

THE PORT AUTHORITY OF NY & NJ

**PROCUREMENT DEPARTMENT
4 WORLD TRADE CENTER
150 GREENWICH STREET, 21ST FLOOR
NEW YORK, NY 10007**

Date: August 8, 2019

ADDENDUM #10

To prospective Proposers to Request for Proposals (RFP) # 56927: Development and Implementation of Out-Of-Home Advertising Programs for the Port Authority of New York and New Jersey's Airports, Bridges, Tunnels and Transit Facilities

Proposal Due Date: September 6, 2019, no later than 2:00 PM EST

CHANGE(S):

1. Page 8 of the RFP, Item 4: Replace item 4 in its entirety with the following

“The equivalent of up to twenty percent (20%) of the advertising inventory will be used for Port Authority customer messaging.”

2. Page 102, subsection e (Tunnels and Bridges): Delete the second sentence of this subsection and replace it with the following:

“The Port Authority has identified several locations at the Lincoln Tunnel which have been approved for static assets: the overpasses at Lincoln Tunnel Expressway at 35th Street and where Dyer Avenue extends above the Lincoln Tunnel Expressway between 35th and 36th Street.”

3. Page 102, subsection e (Tunnels and Bridges): Add the following as the final sentence of this subsection:

“These locations shall be considered part of the Exterior Billboards asset category.”

CLARIFICATION(S):

1. Regarding change #2, above, see the attachment for photos of these locations.
2. Addendum 8 provided the following clarification regarding the Billboards category:

“The airports, bus terminals, and PATH asset categories include all advertising assets located within, attached, or affixed to the specific facilities or equipment detailed in the

respective asset category. For example, billboard signage on the exterior of a PATH building is considered part of the PATH asset category, and billboards affixed to the exterior of airport terminal buildings, AirTrain stations, and airport parking structures are considered part of the airports asset category.

However, Billboards or other exterior signage located on Port Authority property at John F. Kennedy International Airport (JFK), Newark Liberty International Airport (EWR), LaGuardia Airport (LGA), and New York Stewart International Airport (SWF), but not affixed to airport terminal buildings, AirTrain stations, and airport parking structures are classified within the Exterior Billboards asset category. For example, billboards located on the Van Wyck Expressway within the JFK property boundary are classified within the Exterior Billboards asset category. Property maps are attached to this Addendum.”

As additional clarification:

The four (4) existing billboards at JFK Airport on the VanWyck Expressway (see the third photo in the attachment to this Addendum) are included in the Exterior Billboards category. The Port Authority reserves the right to utilize these locations for Port Authority customer messaging in the future.

QUESTIONS AND ANSWERS:

The following questions were received from prospective Proposers. The questions and the corresponding Port Authority answers are provided for your information and use, as appropriate.

	Question/Request	Answer
1	General: JCDecaux's contract extension includes security bins, bin carts, and tables, but these are not in the RFP scope. Who will manage this ad inventory?	It is anticipated that the new Contractor will be responsible for printed advertisements on security screening checkpoint furnishings.
2	General: Is there a Letter of Credit Requirement for proposals?	Per the response to Question 15 in Addendum 6: “According to Section 4 (“Financial Information,” pages 14-15) of the RFP, ‘The Proposer will be required to demonstrate that it is financially capable of performing the contract resulting from this RFP (‘Contract’). The determination of the Proposer’s financial qualifications and ability to perform this Contract will be in the sole discretion of the Port Authority.’ This section requires proposers to submit certain financial information in their proposals. The Port Authority will review such information and determine requirements, if any, with which the selected proposer(s) must

		comply. Such requirements could include lines of credit, parental guarantees, sureties, etc.”
3	Billboards: As to that certain land that the Port Authority leases known as Block 8701, Lot 1, also known as 241 Erie Street, (located between 12th Street and 14th Street), said land being the location of the Port Authority police station in Jersey City, there may be room for additional billboard opportunity on this property. We would like to know if we can bid on that location for a billboard.	Proposers are encouraged to present their best ideas for additional billboard opportunities. These ideas will be evaluated (and, as necessary discussed with the respective proposers) during the proposal review process.
4	Billboards: Can the Port Authority provide the annual gross revenue for the exterior displays at LaGuardia and JFK Airports that are shown on the attached photos? Also, can the Port Authority provide the compensation terms for these displays in terms of minimum annual guarantees and percentages as well as the annual total revenue the Port Authority received from the displays since their installation?	The Port Authority does not divulge annual and total revenue for individual displays. The Port Authority expects proposers to perform market analyses of potential advertisers for advertising displays. Regarding the minimum annual guarantee, refer to the answer to question 16 in Addendum 6: “The asset categories defined in the RFP do not exist under the current Port Authority advertising contract. Proposers should propose the most competitive MAG and percentage of revenue share possible.”
5	Port Authority Bus Terminal and George Washington Bridge Bus Station: What is the current MAG and/or Revenue Share for these facilities?	Per the response to Question 16 in Addendum 6: “The asset categories defined in the RFP do not exist under the current Port Authority advertising contract. Proposers should propose the most competitive MAG and percentage of revenue share possible.”

