



Capital Area Transportation Authority
4615 Tranter Street
Lansing, MI 48910

AMENDMENT NO. 1 TO TRANSIT ADVERTISING SALES AND MANAGEMENT AGENCY

1. AMENDMENT NO: 1	2. SOLICITATION NO: RFP 2026-168	3. SOLICITATION NAME: TRANSIT ADVERTISING SALES AND MANAGEMENT AGENCY	4. AMENDMENT DATE: SEPTEMBER 22, 2026
-----------------------	-------------------------------------	---	--

5. ISSUED BY

Capital Area Transportation Authority
Purchasing and Contracts Department
4615 Tranter Street
Lansing, MI 48910

6. DESCRIPTION OF AMENDMENT:

The following documentation has been attached to this Amendment:

1. CATA responses to vendor questions.
2. All other terms and conditions remain unchanged.

PLEASE NOTE: Contractor is required to sign this document and return it with the bid/proposal/quote.

NAME / TITLE OF OFFEROR (Type or Print)	COMPANY NAME
(Signature of person authorized to sign)	(Date Signed)



September 22, 2026

Capital Area Transportation Authority Request for Proposal 2026-168
Transit Advertising Sales and Management Agency
CATA Responses to Vendor Questions

VENDOR QUESTIONS AND CATA'S RESPONSES:

- 1. Please share the current Financial Agreement (MAG and Rev Share) for each year of the contract? Have there been any adjustments to the Agreement during the current contract?**

The original agreement executed in 2021 provided that CATA would be paid the greater of 60% of Gross Advertising Revenue or the applicable Minimum Annual Guarantee (MAG). The original MAG schedule was:

Year 1: \$300,000
Year 2: \$400,000
Year 3: \$400,000
Year 4: \$500,000
Year 5: \$500,000

After some months of experience with the contract, CATA had more insight into the seasonal availability of CATA's large and medium bus fleet, and as such the MAG was adjusted to:

Year 1: \$215,000
Year 2: \$286,667
Year 3: \$286,667
Year 4: \$358,333
Year 5: \$358,333

The 60% revenue-share percentage was not changed. Under the current agreement, gross revenue is defined as all media revenue collected/received by the vendor from the sale of CATA media in a given month, with no deductions proposed unless the advertiser charges the vendor a buying agency/advertiser fee (not to exceed 15%). No operating expenses are deducted from gross revenue. The vendor covers all projected operating expenses from its remaining 40% share of gross revenue.

The original agreement expressly allowed the parties to agree upon a different compensation amount or schedule if they agreed that a material change in fleet size or the number of fixed routes had occurred.

- 2. For contract transitions, please confirm if current contracts become the property of CATA before being transitioned to the selected contractor?**

The current contract states: "After termination of the Agreement, each party shall have the duty to assist the other party in the orderly termination of this Agreement and the transfer of all rights and duties arising under the Agreement, as may be necessary for the orderly, nondisruptive continuation of the business of each party."



It also provides: "Upon the completion or other termination of this Agreement, all finished or unfinished Work Product prepared by [vendor] shall, at the option of CATA, become CATA's sole and exclusive property whether or not in [vendor]'s possession. Such Work Product shall be free from any claim or retention of rights on the part of [vendor] and shall promptly be delivered to CATA upon CATA's request." Work Product is defined as, "Any work product produced specifically for CATA pursuant to this Agreement."

- 3. After reviewing the Fleet Availability & Fleet Breakdown Chart on pg. 12 of the RFP, we're hoping you can share a similar breakdown that outlines only the vehicles available for advertising by bus type. We're assuming that number is around ~60-65 buses but would appreciate that being confirmed.**

As stated in the RFP, CATA's available advertising inventory may vary slightly over time. Vehicles can rotate out of service for preventive maintenance, short term repairs, or unforeseen incidents such as accidents. To maintain transparency and manage advertiser expectations, CATA will communicate with the contracted agency through a shared document regarding daily down buses and any changes affecting advertising availability.

