

THE PORT AUTHORITY OF NY & NJ
PROCUREMENT DEPARTMENT
4 WORLD TRADE CENTER
150 GREENWICH STREET, 21ST FLOOR
NEW YORK, NY 10007

Date: May 10, 2019

ADDENDUM #4

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

Conference to Explore Subcontracting Opportunities for the Advertising RFP

The Port Authority of New York and New Jersey (Port Authority) is inviting firms to attend a pre-proposal meeting to explore opportunities for Minority Business Enterprises' (MBEs), Women-owned Business Enterprises' (WBEs), and Airport Concession Disadvantaged Business Enterprises' (ACDBEs) participation in this RFP and the resultant contract(s), and to maximize business opportunities for such firms.

Prospective Proposers – The Port Authority encourages you to attend to meet and network with potential MBE, WBE, and ACDBE sub-contractors/vendors. Information exchanged and introductions to MWBEs and ACDBEs during this meeting may be useful to Proposers in preparing their responses to this RFP.

Prospective MBE, WBE, and ACDBE sub-contractors/vendors – Learn more about the scope for this Advertising RFP and related MWBE and ACDBE requirements and meet prospective proposers.

The Port Authority has a long-standing practice of making its business opportunities available to MBEs, WBEs, and ACDBEs, and has taken affirmative steps to encourage such firms to seek business opportunities with the Port Authority. Refer to Section 6 (Disadvantaged Business Enterprise Provisions) of the RFP for the Port Authority's expectations regarding the participation of such firms in the contract(s) resulting from this RFP. Proposers are required to submit an ACDBE Participation Plan (only if proposing to the aviation-related asset category) and a MBE/WBE Plan (required for non-aviation-related asset categories) in accordance with the RFP's MBE/WBE Subcontracting and Airport Concession Disadvantaged Business Enterprise Participation provisions. These Plans will be reviewed during the evaluation of the proposals to the RFP.

Pre-proposal conference Details:

Date: Tuesday, May 21, 2019

Location: 2 Montgomery, Jersey City, NJ 07302

Time: 10:00 a.m. – 12:00 p.m.

No more than two persons from each interested firm can attend this conference. Firms interested in attending shall RSVP to James Summerville (jsummerville@panynj.gov) no later than 12:00 noon of Friday, May 17, 2019.

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	Advertising on the exterior is listed under both the Bus Terminal asset category and the Exterior Billboards. Which category is it included in?	Potential advertising affixed to the exterior of the Port Authority Bus Terminal (PABT) and the George Washington Bridge Bus Station is included in the Bus Terminal’s asset category. (The PABT’s Media Mesh is not included in this RFP.)
2	Confirm that the Contractor will have to perform background screening utilizing the Secure Worker Access Consortium (S.W.A.C.) for its staff working at, or having access to, Port Authority facilities and that all other staff background checks may be conducted by a company of the Contractor’s own choosing.	SWAC is required for individuals that will need access to Confidential Privileged Information, security-related Protected Information and/or in order to access a secure area of a Port Authority Facility or in order to work on a mission critical system. If work performed by these employees does not fall into one of the above mentioned categories, then SWAC is not needed. If work is performed in a federally regulated area at a Port or Aviation facility other screening requirements may be required such as Transportation Worker Identification Credential (TWIC) or Security Identification Display Area (SIDA). Refer to the Port Authority Information Security Handbook (located at http://www.panynj.gov/business-opportunities/pdf/Corporate-Information-Security-Handbook.pdf) for definitions of capitalized terms used in this response.
3	Evaluation Criteria and Ranking: Please detail the evaluation process by the Port Authority. Is there an evaluation committee and who is it comprised of?	Refer to Section 5 (Evaluation Criteria and Ranking, pages 15-16) of the RFP for the evaluation criteria and process. An evaluation committee will evaluate proposals according to the criteria listed in Section 5. The Port Authority does not divulge the identities of the evaluation committee members.
4	Conversion of Static into Digital Advertisements: Please consider allowing for all digital media screens to operate 20 hours a day, 7 days a week. Providing 4 hours of down time is a sustainable practice that reduces electrical consumption, its	Proposers may make this suggestion (or other suggestions) in their proposals. The Port Authority will consider such suggestions in its review and evaluation of the proposals.

