



**ADDENDUM #1**  
**to the Request for Proposals #2026-01**  
**Vehicle Advertising**

**NOTICE TO ALL POTENTIAL RESPONDENTS**

The Request for Proposals (RFP) is modified as set forth in this Addendum. The original RFP Documents and any previously issued addenda remain in full force and effect, except as modified by this Addendum, which is hereby made part of the RFP. Respondents shall take this Addendum into consideration when preparing and submitting its Proposal.

This document must be signed where indicated below by a person authorized to sign Submissions and Addenda on behalf of your company and returned with your Request for Proposals (RFP) submission. Failure to do so may result in rejection of your Submission.

**Clarifications**

THE RESPONSES BELOW ADDRESS ALL THE QUESTIONS RECEIVED BY THE  
DEADLINE ON 11/6/25

Q1: Approximately how much advertising space does the District anticipate using for its own promotional purposes annually?

A1: 5-10% of total usage

Q2: What is the typical daily rate of vehicles for advertising installation? How many vehicles are typically out of service at any given time?

A2: There is no typical rate or number, vehicles out of service fluctuate daily based on operational needs.

Q3: Are there any planned fleet additions, retirements, or replacements during the contract term that would affect available advertising inventory?

A3: The fleet size is expected to be stable over the term of the contract. No changes are anticipated until 2027/2028 and any replacements would be one for one.

Q4: What is the typical maintenance/repair schedule that would require vehicles to be unavailable for advertising installation or maintenance?

A5: Vehicles are serviced every 4000 miles.

Q5: What are the specific hours and days when vehicles are available for advertising installation and removal? Are weekend/evening hours available?

A5: Installations may occur during normal business hours weekdays and also 7pm-11pm weeknights or on weekends with prior notice to the Shop Manager.

Q6: Please advise if the revenue generated from transit advertising listed on page 14 of the RFP is net or gross?

A6: The numbers reported are the actual net revenues received and reported as part of our audited financials.

Q7: Please confirm if vehicles can be held in for sign installation if proper notice is given to the shop manager by the successful proposer? For example, a schedule of assigned buses for sign installation is provided in advance, giving the shop manager the opportunity to hold certain buses in without disruption of regular service during the week.

A7: Yes, depending on the number of vehicles requested and with no less than 72 hours advance notice to the Shop Manager.

Q8: Is it possible to schedule after hours or weekends sign/wrap installations?

A8: Yes, see Q5 above.

Q9: Is there an opportunity for a Norwalk Transit District employee to install traditional exterior and interior bus signs (excluding wraps) outside of their normal transit working hours, as a hired 3<sup>rd</sup> party contractor of the successful proposer?

A9: Sorry, no. We would prefer not to have NTD employees involved with installations even after hours.

Q10: When submitting the response, in lieu of mailing a flash drive, may the proposer send the electronic response as an attachment via email to Lori Hammill by the response due date? This emailed copy of the response would be in addition to the mailed hard copy files.

A10: Submission of the electronic response on a flash drive is required. NTD staff is concerned that file size will be an issue with email.

**END OF ADDENDUM #1**

Proposer acknowledges receipt of Addendum #1 to the Request for Proposals #2026-01 for Vehicle Advertising and must sign and return this page with their Proposal.

Proposer: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Typed Name: \_\_\_\_\_ Title: \_\_\_\_\_