ADDENDUM #2

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: June 27, 2019, no later than 2:00 PM EST
Questions Due Date: May 24, 2019, no later than 2:00 PM EST

INFORMATION

This Addendum includes the following documents, which are provided for informational purposes only:

1. The presentation provided by the Port Authority of New York and New Jersey (Port Authority) during the Information Session on April 17, 2019.
2. The attendance sheet from the aforementioned Information Session.

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.

<table>
<thead>
<tr>
<th>Question/Request</th>
<th>Answer</th>
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</thead>
<tbody>
<tr>
<td>1 ACDBE Participation:</td>
<td>The ACDBE regulation, 49 CFR part 23, provides as follows:</td>
</tr>
<tr>
<td>ACBDE concession specific goal of 11% of annual Gross revenue, pages 17, 18, 19. Page 20 Section B #3: “The annual estimated gross receipts and the percentages of total gross receipts earned by each ACDBE firm (s). Page 81, Section 9 of Standard Terms &amp; Conditions: “The Authority has established an ACDBE participation</td>
<td></td>
</tr>
<tr>
<td>§23.25 What measures must recipients include in their ACDBE programs to ensure nondiscriminatory participation of ACDBEs in concessions?</td>
<td></td>
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<tr>
<td>(f) Your ACDBE program must require businesses subject to ACDBE goals at the airport (except car rental</td>
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</table>
goal, as measured by the total estimated annual gross receipts for the overall concession program. The goal is 11% of annual gross revenue or such other goal as maybe set by the Authority from time to time and posted on the Authority's website." Page 82: "The Authority will also consider participation through (a) joint ventures in which ACDBEs control a distinct portion of the joint venture business and/or (b) purchases of goods and services from ACDBEs."

Please elaborate on how the 11% participation will be calculated and counted. Note, it is not possible for and ACDBE to earn/reach an 11% ACDBE participation goal based on gross receipts equal to total advertising sales. If total gross receipts or advertising sales were $70,000,000, the ACDBE would have to earn $7,700,000. If the ACDBE partner were selling advertising and receiving a 10% commission, the commissions on $70,000,000 would be $7,000,000, equal to 100% of the gross receipts and only achieving 10% ACDBE participation. Alternative methods of calculation used in other airports are:

Calculation based on gross receipts remaining after the Airport Authority has been paid MAG and or Percentage Fee payments;
Calculation of gross receipts equal to the amount of advertising sales generated by the ACDBE partner
Calculation of goods and services subcontracted to ACDBE partners

companies) to make good faith efforts to explore all available options to meet goals, to the maximum extent practicable, through direct ownership arrangements with DBEs.

A direct ownership arrangement is defined by the regulation as follows:

Direct ownership arrangement means a joint venture, partnership, sublease, licensee, franchise, or other arrangement in which a firm owns and controls a concession.

Good faith efforts must be made to fulfill the ACDBE goal using direct participation methods as described above. It is not required that the Proposer meet the goal using only one ACDBE. The Proposer may include more than one ACDBE participant in its proposal. Good faith efforts will be evaluated in accordance with FAA regulations in the sole discretion of the Port Authority.

Regarding the alternative methods of calculation:

1) Calculation based on gross receipts remaining after the Airport Authority has been paid MAG and or Percentage Fee payments

This type of calculation would result in the same percentage as a calculation based on gross receipts.

\[
\text{ACDBE Gross Receipts} - \text{(MAG and/or % fee)} = \text{ACDBE Gross Receipts}
\]