As of April 2026, the CATA-operated fleet identified in the RFP includes:

60' buses: 12
40' buses: 93
26' cutaway buses: 36

The RFP provides that 50% of CATA-operated 60', 40' and cutaway buses will be available for advertising. The two EVs, 13 Hybrid Electric Flex vehicles and Shopping Bus are unavailable for advertising. Transdev-operated vehicles are not available for advertising and are not included in the 50% calculation.

The RFP does not establish a fixed advertising-available count by individual bus type and the bus type will vary over the course of the contract. CATA will work with the selected contractor to identify specific available vehicles.

- 4. If possible, please provide addressed for the bus shelters that have ad boxes?**

It should not be assumed that CATA will provide advertising on shelters as a shelter advertising program will need to be developed and approved by CATA before any shelter advertising can be sold.

Further, CATA cannot provide this specific information as it may vary over the course of the contract. The RFP provides the distribution of shelters and ad boxes by municipality. Stop numbers and detailed shelter-location information will be made available to the selected contractor as necessary for implementation of the advertising program.

All CATA bus stop locations can be found on CATA's website at www.cata.org/rider-tools/bus-stop-locator. Although, it does not specifically indicate the presence of a bus shelter.

- 5. Please confirm the shelters w/ ad boxes aren't currently permitted to take advertising and the responsibility to secure approval is on the Contractor?**

CATA does not currently offer advertising sales on bus shelters. It should not be assumed that CATA will provide advertising on shelters as a shelter advertising program will need to be developed and approved by CATA before any shelter advertising can be sold.



If approved by CATA, the selected contractor will be responsible for adhering to applicable sign ordinances and securing the required municipal permissions, permits, easements, rights-of-way agreements or other authorizations before advertising is sold at those locations.

6. **Pg 15, Paragraph 8 (Accidental Damage) - Is CATA open to a discussion on this, even sharing in the replacement cost of new materials that are required through no fault of the Contractor?**

No, CATA does not intend to modify this provision. Respondents should account for this responsibility in their proposals.

7. **Pg 15, Paragraph 10 (Ad Rights Retained by CATA) - Does the 50% mentioned here come out of the sellable inventory?**

It is not anticipated to, however, as stated in the RFP, this percentage will be negotiated between Contractor and CATA.

8. **Please confirm the average number of 40' buses that run during the Winter, Spring, and Summer breaks when MSU is not in session.**

CATA does not maintain a fixed group of buses specifically assigned to MSU service. Buses are assigned daily based on operational considerations. From historical data, the average peak number of buses running simultaneously while MSU is in school is around 30 and that number drops to approximately 14 during MSU school breaks. Totals do not include vehicles for MSU gamedays or extra services for weather or added capacity purposes.

9. **Please confirm the COI requested needs to match what's outlined on Pg 28, Paragraph 19 (Insurance)**

Contractors will be required to provide CATA with the certificate of insurance (COI) as stated on page 28, paragraph 19 Appendix A Standard Terms and Conditions of Procurement.

10. **The proposal requirements in I-K do not include numerous pieces that are listed in I-P, Selection Criteria, such as providing 3 distinct work samples, providing sample reports, and proof of history of transit advertising sales. Should vendors use I-K as the proposal requirements, or the expanded requests in I-P? A revised I-K may be beneficial to ensure clarity.**

Respondents should address the requirements of both Sections I-K and I-P. Section I-K establishes the general proposal requirements, while Section I-P identifies additional information and supporting materials that CATA will use to evaluate proposals.

11. **Attachment D includes a field for an "alternate revenue/pricing option or proposal for CATA's consideration." If a respondent proposes an alternate compensation structure in that field, will the proposal still be deemed responsive, and how will CATA evaluate that alternate structure relative to the MAG figures requested in the table?**

CATA will be using Attachment D so there is a clear basis to understand each Respondent's pricing schedule and be able to compare it to the other proposals submitted. Attachment D must be completed in its entirety for the proposal to be responsive. The required Attachment D financial information will remain the standardized basis for comparison among respondents.



An alternate revenue/pricing proposal (listed at the end of Attachment D) may be submitted for CATA's consideration as supplemental information.