	impact on the environment, and extends the lifespan of the screens.	
5	Strategic Partnerships: Confirm that Strategic partnerships would be included within the exclusive packages for each asset category.	The Port Authority strongly encourages Proposers to include strategic partnerships in their proposals. Existing sponsorship agreements are included as existing assets under Baseline Exclusivity. Any specific partnerships proposed by Proposers would also be included in Baseline Exclusivity. Proposers that desire additional exclusivity over strategic partnerships should identify these assumptions in the Future Assets Exclusivity scenario(s).
6	PATH Vision Assets: For the existing PATH fleet of 352 train cars, what is the average age of the current 1,408 LCD screens?	The average age of the screens is 7 to 10 years old. They were installed between 2009 – 2012.
7	PATH Vision Assets: Can the screens in PATH cars be used 100% for advertising?	The Port Authority is expected to retain a minimum of twenty percent (20%) of screen time on PATH Vision Assets for Port Authority/PATH-related messaging.
8	PATH Vision Assets: Regarding the 368 digital screens on platforms, is it your intention for the proposer to replace existing screens with ones that are similar in size? Is the proposer obligated to use the current infrastructure, or can proposer select different locations?	Proposers should recommend screen size(s) and location placement(s) for the digital screens. The selected Proposer will not be obligated to use the current infrastructure. However, the selected Proposer shall fund and install the screens in accordance with the parameters (size and placement of the screens, etc.) set forth in its proposal, as accepted by the Port Authority, and in conformance with the specifications for the rail cars.
9	PATH Vision Assets: Given the installation of the “countdown clocks”, is it acceptable for the PATHVision® news feed to be fully interrupted to show full screen advertising spots on the station platforms?	Yes. The Port Authority expects Proposers to use PATHVision® monitors to provide “countdown” information to customers on station platforms. However, such information may be temporarily interrupted for full-screen advertising spots.
10	PATH Vision Assets: The Journal Square existing digital overhead platform displays have a very specifically designed enclosure. Is it your intention for the proposer to maintain the existing enclosures and refresh the digital display equipment within the enclosure?	Proposers are encouraged to present their best ideas for maintaining (and, as necessary, replacing) enclosures and refreshing digital display equipment. These ideas will be evaluated (and, as necessary discussed with the respective proposers) during the proposal review process.

11	<p>PATH Vision Assets: Regarding the order for the 72 new Kawasaki train cars:</p> <ol style="list-style-type: none"> 1. Is there any design criteria that Kawasaki has included in their new train design for the PATHVision® displays, i.e. display sizes, locations, equipment storage, available electrical capacity, and data connection? 2. Would the Port Authority share engineering documentation that identifies any design details regarding the advertising display systems? 3. Will the 72 new PATH train cars be in service by 2022? 4. Will the installation and integration of all screens and supporting infrastructure be coordinated with and handled by Kawasaki? If that is the case, can the Port Authority PANYNJ share Kawasaki cost details based upon past/current experience? 	<ol style="list-style-type: none"> 1. The Port Authority may make the requested information available to the selected Proposer (Contractor) for the PATH Asset Category. However, the Port Authority encourages proposers to recommend design criteria ideas – e.g., display sizes, locations, etc. – in their proposals. These ideas will be evaluated (and, as necessary discussed with the respective proposers) during the proposal review process. 2. The Port Authority may make the requested information available to the selected Proposer (Contractor) for the PATH Asset Category. 3. The Port Authority anticipates that the 72 new PATH rail cars will be in service in 2022. 4. The installation and integration of all screens and supporting infrastructure will be coordinated by PATH and Kawasaki.
12	<p>PATH Vision Assets: PATHVision® content is currently a region/transit specific NBC news feed. Is the intention to keep the existing NBC source, or is it for proposers to bring new news sources to the PATHVision® network?</p>	<p>Proposers are encouraged to present their best ideas related to the news source feeds. These ideas will be evaluated (and, as necessary, discussed with the respective proposers) during the proposal review process.</p>
13	<p>PATH Vision Assets: PATHVision® assets consist of 1,408 digital screens in train cars (four screens per car) and 368 digital screens on the 13 station platforms. Is it acceptable for the Proposer to propose a different number of platform PATHVision® locations?</p>	<p>Proposers are encouraged to present their best ideas related to the number of platform PATHVision locations. These ideas will be evaluated (and, as necessary, discussed with the respective proposers) during the proposal review process.</p>
14	<p>PATH: Are there any existing agreements with the Port Authority for advertising within the PATH</p>	<p>Currently there is a single pilot agreement with Intersection to operate two single advertising-supported kiosks at the 33rd Street PATH station.</p>

