf in number 19. |
| 22 | 08/17/2022 | 9/2/2022 | Can the City provide latitude / longitude coordinates or addresses for each of the stops? | Please see embedded document in number 18, column G |  |
| 23 | 08/17/2022 | 9/2/2022 | Please describe the operation details regarding gaining access to vehicles for the purpose of advertising installation. What is the process for requesting access? | To request access email the streetcar superintendent or the chief. The successful proposer will be provided with their contact information. |  |
| 24 | 08/17/2022 | 9/2/2022 | How many vehicles can be accessed in a single shift? | During the weekdays one if we have a spare train.  During the weekend, Saturday (SLU up to 2, FH up to 2), Sunday (SLU up to 2, FH up to 3) |  |
| 25 | 8/17/2022 | 9/2/2022 | What are the hours of access? | Weekdays (FH 06:00 AM to 9:30 PM), (SLU 06:00 AM to 08:30 PM)  Saturday (FH 07:00 AM to 9:30 PM), (SLU 07:00 AM to 08:30 PM)  Sunday (FH 09:00 AM to 8:00 PM), (SLU 09:30 AM to 07:00 PM) |  |
| 26 | 8/17/2022 | 9/2/2022 | What is the address where vehicles are located? | First Hill – 848 7th Ave S, Seattle, WA 98134  South Lake Union – 318 Fairview Ave N, Seattle, WA 98109 |  |
| 27 | 8/17/2022 | 9/2/2022 | What safety protocols must be followed? | Vest and steel toe shoes must be worn. |  |
| 28 | 8/17/2022 | 9/2/2022 | Can the contractor bring all tools and equipment to the site necessary for completing installation? | Yes, but needs to be aware that there are high voltage systems around |  |
| 29 | 8/17/2022 | 9/2/2022 | Are there any Union labor requirements for installation staff? | No |  |
| 30 | 8/17/2022 | 9/2/2022 | Will the successful proposer be responsible for production and installation of any City content? | Yes, but not primary, currently the only City content that would need to be changed out would be our Amazon and Chinatown International District vehicle. We can work with our other graphics partners to produce and install these graphics. The proposer might be asked to be a backup option for production and installation. Any unsold spaces on streetcar vehicles or shelters will become available to SDOT for community purposes. |  |
| 31 | 8/17/2022 | 9/2/2022 | (Continuation of #30) If so, what is the process for receiving content and what are the timing requirements for completing these installations? Approximately how often will the City request their content to be installed or changed? | Content will generally not be installed or changed more than yearly, and generally a two-month lead time will be given for any content received by the successful vendor for all changes. |  |
| 32 | 8/17/2022 | 9/2/2022 | (Continuation of #30 and #31) Since the costs of printing and posting advertising is material, will the City pay for these costs but not for the costs of the media space, as is typical with other transit systems? | For City-requested content, yes the City would pay these costs. For content that the proposer gets from advertisers through this contract, the proposer would produce and install those advertisements. The final scope of work could dictate whether proposer would deduct the material costs from the revenue earned. |  |
| 33 | 8/17/2022 | 9/2/2022 | What is the current age of the Streetcars and when were they last painted? | Trio 12s – 2006  Trio 121s – 2014  All vehicles were last painted upon purchase. |  |
| 34 | 9/2/2022 | 9/2/2022 |  |  | The City is revising the RFP due date to 9/20/2022 @ 3PM PT.  This replaces number 1. |