This communication should be initialed by you and annexed to your proposal upon submission. In case a Proposer fails to conform to these instructions, its proposal nevertheless shall be construed as though this communication had been so physically annexed and initialed.

THE PORT AUTHORITY OF NEW YORK & NEW JERSEY

LUKE BASSIS
DEPUTY DIRECTOR

PROPOSER’S NAME: _____

INITIALED: _____

DATE: _____

QUESTIONS CONCERNING THIS ADDENDUM MAY BE ADDRESSED TO JAMES SUMMERVILLE:

jsummerville@panynj.gov, 212-435-4642

ATTACHMENT



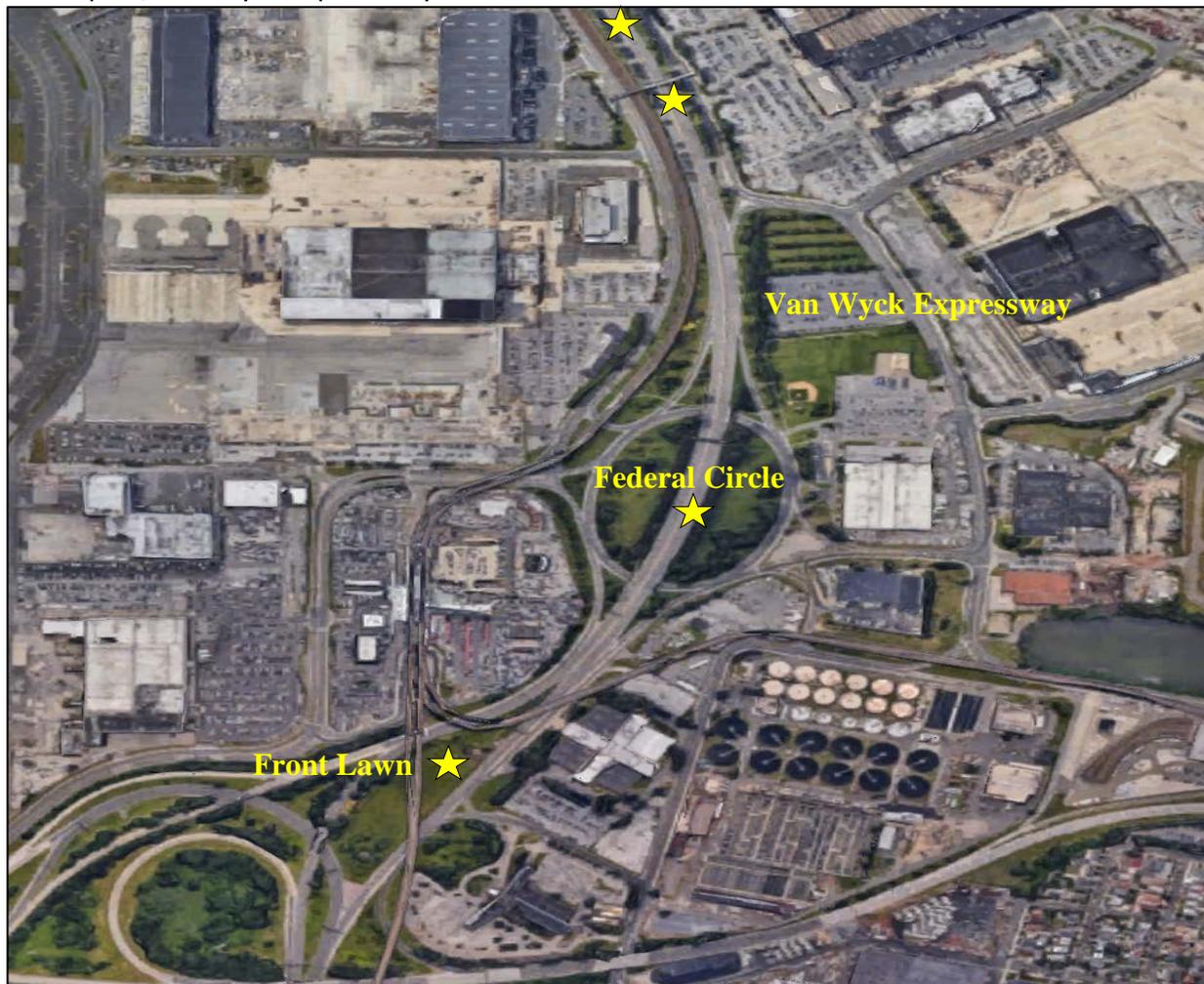
Lincoln Tunnel Expressway at 35th Street



Lincoln Tunnel Expressway at Dyer Ave

★ Approved locations for static signage.

JFK Airport, Van Wyck Expressway



★ Approximate locations for existing signage at JFK Airport.