ADDENDUM #7

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: July 25, 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 subcontracting-related preproposal conference on June 4, 2019.
2. The attendance sheet from the aforementioned conference.

CHANGE(S):

1. Section L (Aid to Proposers), page 12 of the RFP:
   a. Change the title of Section L to “Requests for Restricted Documents”
   b. Replace “None” with the following:

   The Port Authority will provide certain documents to those firms deemed solely by the Port Authority as bona fide proposers interested in responding to this RFP. In order to be deemed a bona fide proposer and receive these documents, a firm must first submit (email) the following to the Contracts Specialist listed on the RFP’s cover page (James Summerville, jsummerville@panynj.gov):

   1. A letter of intent to propose to this RFP, signed by a principal of the firm on firm letterhead.
   2. A completed Company Profile (attached to this Addendum). Please note the documents will be provided to the contact noted by the firm in Attachment C (Line 10).
   3. A completed “Port Authority Restricted Access Information” form (attached to this Addendum) signed by a principal of the firm.

E-mailed PDF requests should be received no later than 12:00 p.m. EST on June 24, 2019. The Port Authority anticipates, but does not guarantee, that it will
provide certain documents to the requestor within seventy-two hours of receipt of the emailed PDF request.

Submission of any information requested in accordance with this Section L is separate and apart from that also requested elsewhere in this RFP. If the information is also required under any section of the RFP, including but not limited to the section entitled Proposal Submission Requirements, the information must also be submitted with the firm's proposal. Submission of such information with respect to requesting the documents, as set forth in this Section L, will not constitute submission of the information for purposes of the RFP. The Authority’s determination as to whether a requestor of these documents is deemed a bona fide proposer and therefore eligible to receive the documents shall be final.

2. Attachment D (Scope of Work):
   a. Page 87, the paragraph beginning with the words “Excluded from the advertising asset categories: Delete item “(iii) the former digital billboard, and its future replacement, on the exterior of the PABT.”

CLARIFICATION:

According to Page 94 of the RFP, “In certain cases, the Port Authority may have an obligation to confer with a passenger terminal operator at the airport with respect to the proposed location of an advertisement and, in some cases, review of the advertisement itself. As of the date of this RFP, the right granted to a passenger terminal operator during such consultation is the right to reject the proposed location of an advertisement and, in some cases, a right to reject the advertisement itself.”

According to Section 5(e) (Review by terminal operators at Port Authority airports) of Attachment G (Advertising Guidelines) of the RFP, “Any advertisement or marketing activity that the Port Authority determines is in conformity with these Guidelines proposed for display or to be conducted in leased premises subject to a lease that grants the lessee the right to refuse the display of advertisements or marketing activity in the premises, or the right to determine the location of advertisements or marketing activity in the premises, shall be submitted to such lessee for review with respect to content or location, as the case may be. The Contract Administrator shall inform the proposed advertiser if the lessee rejects the advertisement or marketing activity for display in such premises or at the proposed location for display in such premises.”