- 12. Will CATA disclose the current and prior four fiscal years of advertising revenue, the current Minimum Annual Guarantee (if any), and the actual revenue-share payments received, so respondents can develop supportable five-year projections?**

Advertising Revenue by Year:

Year 1 (2022): \$153,045
Year 2 (2023): \$160,955
Year 3 (2024): \$307,845
Year 4 (2025): \$247,352
Year 5 (2026): Anticipated \$564,659 (projected as of August 2026)

CATA notes that this year's projections suggest there may be additional advertising revenue potential.

- 13. What is the current agreement's compensation structure (MAG amount, percentage rate, and gross vs. net basis), and has the incumbent met or exceeded its MAG in each year of the current term?**

See response to Questions 1 and 12.

- 14. Does CATA have a preference for a gross or net revenue-share basis? If net, does CATA have a defined list of allowable deductions (production, installation, agency commissions, national rep-firm commissions, bad debt)?**

The RFP permits respondents to propose either a gross or net revenue-share basis. Respondents must clearly identify the basis on which the percentage will be applied and, if proposing net revenue, identify all expenses that would be deducted in determining net revenue.

- 15. Attachment D requests "Contractors Average Per Advertisement/Advertiser in 2025/2026." Please clarify whether this refers to the respondent's portfolio-wide average, revenue per advertiser, or revenue per placement.**

This field is intended to provide CATA with the respondent's average revenue per advertiser/customer and/or average revenue per placement for comparable transit-advertising business during 2025 and/or 2026. Respondents may also provide portfolio-wide figures as supplemental information.

- 16. Per Appendix A 18, does CATA intend to require a performance bond or other financial security for this contract? If so, please specify the amount and form so it can be priced.**

CATA will not require a performance bond.

- 17. Please state the number of vehicles actually available for advertising at contract commencement, by vehicle type. The RFP indicates 50% of CATA-operated 60', 40' and Cutaway buses are available, with the 2 EVs, 13 Hybrid Electric Flex and Shopping Bus counted within the unavailable 50%.**

See response to Question 3.



18. **The fleet table on page 12 does not include a line item for the "13 Hybrid Electric Flex" vehicles referenced on the same page. Please identify these vehicles and confirm whether they are included in the 105 large-bus total.**

See response to Question 3.

19. **Regarding CATA's reserved right to advertise on 50% of total available property for self-promotion and media trade (Scope of Work item 10): is that 50% of total inventory, or 50% of the inventory remaining after the 50% availability cap is applied? When will the negotiated percentage be established?**

See response to Question 7. The final allocation will be established with the selected contractor in advance of implementation.

20. **The 50% caps are stated for fleet exteriors, shelter ad boxes and future digital signage, but not interior cards. How many interior card positions exist per vehicle type, and does a cap apply to interior inventory?**

The actual amount of space available will vary and is dependent on interior card size and the fleet vehicle. AS an estimate, for a 40' New Flyer CATA estimates there is approximately 618" of advertising space.

CATA's intent is that up to 50% of the applicable inventory may be available for commercial advertising, with CATA retaining rights to the remaining inventory for self-promotion and/or media trade. The final allocation will be established with the selected contractor in advance of implementation.

21. **Has CATA secured any municipal approvals, permits or easements for shelter advertising to date, and which of the municipalities have confirmed they will permit it? Are any shelters owned by a municipality rather than CATA in a way that would limit advertising rights?**

See response to Question 5.

22. **What is the expected schedule for the 15 new shelters and 55 Tolar replacements, and how should respondents treat projection risk if that rollout is delayed?**

CATA plans to add 15 new shelters and replace 55 shelters with Tolar shelters containing ad boxes during 2026 and 2027, which is dependent on numerous factors including capacity to install and weather restrictions. Respondents should clearly identify any assumptions regarding shelter availability used in their revenue projections. See response to Question 5.

23. **If a contractor proposes to fund digital signage installation, how would that capital investment be treated in the revenue share or MAG calculation?**

Respondents proposing to fund digital signage should separately identify the proposed capital investment, ownership structure, installation and operating costs, and any proposed treatment of that investment within their alternate revenue/pricing proposal. Respondents should not assume that capital investment will automatically be deducted from the MAG or CATA's revenue share. Any such arrangement would require CATA approval and would be incorporated into a mutually agreed-upon plan and final agreement, if the plans move forward.



