



TO: ALL PROPOSERS  
FROM: CITY OF APPLETON – VALLEY TRANSIT  
DATE: MARCH 24, 2026  
SUBJECT: ADDENDUM #1

Attached is Addendum #1.

If you intend to submit a proposal for the City of Appleton-Valley Transit Bus Advertising Services RFP (RFP VT26-001) dated March 10, 2026, **please acknowledge receipt of this Addendum by completing the information below and include this completed signature page within the submittal proposal.**

Vendor Name: \_\_\_\_\_

Name & Title of Vendor's Authorized Official: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**1. Are you looking for a company that will actively search for and fill advertising on your buses?**

Yes. Full specifications are included in the RFP document.

**2. Is this something that you were doing in house and are now looking to outsource?**

Yes. Full specifications are included in the RFP document.

**3. Will whomever you select will be responsible for the design, production and installation of the ads on the buses?**

Yes. Full specifications are included in the RFP document.

**4. Please list out any known fleet size increases or decreases in the next five years.**

Valley Transit intends to maintain its current fleet size of at least 28 heavy-duty buses.

**5. In the case of bus accidents or bus retirements the cost to repair and replace wraps can be high for a vendor to bear through no fault of their own. Would Valley Transit be open to working with the vendor to establish a share in the cost to replace signs and wraps only in the event that a bus is damaged or retired from the fleet?**

Accident damage, including repair and replacement of advertising materials, would be subject to insurance claims processing. Bus retirements due to vehicle age are planned in advance. The awarded vendor will be notified in advance to avoid unnecessary costs related to advertising.

**6. Will Valley Transit indemnify a new contractor against any damage that may occur to buses upon removal of previous vendors' advertisements?**

Valley Transit will work with the awarded vendor during the contract development process to address this concern.

**7. Please provide a list of advertisers currently advertising on Valley Transit's fixed route fleet, paratransit fleet and shelters. Please include monthly rate advertiser is paying, quantity and type of advertisement and contract expiration date.**

Valley Transit currently only sells space on its bus fleet. Monthly rates are found at:  
<https://myvalleytransit.com/wp-content/uploads/2024/07/2024-2025-Exterior-Ad-Rate-Sheet.pdf>

Current Lessees	Quantity and Type of Ad	Space Cost/Month	Contract Expiration Date
B&B Basement Repairs LLC	(1) Tail 28"H X 68"W	\$ 225.00	3/31/2026
Fox Valley Technical College	(8) Tail 28"H X 68"W	\$ 1,800.00	5/31/2026
Safe Place for Newborns	(1) Curbside 3'H x 8'W	\$ 180.00	7/31/2026
Renewal by Andersen	(1) Full Side wrap - Streetside	\$ 425.00	3/31/2027

**8. In regards to the residual advertising is it the intent of Valley Transit that those accounts would be transferred to the new contractor, the new contractor will immediately begin invoicing those clients and that revenue would be applied to the proposed revenue share schedule?**

Correct.

**9. Details on the current production rates for transit advertising.**

Valley Transit directs advertisers to third parties, who produce, install and invoice the advertiser for these services. Production costs are unknown to Valley Transit. Valley Transit only sells the space for revenue, as described in the RFP document.

**10. Details on the revenue for the past three years.**

The advertising revenue for the past three years is as follows:

2023: \$74,344  
2024: \$41,172.25  
2025: \$32,490