As part of the revised Section L of this RFP (see the “Change,” above”) and subject to the requirements set forth thereof, the Port Authority will provide excerpts of agreements between the Port Authority and third parties operating at the airports. These excerpts set forth certain rights or prohibitions pertaining to advertising, marketing and other activities at the airports. The Port Authority is providing this material for informational purposes only, as such information might inform the development of proposals to the RFP.
**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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<tr>
<td>1 <strong>ACDBE:</strong> Please confirm that the Port Authority is asking respondents intending to submit as a Joint Venture to complete attachment 1 to the FAA’s Joint Venture Guidance contained in the link in Section 6. B.5 on page 20. Alternatively, will the Port Authority be issuing their own Joint Venture application for submittal with the RFP response?</td>
<td>For proposals on the aviation-related asset category, according to Section B.5 on page 20 of the RFP, “If [ACDBE] participation is to be achieved through the use of a joint venture, a completed joint venture application (<a href="https://www.faa.gov/about/office_org/headquarters_offices/acr/bus_ent_program/media/IVGuideFinal508.pdf),%E2%80%9D">https://www.faa.gov/about/office_org/headquarters_offices/acr/bus_ent_program/media/IVGuideFinal508.pdf),”</a> including Attachment 1 (a model joint venture information sheet), should be submitted with the proposer’s joint venture agreement as part of proposer’s overall proposal to the RFP. The Port Authority does not need to issue its own Joint Venture application.</td>
</tr>
<tr>
<td>2 <strong>MWBE:</strong> Confirm that MBE/WBE participation is not a requirement for the aviation related asset category</td>
<td>Only certified ACDBE firms will count towards ACDBE goals. MWBE goals should not be included in the same document as proposer’s ACDBE Plan.</td>
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<tr>
<td>3 <strong>ACDBE:</strong> We understand that you prefer to limit the method of participation in this procurement to direct ownership arrangements, at what point is it determined the proposer has made a “Good Faith Effort” to secure a direct ownership ACDBE partner and can supplement their ACDBE goal with the purchase of Goods &amp; Services from an ACDBE certified firm?</td>
<td>Direct ownership is a FAA requirement as defined in 49 U.S.C. Section 47107(e). Good faith efforts (GFE) should be documented and include: Conducting market research to identify small business contractors and suppliers; Selecting portions of the work to be performed by ACDBEs; Providing interested DBEs with adequate information about the project scope; Negotiating in good faith with interested DBEs; Not rejecting DBEs without sound reason; Making efforts to assist interested DBEs in obtaining necessary equipment, supplies, material, or related assistance or services; Effectively using the services of available minority/women community organizations; minority/women contractors’ groups; local, State, and Federal minority/women business assistance offices; and other organizations as allowed on a case-</td>
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<td>4</td>
<td><strong>ACDBE</strong>: Additionally, this method of participation contradicts the definition of concession found in 49 CFR 23.3 which says that a concession is a business that provides goods and services to concessionaires. This also seems to be contrary to 23.25(c) which requires seeking ACDBE participation in all types of concessions activities, rather than concentrating participation in one category or a few categories to the exclusion of others. Please clarify.</td>
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| 5 | **ACDBE**: Can you please clarify if any of these arrangements will meet the definition of a direct ownership arrangement?

1. A non-ACDBE prime concessionaire subleases a portion of the ad space in a clearly defined area to an ACDBE concessionaire. The ACDBE concessionaire sells ads for that space but receives payments for the ads, a portion of which is kept by the ACDBE and a portion is paid to the prime contractor.

2. A non-ACDBE prime concessionaire partners with an ACDBE firm that produces a magazine. The prime pays the ACDBE to produce the magazine but the ACDBE also sells ads in the magazine that helps offset the production costs. At all times the ACDBE owns and controls the concession.

3. A non-ACDBE prime concessionaire partners with an ACDBE firm that provides branded kiosks. The ACDBE firm leases the space that the kiosks sit on from the Prime Concessionaire. The ACDBE generates revenue by selling ads on the kiosks. | Concession as defined in 49 CFR Appendix A to Part 23:
(2) A business conducting one or more of the following covered activities, even if it does not maintain an office, store, or other business location on an airport subject to this part, as long as the activities take place on the airport: Management contracts and subcontracts, a web-based or other electronic business in a terminal or which passengers can access at the terminal, **an advertising business that provides advertising displays or messages to the public on the airport**, or a business that provides goods and services to concessionaires.

Please refer to the guidance from the FAA: [https://www.faa.gov/about/office_org/headquarters_offices/acr/bus_ent_program/](https://www.faa.gov/about/office_org/headquarters_offices/acr/bus_ent_program/).