\[
\text{Total Gross Receipts} - \text{(MAG and/or % fee)} \text{ Total Gross Receipts}
\]
<table>
<thead>
<tr>
<th>compared to the total expenditures to outside contractors.</th>
<th>2) Calculation of gross receipts equal to the amount of advertising sales generated by the ACDBE partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please confirm ACDBE achievement can be calculated based on a combination of different types of participation.</td>
<td>This is the proposed calculation - ACDBE Gross Receipts Total Gross Receipts</td>
</tr>
<tr>
<td>Please confirm that if a non-ACDBE and an ACDBE set up a joint venture for the operation of the advertising concession in which the ACDBE has an 11% ownership interest in the joint venture that the Port Authority will count that participation as satisfying the concession specific goal, assuming that the joint venture itself satisfies the FAA requirements.</td>
<td>However, it should be noted that counting will be in accordance with the FAA Guidance on Counting for Advertising Concessions. Under this Guidance, sales (gross receipts) generated by an ACDBE may be counted against total gross sales (receipts) provided that the ACDBE is participating in a direct ownership role and shares in the profits and risks of the concession. If the ACDBE is participating in sales activity, but is being paid a commission, only the commission paid the ACDBE may be counted provided that such fees are reasonable and not excessive compared with fees customarily charged for this service. The fees count against purchases of goods/services rather than against gross receipts. To be clear, the Port Authority is looking for the ACDBE to participate in the economic opportunity presented by this concession at the level of 11%. If commissions are paid for sales generated, it is expected that the sales generated upon which commissions are paid are equal to 11% of sales. While these commissions may be counted against goods/services purchases, they will be measured against gross receipts to determine if the goal has been met. Such an arrangement may be proposed if good faith efforts have been made to</td>
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<tr>
<td><strong>2</strong></td>
<td>MBE/WBE Participation:</td>
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<tr>
<td></td>
<td>Please confirm that MBE/WBE participation is not compulsory for the aviation related asset category, including for construction and installations, as indicated on page 32. If not compulsory, will credit be given for commitments to use MBE/WBEs in the aviation related asset category.</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td>Page 17 of the RFP: How does the Port Authority define the term “Gross Revenues” in Section 6(b)?</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>If the response to the RFP is in the form of a Joint Venture and the ACDBE partner has a 11% ownership interest, does that meet the requirement of Section 6(b)?</td>
</tr>
<tr>
<td><strong>5</strong></td>
<td>Given that the Port Authority is reserving the right to potentially award contracts for the various asset classes to multiple companies, are there any rules against one company participating in multiple bids? E.g. could Company X bid independently</td>
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<tr>
<td></td>
<td>Question</td>
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<tr>
<td>6</td>
<td>Please elaborate on the rationale guiding the proposed contractual and financial structure as described on pages 8, 33 and in Attachment E of the RFP. It seems difficult for proposers to offer a baseline MAG for facilities that are going to disappear over time, while they are asked to offer a MAG increase for Airport Redevelopment Assets Exclusivity which they are not guaranteed to be awarded. This could result in an untenable situation for the Proposer awarded the Baseline Exclusivity package but not the Redevelopment Assets Exclusivity, being held to pay the Baseline MAG while having lost existing assets they bid for.</td>
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<td>Can the Port Authority provide the gross revenue history for each of the exterior signs at the Holland Tunnel Emergency Garage and Lincoln Tunnel Vent Building for the last 5 years?</td>
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<td>Can the Port Authority provide more information regarding the four (4) new assets at JFK? What are the sizes and locations of the assets? Are they static or digital?</td>
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<td>Response</td>
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<td>-------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>What are the sizes of these static assets and where are they positioned on the overpasses?</td>
<td>Yes</td>
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<td>Will the Port Authority consider new exterior sign locations in proposals responding to the RFP?</td>
<td>The Port Authority will include additional information in a future addendum to this RFP.</td>
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<td>Can you please share photos, sizes and exact addresses of the Exterior Billboards mentioned in the RFP?</td>
<td>The Port Authority is open to strategic partnerships with public and private entities who provide goods or services that add incremental value to the Port Authority and enhance the customer experience. Strategic partnerships should augment the overarching sponsorship program, which serves as an important complement to advertising.</td>
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<td>What role does the Port Authority see Strategic Partnerships playing within this RFP?</td>
<td>Each strategic partnership will be evaluated by the Port Authority. Respondents should present the most compelling proposal possible.</td>
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<td>Are there specific financial, operational or capabilities targets that have been set for these types of Strategic Partnerships?</td>
<td>The Port Authority has executed strategic partnerships with a number of companies. Proposers should present the most compelling proposal possible.</td>
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<td>Is the Port Authority currently involved in any form of Strategic Partnership(s) and if so, with what parties?</td>
<td>Proposers should propose the most competitive MAG and percentage splits possible.</td>
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<td>What are the current MAG and percentage splits for the existing programs?</td>
<td>Proposers should propose the capital expenditure investment strategy for the selected advertising asset category.</td>
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<td>What are the CAP EX investment requirements if thresholds have been established (with the exception of the noted buyout of JCDecaux’s unamortized LaGuardia assets)?</td>
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<td>Are there currently any digital assets within the PABT?</td>
<td>Currently there are no digital assets within the Port Authority Bus Terminal.</td>
</tr>
<tr>
<td>Confirming that the existing Media Mesh on the exterior of the Port Authority Bus Terminal (PABT) is not included in the RFP? If so, can you confirm how long that contract is for and with whom?</td>
<td>The existing Media Mesh display is not included in the RFP. It is anticipated that a replacement display will be installed pursuant to a separate transaction. The selected contractor for that transaction and the length of that contract are to be determined.</td>
</tr>
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<td>19</td>
<td>What is the renovation plan for the PABT? How will that affect the media opportunity?</td>
</tr>
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<td>20</td>
<td>Does the Contractor have any responsibilities with managing any transit information on digital assets for the PABT or PATH? Or dealing with any transit operators?</td>
</tr>
</tbody>
</table>