	system outside of the JCDecaux contract?	
15	PATH: What is the Port Authority's policy and procedure regarding the use of unsold advertising locations on the train cars?	Unsold locations are filled with Port Authority/PATH messaging or Public Service Announcements (PSAs) submitted by non-profit corporations that are exempt from taxation under Section 501(c)(3) of the Internal Revenue Code, or by federal, state or local government agencies or subdivisions thereof related to the promotion of tourism in the states of New York and New Jersey. All PSAs must comply with the Port Authority Advertising Guidelines.
16	Newark Liberty International Airport: Please provide maps and renderings of the new Terminal One.	Refer to Attachment J in the Advertising RFP, #56927.
17	LGA: Provide maps, renderings and a construction schedule for the headhouse, concourses D, E and F of the new Delta Terminal C.	The Port Authority is unable at this time to provide the requested information.
18	John F. Kennedy International Airport (JFK): <ol style="list-style-type: none"> 1. When will the ticketing, security entrance and baggage claim at Terminal 1 close? 2. Will the existing ticketing and security entrance be used to access the new South Terminal during the construction period, similar to what is currently being done in LGA Terminal B? 	<ol style="list-style-type: none"> 1. In 2023. 2. Yes.
19	JFK: <ol style="list-style-type: none"> 1. Provide maps and renderings of the additional gates at JFK Terminal 4. 2. What is the anticipated increase in passenger traffic? 	<ol style="list-style-type: none"> 1. The requested maps and renderings are unavailable at this time because the project's design phase has not advanced to the stage where such maps and renderings are available. 2. Approximately 4.3 Million passengers
20	JFK: Provide maps and renderings of the additional British Airways gates at JFK Terminal 8.	The requested maps and renderings are unavailable at this time because the project's design phase has not advanced to the stage where such maps and renderings are available.
21	JFK: Provide maps, renderings and projected passenger enplanements for the South Terminal.	The requested maps and renderings are unavailable at this time because the project's design phase has not

		advanced to the stage where such maps and renderings are available.
22	JFK: Provide maps, renderings and projected passenger enplanements for the North Terminal.	The requested maps and renderings are unavailable at this time because the project's design phase has not advanced to the stage where such maps and renderings are available.
23	JFK: Will the Air Train continue to operate to Terminal A?	Yes.
24	EWR: Do you envision interspersing ad information on the baggage carousel and at arrivals?	Proposers are encouraged to present their best ideas related to the topic of the question. These ideas will be evaluated (and, as necessary, discussed with the respective proposers) during the proposal review process.
25	EWR: Regarding experiential activation and partnerships in RFP: will we be able to leverage things like charging stations through partnerships?	Proposers are encouraged to present their best ideas related to the topic of the question. These ideas will be evaluated (and, as necessary, discussed with the respective proposers) during the proposal review process.
26	EWR: Will there be equal opportunity and presence in Terminal One as in A?	The Port Authority is seeking to maximize advertising display opportunities in the new Terminal One, while balancing such effort with functionality and design aesthetics.
27	EWR: Will you be offering an RFP for concession opportunities at Terminal One?	Such concession opportunities are not included under RFP 56927.
28	LGA Airtrain: In what year is it projected that the new LGA AirTrain will begin construction eliminating the three existing backlit exteriors on the Terminal C Garage from the advertising program?	It is the Port Authority's goal to begin AirTrain construction in 2020. This schedule is subject to change pending further planning, environmental review and Board approvals.

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:
jsumerville@panynj.gov, 212-435-4642