The Port Authority is unable to respond to the hypothetical scenarios without additional information provided in a proposal and/or in follow-up clarification from a proposer. |
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<th><strong>General</strong>: On page 45 of the RFP (Attachment B, Section 14(B)(5)), will Port Authority agree that such approval by Port Authority shall not be unreasonably withheld, conditioned, or delayed?</th>
<th>Refer to Section I (pages 31-32) of the RFP and to “Change 1” of Addendum 6 to the RFP. Exceptions and/or additions to the RFP’s terms and conditions (located in Attachments B and C of the RFP) should be “set forth in a separate letter included with” the proposer’s “response to this RFP.” The Port Authority will not consider any proposed exceptions or additions under this Addendum or subsequent addenda.</th>
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<tr>
<td>7</td>
<td><strong>General</strong>: On page 45 of the RFP (Attachment B, Section 14(C)), would Port Authority be open to allowing for ten (10) business days to cure defaults?</td>
<td>See the answer to Question 6, above.</td>
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<td>8</td>
<td><strong>General</strong>: On page 46 (Section 14(F)), would the Port Authority allow for proposals which (i) grant more than 5 days written notice to terminate and (ii) allow for capital expenditure reimbursement, if Port Authority terminates without cause?</td>
<td>See the answer to Question 6, above.</td>
</tr>
<tr>
<td>9</td>
<td><strong>General</strong>: On page 71 of the RFP (Attachment C, Section 4), are these insurance provisions subject to change or variation given the differences in the Scope of Work depending on what parts of the Port Authority’s assets are bid?</td>
<td>See the answer to Question 6, above.</td>
</tr>
<tr>
<td>10</td>
<td><strong>General</strong>: On page 44 of the RFP, Section 13 of Attachment B, would the Port Authority be open to proposals that include the reimbursement of certain expenses that might be difficult for proposers to estimate with the information provided?</td>
<td>See the answer to Question 6, above.</td>
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<td>11</td>
<td><strong>General</strong>: In Attachment C, Section 6 (second paragraph), on page 79, would the Port Authority consider amending its &quot;sole discretion&quot;, to its &quot;sole reasonable discretion&quot;?</td>
<td>See the answer to Question 6, above.</td>
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<tr>
<td>12</td>
<td><strong>General</strong>: Is there a specific section of the proposal that prerequisite and financial documentation (as detailed on pages 13 and 14 of the RFP) is required to be in, or can these be provided in an appendix?</td>
<td>Proposals shall follow the required format of using paragraph identifiers. In other words, Section A of the Proposal should be dedicated to the Proposer’s Letter of Transmittal, Section B to the Proposer’s Executive Summary, and so forth. Section F of the Proposal should be dedicated to providing documentation to</td>
</tr>
<tr>
<td>13</td>
<td><strong>General:</strong> The Port Authority did not mention content strategy - does the Port Authority want to have a hand in crafting or approving the content feeds (for advertising and otherwise) that will populate the signage besides the advertising guidelines noted in Appendix G?</td>
<td>The Port Authority welcomes recommendations concerning the appropriate balance that would include advertising, Port Authority messaging, and other content. The overall theme and/or branding of the content will be approved by the Port Authority. The selected Proposer (Contractor) will manage the daily operation of providing content and adhere to the Advertising Guidelines.</td>
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| 14 | **General:** What is this symbol (pages 116-118, 122, 130-131, 146, 149, 151, 152, 161, 162, 178, 184, 188)? Can you confirm they are double-sided Prestige Digital Network units? Pages 158-159 and 178 appear to have single-sided units only. | The symbols represent double-sided Prestige Digital Network units. The units on pages 158-159 and 178 are single sided units. |

| 15 | **General:** What are the circular displays by JFK Terminal 8 (p. 143)? | The circular displays show a different depiction of a bus shelter. |