This communication should be initialed by you and annexed to your proposal upon submission. In case any 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
Agenda

The Opportunity
Top Media Market
Strong and Growing Assets
Static-to-Digital Conversion
Sponsorships and Experiential Advertising
Exclusivity
Q&A
Timeline and Next Steps
The Opportunity

The Port Authority’s Advertising RFP offers a singular opportunity to:

- Operate an OOH platform in the nation’s top media market
- Manage strong organic growth with significant upside from new developments
- Leverage changes in technology and the static-to-digital conversion
- Secure innovative sponsorships and experiential advertising
Top Media Market

The NY/NJ designated market area is the leading region for OOH advertising in the US.

Across the country, the OOH market growth has outpaced traditional media.

**#1**
largest DMA in US by revenues & population

**22M**
population of the NY/NJ DMA

**$8B**
total OOH ad spend in US in 2018

**19%**
OOH growth in the US, 2012-2018

Sources: Nielsen, Kantar Media, OAAA
Top Media Market

Over 266 million high-value customers pass through Port Authority facilities every year.

Our assets represent the critical access points of the region's transportation infrastructure.
Strong and Growing Assets

The Port Authority currently offers 10,600 advertising assets across 4 categories, and major redevelopment projects are poised to create new assets.

- **Airports**: $67.5M revenues
- **Bus Terminals**: $250K revenues
- **PATH System**: $6.3M revenues
- **Billboards**: $1M revenues
Assets | Airports

90% of current gross advertising revenue
Reflects premier opportunity to reach approx. 140M annual passengers

JFK: Gateway to U.S.
- 62M passengers
- 33M international passengers
- 155 nonstop destinations
- 90 airlines

EWR: Major U.S. / Int'l Hub
- 46M passengers
- 3M international passengers
- 150 nonstop destinations
- 30 airlines

LGA: Business Travel Leader
- 30M passengers
- 3M international passengers
- 65 nonstop destinations
- 11 airlines
Assets | Airports

The 1,700 airport displays today reach valuable, fast-growing passenger segments.

JFK
960 displays
$49M revenue

EWR
360 displays
$8M revenue

LGA
345 displays
$10M revenue

SWF
42 displays
$140k revenue
Assets | Airports

Passenger growth shows strong upward trajectory
Assets | Airport Redevelopments

$25B+ in public and private commitments – more than any point in history
Assets | JFK Redevelopment
Assets | JFK Redevelopment
Assets | JFK Redevelopment

The $13B+ JFK redevelopment will continue transforming terminals through 2025.

<table>
<thead>
<tr>
<th>Terminal</th>
<th>Revenue (2018)</th>
<th>Redevelopment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$10.7M</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>$1.5M</td>
<td>✓</td>
</tr>
<tr>
<td>4</td>
<td>$15.1M</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>$2.0M</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>$4.4M</td>
<td>✓</td>
</tr>
<tr>
<td>8</td>
<td>$11.9M</td>
<td>✓</td>
</tr>
<tr>
<td>Exteriors/AirTrain</td>
<td>$3.6M</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$49.2M</td>
<td></td>
</tr>
</tbody>
</table>
The ongoing $8B redevelopment at LGA will revamp Terminals B, C, & D by 2022.

<table>
<thead>
<tr>
<th>Terminal</th>
<th>Revenue (2018)</th>
<th>Redevelopment</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>$0.3M</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>$6.1M</td>
<td>✔️</td>
</tr>
<tr>
<td>C</td>
<td>$2.8M</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>$0.6M</td>
<td>✔️</td>
</tr>
<tr>
<td>Garages/Other</td>
<td>$2.2M</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$12.0M</strong></td>
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</table>
Assets | EWR Redevelopment

The new Terminal One at EWR will replace Terminal A by 2022.

