

**ADDENDUM # 1 TO CATA RFP #2012-102
CAPITAL AREA TRANSPORTATION AUTHORITY
ADVERTISING SERVICES AGENCY**

Attached are Questions received from an interested vendor in regard to the above Request for Proposal (RFP). Below is CATA's official answer to these questions.

1. **Is there an incumbent?**

Answer: Currently, there is no incumbent agency relationship.

2. **What is the reason for a rebid if there is an incumbent?**

Answer: Currently, there is no incumbent agency relationship.

Today's transit industry demands highly creative and out-of-the-box advertising solutions – especially if CATA, with its limited budget, is to compete successfully against big automobile manufacturers and their billion-dollar advertising campaigns to woo people away from their cars and on to our buses.

CATA's campaigns, therefore, must speak to a diverse audience with FUN and ENERGY in order to connect with prospective riders on an emotional and practical level. What has worked for transit advertising in the past no longer guarantees desired results. In a world where consumers are daily bombarded with messages, the "same-old, same-old" is regarded as dull, uninspiring and unworthy of attention – without batting an eye, today's consumer would sooner trash, delete or skip through advertising messages than give us a minute of their time. We've got to make them **want** to engage with us and ride our buses. We've got to make public transportation appealing and fun for the masses.

It's no easy task, but it is possible.

We need a talented agency that's willing to step up to the challenge; one that will work seamlessly and collaboratively with CATA's marketing staff (comprising 2.5 full-time equivalents). Agency personnel must also trust and respect our staff's expertise as marketers, specifically as it relates to our combined years in the trenches – and knowledge of company and industry customs and standards.

We believe that the right agency will wow us **and** the Greater Lansing community we serve. We can't wait to pursue and reach greater heights in transit advertising and ridership.

The above information is posted within the Advertising Services Agency RFP Posting available on the CATA website at www.cata.org, located under the heading "Doing Business with CATA".