| 16 | **General:** On pages 149-150, 155-156, and others, are these vertical spectaculars or a three-sided display unit? The symbol is a little different from the closed triangle in the | They are vertical spectacles.
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<td><strong>17</strong></td>
<td><strong>General:</strong> There are some unknown signage shapes on page 158. Can you confirm which display type?</td>
<td>The first image is not a display asset. The second image (diamond) is a video wall.</td>
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| **18** | **PATH:** A couple PATH Stations had some floor graphics, but they are not listed on page 111 – please clarify | Floor graphics are identified at PATH Stations listed as either an “Exhibit” or “Wall Wrap” with the following symbols:  
  a. ⚰️  
  b. ⚫️ |
| | | |
| **19** | **PATH:** Please provide any details on PATHVision hardware screen specifications including:  
 a. Unit count by model type  
 b. Unit specifications per model type (screen, computer, connectivity, size, weight etc.) in fully integrated product, full specs by product  
 c. CAD models or technical drawings of each unit  
 d. Mount information as well as site drawings | Answers for (A) & (B) are as follows:  
Journal Square (Eastbound and Westbound) platforms - All PATHVision screens are 40" consumer LCD televisions. Manufacturers are Samsung and LG.  
Christopher St - all 24" consumer LCD televisions.  
WTC - all 26" LG consumer televisions.  
All others locations (including Journal Square and bus waiting area) are either 32" or 40" monitors manufactured by Inova Multimedia (no make or model #). Inova was acquired by Nomad Digital, who contracts out the repairs of the monitors.  
At this time, the Port Authority is unable to provide the requested information for (c) & (d). |
<p>| <strong>20</strong> | <strong>PATH:</strong> What content player do the existing PATHVision assets utilize? | PATHVision content is showcased on custom MPEG-2 video-only (no audio) platform |</p>
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<th>Path</th>
<th>Question</th>
<th>Answer</th>
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<td>21</td>
<td><strong>PATH:</strong> Can you provide additional detail on the current deployment and topology of the DWDM network?</td>
<td>Each PATH station has dedicated links to the DWDM network. All other relevant information is confidential.</td>
</tr>
<tr>
<td>22</td>
<td><strong>PATH:</strong> Is the DWDM network available at every station? If not, can the Authority provide the names of the stations where it will be available for use by the successful proposer?</td>
<td>Yes, each station has dedicated two servers linked to the DWDM network.</td>
</tr>
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<td>23</td>
<td><strong>PATH:</strong> Is there space and power to support headend equipment at the data center?</td>
<td>Depending on the solution space, power will be provided.</td>
</tr>
<tr>
<td>24</td>
<td><strong>PATH:</strong> Is there a dedicated wavelength available system-wide to support the display network?</td>
<td>Currently, there is sufficient bandwidth to support an Ethernet based solution.</td>
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<td>25</td>
<td><strong>PATH:</strong> Can we leverage all existing station conduit and network cabling?</td>
<td>The fiber plant is old and should not be considered for any new implementation. The fiber plant is not a direct point-to-point system, but a combination of fibers and mixing technologies. Any new proposed system should consider PATH’s advance DWDM network, which will be able to carry this traffic.</td>
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<tr>
<td>26</td>
<td><strong>PATH:</strong> Is there an associated charge or fee to leverage the DWDM network?</td>
<td>No.</td>
</tr>
<tr>
<td>27</td>
<td><strong>PATH:</strong> What is the average amount of data that is delivered to each screen and / or each vehicle per day?</td>
<td>The information from the servers (known as MMC’s) comes in the format of a standard composite video signal (RS-170); this signal is then pre-amplified and connected to a GE fiber multiplexer. The multiplex signal is then transmitted via PATH’s in-house fiber infrastructure to all PATH stations. The signal at the receiving station is then de-multiplexed and connected to the monitors at the stations.</td>
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| 28   | **PATH:** Would the Authority be able to provide a historical breakdown of revenue for the PATH system for the past 3 to 5 years and for the past six months at the following level of detail:  
a. For each station?  
b. For interior and exterior rail car assets?  
c. By digital and static assets?  
d. By digital exterior and interior rail car and digital station assets? | Revenue for the PATH system overall is outlined below.  
2018: $6,462,164  
2017: $5,410,759  
2016: $4,131,329  
2015: $3,254,944  
2014: $4,305,809 |
| 29 | **PATH:** How does the Authority currently create, publish and manage content on its digital screens?  
   a. What existing software systems or platforms are used for the existing PATHVision assets and/or other digital screens to manage content?  
   b. Specifically, how is content uploaded to on-car screens? | **The current contractor is responsible for creating, publishing and managing content on the PATHVision assets.**  
   a. PATHVision content is showcased on custom MPEG-2 video-only (no audio) platform developed by Nomad Digital Inc. specifically for the PATH transit system.  
   b. Content is uploaded by Wi-Fi. |
| --- | --- | --- |
| 30 | **PATH:** Can the Authority elaborate on the network infrastructure for delivering content to PATHVision screens in the PATH system?  
   a. Is content disseminated system-wide, or is it possible to deliver content on a station-by-station basis? | **All advertising is provided by NBC Universal. Advertising is provided to the PATHVISION servers via a network connection. This system is powered through the low voltage 10 amp circuit breaker. It has discrete signal interfaces with the railcar system.**  
   a. Content is delivered on a station-by-station basis. There are approximately 40 servers serving the stations and each station has a minimum of two servers (zones, or tracks). This is necessary to be able to send targeted messages to individual platforms (tracks). For example, trains going west vs. trains going east: The information from the servers (known as MMC's) comes in the format of a standard composite video signal (RS-170), this signal is then pre-amplified and connected to a GE fiber multiplexer. The multiplex signal is then transmitted via PATH's in-house fiber infrastructure to all PATH stations. The signal at the receiving station is then de-multiplexed and connected to the monitors at the stations. |
| 31 | **EWR AirTrain:** There are 18 cars with two displays per car under "Exterior" in the | **The list identifies an “Advertising Display Type” and “Quantity” for each facility. For Newark** |
| 32 | **EWR:** Newark Liberty International Airport (EWR): It’s not clear what display types are on the Newark Airport Northeast Corridor Platform (page 114), or the P4 Parking/AirTrain platform (page 115) under the “To NEC Station” label. | The display type on the Newark Airport Northeast Corridor Platform is a 6x6 display. The symbol under the “NEC Station” is not a display. |