<table>
<thead>
<tr>
<th>Terminal</th>
<th>Revenue (2018)</th>
<th>Redevelopment</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/One</td>
<td>$1.2M</td>
<td>✓</td>
</tr>
<tr>
<td>B</td>
<td>$1.4M</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>$5.3M</td>
<td></td>
</tr>
<tr>
<td>Exteriors/AirTrain</td>
<td>$0.6M</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$8.5M</strong></td>
<td></td>
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</tbody>
</table>
## Assets | New Terminals

New terminals reflect historic public-private investment and expansion

<table>
<thead>
<tr>
<th>Redevelopments</th>
<th>Existing</th>
<th>New</th>
<th>Opening Date</th>
</tr>
</thead>
</table>
| LGA Terminal B* | • Terminal B (1964)  
• 835K SF | • Operated by LGA Gateway Partners  
• 1.3M SF | Headhouse – 2020  
Final gates – 2022 |
| LGA Terminal C/D* | • Delta Terminal C (1992)  
• 400K SF  
• Delta Terminal D (1983)  
• 275K SF | • Delta  
• 1.1M SF | Initial gates – 2019  
Headhouse – 2021 |
| EWR Terminal 1* | • Terminal A (1973)  
• 825K SF | • Operated by Munich Airport Int'l  
• 1M SF | Initial gates – 2021  
Full terminal – 2022 |
| JFK Terminal 1 | • Terminal One Group (1998)  
• 685K SF | • TOGA  
• 2.9M SF (across T1-3 sites) | Phase 1 – 2023  
Phase 2 – 2025 |
| JFK Terminal 6/7  
*Under construction | • British Airways T7 (1970)  
• 535K SF | • JetBlue International Terminal  
• 1.2M SF (across T6-7 sites) | Phase 1 – 2023  
Phase 2 – 2025 |
Assets | Bus Terminals

The bus terminals’ 200+ displays reach over 80 million high-value customers annually.

Port Authority Bus Terminal

$250K annual revenues

George Washington Bridge Bus Station

30+ displays
Assets | PABT Opportunity

PABT’s strong customer base supports new opportunities for immersive experiences.

#1
world’s busiest bus terminal

260K
weekday passenger trips

90%
commuters

$100K-$150K
median income of PABT passengers

*PABT offers prime public spaces for station dominations or other sponsor campaigns.*
In the near term, PA is investing $110M to improve reliability and customer experience.

Also upgrading retail choices with new store openings such as Upstairs Wine.
Assets | PATH

The PATH system’s 8,600 displays reach over 82 million annual passengers, generating $6.3M in annual advertising revenues.
Assets | PATH

PATH is actively expanding inventory with new technology and capital investments.

- 72 new train cars
- New Harrison station
- PATHvision screens
Assets | Billboards

Exterior billboards include two well-positioned sites; the asset category is poised to expand.
Static-to-Digital Conversion

Converting static assets to digital media creates value by:

- Automating sales processes
- Enabling immersive experiences
- Targeting customer segments
- Tailoring and personalizing content

*Digital assets enhance the customer experience with vibrant images and helpful interactions.*
Static-to-Digital Conversion

Digital advertising represents one of the most valuable OOH segments

This technological momentum will continue and PA seeks to maximize value from shift

$6.0B  est. global DOOH ad spend, 2018

2x  global increase in DOOH screens, 2014-2018

10%  projected annual growth in DOOH, 2019-2021

$10.6B  est. global DOOH ad spend, 2023

Sources: OAAA, MAGNA and Rapport
Sponsorships and Experiential Advertising

Sponsorships and experiential advertising create value by:

- Complementing traditional advertising
- Creating long-term revenue streams
- Building strategic partnerships
- Enhancing customer experiences
Sponsorships and Experiential Advertising

Sponsors connect brands to customers through long-term commitments to facilities.

