



Addendum #001: Questions, Comments & Clarifications

(04/09/2019)

TRANSIT ADVERTISING PROGRAM

(RFP 18-19-003)

Is the current advertising program handled by LCTA or by a vendor?

Response: LCTA

If LCTA, has there been an outside vendor that handled advertising in the past 10 years?

Response: yes Lamar and Direct Media

If currently handled by LCTA what are the current revenues for buses and shelters?

Response: not available

If a private vendor handles leads can we get a copy of the current guarantee, % percent revenue sharing, and revenue paid to the transit authority for the past 3 years?

Response: N/A