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
Port Authority Advertising RFP # 56927

June 4, 2019
Our Mission is to keep the region moving.

**Our Priorities:** What we focus on to achieve this mission

- **Safety & Security:** Provide peace of mind through world-class protection
- **Capital Plan:** Revitalize our infrastructure
- **Customer Experience:** Ensure a 21st century customer experience
- **Operational Excellence:** Deliver first-class operations, maintain financial self-sufficiency
- **Sustainability:** Reduce our environmental impact
- **Employer of Choice:** Retain, grow and attract top talent

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**Our Standards:** How we meet these priorities

- **Integrity**
- **Diversity & Inclusion**
- **Global Best Practices**
- **21st Century Technology**
- **Collaboration**
- **Speed**
ACDBE & MWBE Program

Office of Diversity & Inclusion
Business Diversity & Civil Rights
ACDBE & MWBE Program

- Support’s the agency’s commitment to encourage a competitive and diverse business environment.
- Promotes contracting and sub-contracting opportunities for business certified as ACDBE and MWBE.
About ACDBE

Ensures that socially and economically disadvantaged groups have equal opportunity to receive and participate in concession opportunities at PANYNJ airports.

Certification Requirements:
- Personal net worth that does not exceed $1.32 million
- Does not exceed SBA Small Business Administration Size Standard for the specific NAICS Code(s) received
- Does not exceed DOT's overall size limit
- Average annual gross receipts over previous three fiscal years does not exceed $56.42 million threshold, exceptions are Car Rental - $75.23 million, Banks - $1 billion, Auto Dealers – 350 employees (average over the previous 12 months)
ACDBE Participation
(Specific to Aviation facilities)

- Goals are based on Direct Ownership and Joint Ventures.
- An ACDBE goal of 11% of has been established for this Agreement.
- The Contractor shall make good faith efforts to maintain a minimum of 11% participation in accordance with the Contractors ACDBE plan submitted to the PA.
Joint Venture

Definition

- Recipients must first determine that the ACDBE joint venture partner is in fact functioning in a manner consistent with the ACDBE Joint Venture Guidance. By definition the ACDBE in a joint venture must be responsible for a distinct, clearly defined portion of the work of the contract and must share in the capital contribution, control, management, risks, and profits of the joint venture commensurate with the ACDBE’s ownership interest. See 49 C.F.R. §23.3.