Customer benefits  Experiential advertising  Strategic partnerships
Exclusivity | Asset Categories

The Port Authority intends to provide exclusivity by each asset category:

- PATH
- Airports
- Bus Terminals
- Billboards

*Respondents can propose on any combination of asset categories, proposing premiums if awarded multiple.*
Exclusivity | Airports

The RFP defines three forms of exclusivity for the airport asset category:

- **Baseline Assets Exclusivity**: All existing assets and new assets proposed (e.g. display in current JFK T1)
- **Airport Redevelopment Assets Exclusivity**: New assets created in the airport terminal redevelopment projects (e.g. display in new JFK T1)
- **Future Assets Exclusivity**: All other new assets and forms of generating revenue (e.g. new product in new JFK T1)
Exclusivity | Airports

Baseline Asset Exclusivity includes:
- All existing and proposed assets in current terminals, AirTrain, and exteriors
- New assets at LGA Terminal B and Terminal C/D
- New assets in renovated JFK Terminal 8

Airport Redevelopment Asset Exclusivity includes:
- Assets in new Terminal 1 at EWR
- Assets in new TOGA Terminal (T1) at JFK
- Assets in new JetBlue Terminal (T6/7) at JFK
Exclusivity | Airports

Respondents should propose incremental MAGs for each level of exclusivity.

Baseline Exclusivity MAG

Airport Redevelopment Exclusivity MAG

Future Assets Exclusivity MAG

Total proposed MAG if guaranteed exclusivity for Baseline, Airport Redevelopment, and Future Assets
Exclusivity | PATH, Bus Stations, & Billboards

For all other asset categories, proposals should assume two levels of exclusivity:

**Baseline Assets Exclusivity**
- All existing assets and new assets proposed
  (e.g. existing display at 33rd St.)

**Future Assets Exclusivity**
- All other new assets and forms of generating revenue
  (e.g. new product at 33rd St.)
Exclusivity | PATH, Bus Stations, & Billboards

Respondents should clarify all assumptions for future assets exclusivity.

Baseline
Exclusivity MAG

Future Assets
Exclusivity MAG

Total proposed MAG if guaranteed exclusivity for Baseline and Future Assets
Given that the Port Authority is reserving the right to potentially award contracts for the various asset classes to multiple companies, are there any rules against one company participating in multiple bids? E.g. could Company X bid independently and then also appear as a subcontractor in another bid?

The same company may submit a proposal as the Prime Contractor for the asset category and be included in other proposals as a proposed Subcontractor.
Q&A

Please elaborate on the rationale guiding the proposed contractual and financial structure as described on pages 8, 33 and in Attachment E of the RFP.

It seems difficult for proposers to offer a baseline MAG for facilities that are going to disappear over time, while they are asked to offer a MAG increase for Airport Redevelopment Assets Exclusivity which they are not guaranteed to be awarded. This could result in an untenable situation for the Proposer awarded the Baseline Exclusivity package but not the Redevelopment Assets Exclusivity, being held to pay the Baseline MAG while having lost existing assets they bid for.

(Answer on following slide)
Q&A

The Port Authority is offering prospective proposers with an exceptional and compelling business opportunity to utilize existing assets, create new assets through redevelopment projects, and integrate future assets into the asset portfolio.

To avoid losing existing assets due to redevelopment and not possessing Airport Redevelopment Asset Exclusivity, proposers should include the incremental MAG for Airport Redevelopment Asset Exclusivity in their proposals and make the aggregate MAG proposals as compelling as possible.
Q&A

Can the Port Authority provide the gross revenue history for each of the exterior signs at the Holland Tunnel Emergency Garage and Lincoln Tunnel Vent Building for the last 5 years?

The Holland Tunnel exterior sign was installed in the first quarter of 2018. Gross revenues in 2018 were $236,672.

Q&A

Can the Port Authority provide more information regarding the four (4) new assets at JFK? What are the sizes and locations of the assets? Are they static or digital?

The four new assets are located on the Van Wyck airport access road, located off of the north-bound side of the Van Wyck Expressway. The size is anticipated to be approximately 15’ x 22’. These assets will be static utilizing the back of an existing structure. Additional information will be available in an addendum.
Q&A

Can the Port Authority provide more information regarding the “locations at the Lincoln Tunnel that have been approved for static assets: the overpasses at Lincoln Tunnel Expressway at 35th Street, 38th Street and parts of Dyer Avenue.” What are the sizes of these static assets and where are they positioned on the overpasses?

The sizes are yet to be determined. We’ll provide additional information in an addendum to the RFP, which will be publicly posted on our website. We encourage proposers to regularly check our website for addenda.
Q&A

Will the Port Authority consider new exterior sign locations in proposals responding to the RFP?
Yes.
Q&A

Can you please share photos, sizes and exact addresses of the Exterior Billboards mentioned in the RFP?