- 24. Will CATA provide a schedule of all existing advertiser contracts the new contractor must assume — advertiser, format, rate, term, expiration and billing status — prior to proposal submission, or at minimum prior to contract execution?**

CATA will provide the selected contractor with the records and information available to CATA that are necessary for an orderly transition of business. See Response to Question 2.

- 25. Does revenue collected on assumed pre-existing advertiser contracts count toward the first contract year's MAG and revenue-share calculation, and does the incoming contractor earn its share on those contracts from the date of assumption?**

This will depend upon the transition with the current vendor (if a new vendor is selected) and the terms of each current contract.

- 26. Is the incoming contractor responsible for any obligations, liabilities, make-goods or advertiser credits arising from the outgoing vendor's performance prior to transition?**

This will depend upon the transition with the current vendor (if a new vendor is selected) and the terms of each current contract.

- 27. Will CATA identify the outgoing vendor and confirm its contractual obligation to cooperate in the transition?**

The current contractor is OUTFRONT Media Group LLC. See response to Question 2.

- 28. Given that Section I-J provides that submissions are not confidential and are subject to third-party disclosure, will CATA accept proprietary and financial information (rate structures, verified sales records, client attestations) in a separately marked volume, or consider any applicable exemption under the Michigan FOIA for trade secret or commercial information?**

CATA does not see that any FOIA exception would be permissible as the information is not being provided "for use in developing governmental policy" under MCL 15.243(1)(f), so no CATA will not consider a change in this paragraph.

- 29. When you reduce the buses running during holidays and MSU breaks, which buses are no longer running? Is it a set group of buses?**

See response to Question 8.

- 30. What is CATA's current prevailing shop rate for bus wrap restoration, and does the 48% overhead apply to labor only or to labor and materials?**

The provision referenced applies to restoration of the CATA bus to its original condition following removal of an advertising wrap, not restoration of the advertising wrap itself.

Contractor is solely responsible for damage to any CATA vehicle that occurs during the installation or removal of advertising wraps and/or signage, including staining by dirt and adhesive left behind after removal. The contractor is also solely responsible for returning vehicles and other assets used in the advertising program to their original condition at the conclusion of an advertising campaign. Contractor is



solely responsible to restore each vehicle to its original condition artwork, production and painting of vehicles and other assets used in the advertising program at the end of each ad campaign contract, including placement of reflective vinyl fleet numbers and safety signage over any vinyl wrap with 3M-reflective material, should these details be covered. Contractor is solely responsible for buffing out any remaining adhesive or dirt left on the vehicles after advertisement removal. CATA shall not incur any costs related to these services. Contractor must furnish all equipment, labor, supervision and any and all required materials and services.

If CATA must perform the vehicle restoration, the RFP provides that the contractor will be charged CATA's prevailing shop rate at the time of restoration (\$36.154 as of Sept. 10, 2026) plus 48% overhead. The prevailing shop rate may increase for any reason without notification. When/if restoration is required, the contractor will be informed of current prevailing shop rate.

31. Approximately how many CATA self-promotion campaigns or wraps per year should respondents assume when pricing Attachment F?

CATA does not guarantee a specific annual number of self-promotion campaigns or wraps. Respondents should provide the per-unit and minimum-purchase pricing requested in Attachment F. Actual quantities will depend on CATA's marketing, sponsorship and operational needs during the contract.

32. Can CATA provide monthly ridership or impression data reflecting the MSU break-period decline, so respondents can set realistic advertiser expectations?

See response to Question 8. See Scope of Work for current impressions per ad unit. Annual ridership is available at www.cata.org/About.

33. Is there a page limit for the proposal, and do work samples and appendices count toward it? Given the 50MB email cap, will CATA accept hyperlinks to externally hosted work samples such as video or large image files?

There is no page limit. CATA email accepts up to 50MB, it is the vendor's responsibility to ensure that their proposal does not exceed 50MB. CATA will not accept hyperlinks, please refer to section I-J Proposals.