Counting Participation

- When an ACDBE performs as a participant in a joint venture, count a portion of the gross receipts equal to the distinct, clearly defined portion of the work of the concession that the ACDBE performs with its own forces toward ACDBE goals.
Goods & Services

Definition

- If the ACDBE firm is a service contractor to the concessionaire and is compensated based on fees or a commission, the recipient counts the fees or commissions charged by the ACDBE that are reasonable and not excessive as compared with fees customarily allowed for similar services.

Counting Participation

- Count the entire amount of fees or commissions charged by an ACDBE firm for a *bona fide* service, provided that, as the recipient, you determine this amount to be reasonable and not excessive as compared with fees customarily allowed for similar services. Such services may include, but are not limited to, professional, technical, consultant, legal, security systems, advertising, building cleaning and maintenance, computer programming, or managerial.
About MWBE

Ensures that minorities and women have equal opportunity to receive and participate in contracting opportunities at PANYNJ facilities.

- Certification Requirements:
  - MBE-A business entity that is owned and controlled at least a 51% interest by a minority person that is a citizen or lawful permanent resident of the United States.
  - WBE-A woman owned business entity that is owned and controlled at least a 51% interest by one or more women.
MWBE Participation
(non-Aviation facilities)

• Goals for Agreement
  • MBE Participation 20%
  • WBE Participation 10%
• Goals will apply to each category - professional services and goods & services.
• The Contractor shall make good faith efforts to meet MWBE goals in accordance with agency policies.
Previously Submitted Questions

1. General, Airports: There is a lot of construction at the airports. Are advertising displays being installed by the Port Authority in the new areas or will the selected proposers need to build them? How will proposers know there will be good space for advertising?
   - The Port Authority and the current advertising Contractor may install displays in new areas under the existing Port Authority agreement for advertising. Proposers should consider foot traffic, potential impressions, sight lines, and other industry standards when considering suitable locations for advertising in new and existing areas at Port Authority airports.

2. General: Can proposers submit multiple proposals as the Prime Contractor for different combinations of asset categories? For example, can a proposer submit for a single asset category (i.e. the airports) as well as multiple (i.e. the airports and PATH)?
   - Yes. The same company may submit a proposal as the Prime Contractor for multiple asset categories.
Previously Submitted Questions

3. MWBE: Can the Authority clarify the MBE/WBE goal(s) for contracts other than the airports? Is the 20% MBE and 10% WBE goal to be considered separately (so a total of 30%) or can a WBE count towards the MBE goal as well?

   - MWBE participation is considered separately; 20% MBE and 10% WBE for a total of 30% participation.
   - A WBE goal cannot count towards a MBE goal and vice versa.

4. MWBE: Can the Authority confirm the documentation for the MBE/WBE requirements for this contract? Are proposers required to submit form PA3760C as well as all good faith outreach efforts even if the requirement is met, or only form PA3760C if the requirement is met?

   - Proposers shall submit form PA3760C as a recording mechanism for the MWBE Participation Plan.
   - Although documentation of good faith efforts is not required at this time, they may be requested by the Port Authority during the review of proposals.
Procurement

James Summerville | Sr. Contract Specialist
Real Estate

Marc Spector | Director
Tobi Mettle | Assistant Director, Policy & Projects
NY/NJ | Top Media Market