The Port Authority will include additional information in a future addendum.
Q&A

What role does PANYNJ see Strategic Partnerships playing within this RFP?

The Port Authority is open to strategic partnerships with public and private entities who provide goods or services that add incremental value to the Port Authority and enhance the customer experience. Strategic partnerships should augment the overarching sponsorship program, which serves as an important complement to advertising.
Q&A

Are there specific financial, operational or capabilities targets that have been set for these types of Strategic Partnerships?

*Each strategic partnership will be evaluated by the Port Authority. Respondents should present the most compelling proposal possible.*
Q&A

Is PANYNJ currently involved in any form of Strategic Partnership(s) and if so, with what parties?

*The Port Authority has executed strategic partnerships with a number of companies. Respondents should present the most compelling proposal possible.*
Q&A

What are the current MAG and percentage splits for the existing programs?

Proposers should propose the most competitive MAG and percentage splits possible.
Q&A

What are the CAP EX investment requirements if thresholds have been established (with the exception of the noted buyout of JCDecaux’s unamortized LaGuardia assets)?

*Proposers should propose the capital expenditure investment strategy for the selected advertising asset category.*
Q&A

Are there currently any digital assets within the PABT?

*Currently there are no digital assets within the Port Authority Bus Terminal.*
Q&A

Confirming that the existing Media Mesh on the exterior of the PABT is NOT included in the RFP? If so, can you confirm how long that contract is for and with whom?

The existing Media Mesh display is not included in the RFP. It is anticipated that a replacement display will be installed pursuant to a separate transaction. The selected contractor for that transaction and the length of that contract are to be determined.
Q&A

What is the renovation plan for the PABT? How will that affect the media opportunity?

*Redevelopment of the Port Authority Bus Terminal is an important priority for the Port Authority. The Port Authority will initiate a comprehensive environmental review process, which will include a robust outreach program, in 2019. Considering the project is in the early stages of redevelopment planning, potential new assets created through redevelopment were excluded from this RFP. However, the PA has not determined the procurement strategy regarding such new assets.*
Q&A

Does the Contractor have any responsibilities with managing any transit information on digital assets for the PABT or PATH? Or dealing with any transit operators?

The Port Authority is interested in exploring a platform where customer communication can be directed by the Port Authority. Considering the Contractor’s investment in the infrastructure for digital assets, the Contractor could have responsibilities related to transit information being displayed on digital assets. Consequently, there may be the need to interact with the Port Authority and PATH.
Timeline and Next Steps

Procurement will proceed through 2019 toward an expected contract signing during the first half of 2020.

**Anticipated timeline**

- **May 24, 2pm**
  - Final Questions Due

- **June 27, 2pm**
  - Proposals Due

- **Q3 – Q4 2019**
  - Proposal Review
  - Clarification
  - Proposer Presentations
  - Negotiations

- **Q1 2020**
  - Negotiations
  - Contract Authorization
  - Contract Execution
Timeline and Next Steps

Thank you for attending the Information Session today!

Please remember to send all questions by May 24th.

Send to:
James Summerville
jsummerville@panynj.gov
212-435-4642
Port Authority Advertising RFP #56927
Information Session | April 17, 2019
### ATTENDANCE SHEET

<table>
<thead>
<tr>
<th></th>
<th>NAME</th>
<th>FIRM/ORGANIZATION</th>
<th>TELEPHONE #</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>James Summerville</td>
<td>Port Authority</td>
<td>212-435-4642</td>
<td>js <a href="mailto:summerville@panynj.gov">summerville@panynj.gov</a></td>
</tr>
<tr>
<td>2</td>
<td>Mark Spector</td>
<td>Port Authority</td>
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<td>3</td>
<td>Gavin Goffe</td>
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<td>Tobi Mettle</td>
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<td>Emma Pattiz</td>
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<td>Jay Schulthess</td>
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<td>Derek Utter</td>
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<td>8</td>
<td>Dianne Ehler</td>
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<td>9</td>
<td>Gregory Wong</td>
<td>Port Authority PATH</td>
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<td>10</td>
<td>Susan Warner Dooley</td>
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<td>11</td>
<td>Ida Perich</td>
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<td>12</td>
<td>Glenessa Gordon</td>
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<td>13</td>
<td>Robin Murray</td>
<td>Port Authority</td>
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**Signatures:**

