

City of Janesville, Janesville Transit

Bus Advertising Sales

JTS-RFP-2026-2

Addendum 1: Response to Questions

April 13, 2026

Response to Questions

Please find below responses to the questions received.

Can JT confirm the 2 spare buses listed on pg. 6 of the RFP are part of the overall 17 (soon to be 18) bus fleet? If so - does the current contractor sell advertising space on these buses?

Yes, the spares are part of our overall fleet of 17, soon to be 18 buses. Yes, advertising is sold on all buses, as any bus can be designated as the day's spare.

We see on pg. 9 that the Contractor is responsible for repairs to advertising even for issues outside of their control. Can you share the amount of times this has occurred over the previous 12 months? Has JT been able to assist in this through insurance?

I am aware of one instance during the contract period where a wrap was damaged due to an incident. The repair cost was \$250. The contractor invoiced JT and we were reimbursed by our insurance provider.

To ensure we have an accurate representation of the sellable fleet at the beginning of the contract, can JT please outline the current contracts that extend beyond the current seller's contract.

Format	Quantity	Start Date	End Date	# of Periods	Per Period Cost	Total Cost
king+headliner	2	9/20/2025	9/19/2026	12	\$ 500	\$ 6,000
Queen+headliner	2	9/20/2025	9/19/2026	12	\$ 450	\$ 5,400
king+headliner	1	1/1/2026	12/31/2026	12	\$ 200	\$ 2,400
Half wrap	1	1/1/2026	12/31/2026	12	\$ 525	\$ 6,300
king+headliner	1	8/1/2025	7/31/2026	12	\$ 200	\$ 2,400
Half wrap	1	3/19/2026	9/16/2026	6	\$ 525	\$ 3,150
Ultra Super K	1	2/9/2026	2/8/2027	12	\$ 400	\$ 4,800
Ultra Super K	1	7/1/2025	6/30/2026	12	\$ 300	\$ 3,600
Super Queen	1	9/1/2025	8/31/2026	6	\$ 300	\$ 1,800
interior	17	9/1/2025	8/31/2026	12	\$ 170	\$ 2,040
interior	15	2/5/2026	2/4/2027	12	\$ 150	\$ 1,800

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For proposal content - the personnel section requests detailed resumes for key staff but has a maximum of 2 pages. Can resumes be included in an Appendix so that the 2 pages can be focused on the other information requested?

Yes.

For proposal content - the management methodology/procedures section requests quite a bit of information to be limited to 5 pages. Would JT be open to expanding that to 10 pages?

Yes.

Can you please provide a list of attendees of the site visit?

There were no attendees at the site visit.

Would JT be willing to expand the page requirement for the bid information? We understand the desire to be concise, however we are concerned that the current maximum page allowance for each of the sections will make it difficult to fully explain capabilities.

Yes. Please consider the maximum page numbers listed for all sections of the RFP a guide and an encouragement to be concise.

A recent online sports betting bill has been passed in the WI Senate and is being sent to the Governor to be signed and made legal. If this passes, will online gambling advertising be allowed on the bus fleet?

Modifying our advertising policy is a topic JT is willing to explore, following the passage of the referenced legislation. JT would entertain the request from the advertising sales vendor, including a discussion of what kind of advertising we could reasonably expect to see proposed (samples or examples). JT would then review, and if we wish to move forward with a policy change, request approval from City Administration.