- PlaNYC Cheyne
- Port Authority
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<tr>
<th>Name</th>
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<th>Email Address</th>
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</thead>
<tbody>
<tr>
<td>Adam Levintzky</td>
<td>Verizon</td>
<td>646-654-6818</td>
<td><a href="mailto:Adam.levintzky@verizon.com">Adam.levintzky@verizon.com</a></td>
</tr>
<tr>
<td>RJ Kearie</td>
<td>Deloitte</td>
<td>212-230-7715</td>
<td><a href="mailto:R.Kearie@deloitte.com">R.Kearie@deloitte.com</a></td>
</tr>
<tr>
<td>Nancy Newell</td>
<td></td>
<td>917-331-4722</td>
<td><a href="mailto:NNewell@deloitte.com">NNewell@deloitte.com</a></td>
</tr>
<tr>
<td>Jordan Paliwoda</td>
<td>Pivotal</td>
<td>917-331-4722</td>
<td><a href="mailto:Jordan@Pivotal.com">Jordan@Pivotal.com</a></td>
</tr>
<tr>
<td>Brig Newman</td>
<td>LAMAR</td>
<td>404-606-9491</td>
<td><a href="mailto:BNEMAN@LAMAR.COM">BNEMAN@LAMAR.COM</a></td>
</tr>
<tr>
<td>Laura Richard</td>
<td>Level 5</td>
<td>410-888-5707</td>
<td><a href="mailto:LRichard@tdcinc.com">LRichard@tdcinc.com</a></td>
</tr>
<tr>
<td>Tom McNaught</td>
<td>Vector Media</td>
<td>347-607-9419</td>
<td><a href="mailto:Tmcnaught@vectormedia.com">Tmcnaught@vectormedia.com</a></td>
</tr>
<tr>
<td>Jeff Gerber</td>
<td>206-520-1900</td>
<td>857-617-6230</td>
<td><a href="mailto:Jgerber@ident-tek.com">Jgerber@ident-tek.com</a></td>
</tr>
<tr>
<td>Daniel Crane</td>
<td>CCO</td>
<td>212-812-0056</td>
<td><a href="mailto:Daniel.Crane@clearchannel.com">Daniel.Crane@clearchannel.com</a></td>
</tr>
<tr>
<td>Dan Cohen</td>
<td></td>
<td>917-537-5996</td>
<td><a href="mailto:Dcscan@gmail.com">Dcscan@gmail.com</a></td>
</tr>
<tr>
<td>Sonali Pathak</td>
<td>NBEM</td>
<td>212-464-4612</td>
<td><a href="mailto:Sonali.Pathak@nbem.com">Sonali.Pathak@nbem.com</a></td>
</tr>
<tr>
<td>Jen Almeida</td>
<td>Pearl Media</td>
<td>201-407-6414</td>
<td><a href="mailto:JAlmeida@pearlmedia.com">JAlmeida@pearlmedia.com</a></td>
</tr>
<tr>
<td>Justin Bikko</td>
<td>Silvercast</td>
<td>917-363-7866</td>
<td><a href="mailto:Justin.bikko@silvercast.com">Justin.bikko@silvercast.com</a></td>
</tr>
<tr>
<td>Sean McMenamin</td>
<td>Silvercast</td>
<td>917-286-6687</td>
<td><a href="mailto:SmcMenamin@silvercast.com">SmcMenamin@silvercast.com</a></td>
</tr>
<tr>
<td>Rob Tuccillo</td>
<td>Heritage Outdoor Media</td>
<td>646-643-5800</td>
<td><a href="mailto:RTuccillo@heritageoh.com">RTuccillo@heritageoh.com</a></td>
</tr>
<tr>
<td>Logan Mayer</td>
<td>All Vision</td>
<td>504-741-2646</td>
<td><a href="mailto:LMAYER@AllVision.com">LMAYER@AllVision.com</a></td>
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<tr>
<td>Robert Winstead</td>
<td>Verizon</td>
<td>570-220-0833</td>
<td><a href="mailto:Robert.winstead@verizon.com">Robert.winstead@verizon.com</a></td>
</tr>
<tr>
<td>Eric Lamb</td>
<td>Visit Media</td>
<td>201-542-2200</td>
<td><a href="mailto:Eric.C@visitmedia.com">Eric.C@visitmedia.com</a></td>
</tr>
<tr>
<td>Damian Gutierrez</td>
<td>Outfront</td>
<td>212-277-6557</td>
<td><a href="mailto:damian.gutierrez@outfrontmedia.com">damian.gutierrez@outfrontmedia.com</a></td>
</tr>
<tr>
<td>Mark Grochowski</td>
<td>1030</td>
<td>917-806-1120</td>
<td><a href="mailto:mark@1030media.com">mark@1030media.com</a></td>
</tr>
<tr>
<td>Scott Goldsmith</td>
<td>Intersection</td>
<td>917-680-9420</td>
<td><a href="mailto:Scott.Goldsmith@intersection.com">Scott.Goldsmith@intersection.com</a></td>
</tr>
<tr>
<td>David Burrico</td>
<td></td>
<td>212-641-6200</td>
<td><a href="mailto:david.burrico@intersection.com">david.burrico@intersection.com</a></td>
</tr>
<tr>
<td>Jason Fishkin</td>
<td>ICA</td>
<td>917-842-4443</td>
<td><a href="mailto:Jason@artwhitney.com">Jason@artwhitney.com</a></td>
</tr>
<tr>
<td>Kathy Haley</td>
<td>PA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suzette Butler Taylor</td>
<td>PAT</td>
<td>212-455-2781</td>
<td><a href="mailto:sbtaylor@fastnigion.com">sbtaylor@fastnigion.com</a></td>
</tr>
<tr>
<td>Name</td>
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</tr>
<tr>
<td>Alice Goghs</td>
<td>Captivate</td>
<td><a href="mailto:agoghs@captivate.com">agoghs@captivate.com</a></td>
<td>973-580-6361</td>
</tr>
<tr>
<td>Del McPhetridge</td>
<td>Captivate</td>
<td><a href="mailto:dmcphetridge@captivate.com">dmcphetridge@captivate.com</a></td>
<td>(606-309-7993)</td>
</tr>
<tr>
<td>Adam Buckheit</td>
<td>650</td>
<td><a href="mailto:ABuckheit@GoldenState.com">ABuckheit@GoldenState.com</a></td>
<td></td>
</tr>
<tr>
<td>Marilyn Levin</td>
<td>Reema Pinto</td>
<td><a href="mailto:reemae@method.com">reemae@method.com</a></td>
<td>609-2400-40</td>
</tr>
<tr>
<td>Mike Anderson</td>
<td>Method</td>
<td><a href="mailto:manderson@method.com">manderson@method.com</a></td>
<td>212-922-4569</td>
</tr>
<tr>
<td>Anthony Vella</td>
<td>Pearl</td>
<td><a href="mailto:APVella@PearlMedia.com">APVella@PearlMedia.com</a></td>
<td>(973)575-5734</td>
</tr>
<tr>
<td>James Marken</td>
<td>Heritage</td>
<td><a href="mailto:jmmarken@heritage.com">jmmarken@heritage.com</a></td>
<td>973-927-8158</td>
</tr>
<tr>
<td>Stacey Kedrick</td>
<td>JDecauy</td>
<td><a href="mailto:Stacey.Kedrick@jdecauy.com">Stacey.Kedrick@jdecauy.com</a></td>
<td>646-221-8027</td>
</tr>
<tr>
<td>Bernard Parisot</td>
<td>JDecauy</td>
<td><a href="mailto:Bernard.Parisot@jdecauy.com">Bernard.Parisot@jdecauy.com</a></td>
<td>646-834-1300</td>
</tr>
<tr>
<td>Edward Jacobs</td>
<td>Outfront Media</td>
<td><a href="mailto:edward.jacobs@OutfrontMedia.com">edward.jacobs@OutfrontMedia.com</a></td>
<td>212-297-6504</td>
</tr>
<tr>
<td>Dan Wenzel</td>
<td>Vistate Media</td>
<td><a href="mailto:DanWenzel@VistateMedia.com">DanWenzel@VistateMedia.com</a></td>
<td>212-297-6504</td>
</tr>
<tr>
<td>Siobhan Higgens</td>
<td>TatUnlock Media</td>
<td><a href="mailto:Siobhan@1030Media.com">Siobhan@1030Media.com</a></td>
<td>503-358-9301</td>
</tr>
<tr>
<td>Evan Richheimer</td>
<td>New Tradition</td>
<td><a href="mailto:Evan@NewTradition.com">Evan@NewTradition.com</a></td>
<td>917-494-4469</td>
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