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

THE PORT AUTHORITY OF NY & NJ
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<th>#</th>
<th>Organization</th>
<th>Attendee</th>
<th>Email</th>
<th>Phone</th>
<th>Sign In</th>
<th>PA Cert Type</th>
<th>UCP Cert Type</th>
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<tr>
<td>1</td>
<td>1030 Media</td>
<td>Mark Grochowski</td>
<td><a href="mailto:mark@1030media.com">mark@1030media.com</a></td>
<td>1-732-612-071</td>
<td></td>
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<td>WBE, SBE, DBE</td>
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<tr>
<td>2</td>
<td>1030 Media</td>
<td>Siobhan Higgins</td>
<td><a href="mailto:siobhan@1030media.com">siobhan@1030media.com</a></td>
<td>503-385-3482</td>
<td></td>
<td>WBE, SBE, DBE</td>
<td>NYS-WBE</td>
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<td>3</td>
<td>ABT Products Services, LTD</td>
<td>Jose Garcia</td>
<td><a href="mailto:jose@abt-products.com">jose@abt-products.com</a></td>
<td>(917) 583-1152</td>
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<td>Andrew Glancy</td>
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<td>Valerie McDlory</td>
<td><a href="mailto:valerie@adtrackmedia.com">valerie@adtrackmedia.com</a></td>
<td>(718) 753-4492</td>
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<td>GDG</td>
<td>John Wolf</td>
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<td>7</td>
<td>Heritage OOH</td>
<td>Greg Scarpati</td>
<td><a href="mailto:greg@freightliner.com">greg@freightliner.com</a></td>
<td></td>
<td></td>
<td>WBE, SBE, DBE</td>
<td>NYS-WBE</td>
</tr>
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<td>8</td>
<td>Hypersign</td>
<td>Neil Willis</td>
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<td>9</td>
<td>Intersection</td>
<td>Astrid Cuas</td>
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<tr>
<td>10</td>
<td>Intersection</td>
<td>Madeline Steinberg</td>
<td><a href="mailto:madeline@freightliner.com">madeline@freightliner.com</a></td>
<td>(917) 591-7326</td>
<td></td>
<td>WBE</td>
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<tr>
<td>11</td>
<td>JCDecaux</td>
<td>Maryanne Kimball</td>
<td><a href="mailto:maryanne.kimball@jcdecaux.com">maryanne.kimball@jcdecaux.com</a></td>
<td>(917) 591-7326</td>
<td></td>
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<tr>
<td>12</td>
<td>JCDecaux</td>
<td>Stacey Kodak</td>
<td><a href="mailto:stacey.kodak@jcdecaux.com">stacey.kodak@jcdecaux.com</a></td>
<td>(917) 591-7326</td>
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<tr>
<td>13</td>
<td>KP Graphic Design LLC</td>
<td>Kelli Pachuta</td>
<td><a href="mailto:kpc@kpgraphicdesign.com">kpc@kpgraphicdesign.com</a></td>
<td>(908) 476-7766</td>
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<tr>
<td>14</td>
<td>Kupcha Marketing Services</td>
<td>Elizabeth Kupcha</td>
<td><a href="mailto:liz@kupchamkt.com">liz@kupchamkt.com</a></td>
<td>(917) 432-6481</td>
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<tr>
<td>15</td>
<td>Niki Jones Agency, Inc</td>
<td>Niki Jones</td>
<td><a href="mailto:njones@nikijones.com">njones@nikijones.com</a></td>
<td>(845) 656-1266</td>
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<td>NYS-WBE</td>
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<tr>
<td>16</td>
<td>Outer Image IIC</td>
<td>Laura Vardanian</td>
<td><a href="mailto:laura@outerimagenc.com">laura@outerimagenc.com</a></td>
<td>(914) 420-3097</td>
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<td>17</td>
<td>Outfront Media</td>
<td>Paul Shyposh</td>
<td><a href="mailto:paul.shyposh@outfrontmedia.com">paul.shyposh@outfrontmedia.com</a></td>
<td></td>
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<tr>
<td>18</td>
<td>Pearl Media</td>
<td>Daniel Odham</td>
<td><a href="mailto:daniel.odham@pearlmedia.com">daniel.odham@pearlmedia.com</a></td>
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<tr>
<td>19</td>
<td>PrintabiliTees, LLC</td>
<td>Jere Eaton</td>
<td><a href="mailto:jere@printabiliTees.com">jere@printabiliTees.com</a></td>
<td>(203) 322-3390</td>
<td></td>
<td>MWR, PRF</td>
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</tr>
<tr>
<td>20</td>
<td>Quest Corporation of America</td>
<td>Megan Olivera</td>
<td><a href="mailto:megan.olivera@QCAusa.com">megan.olivera@QCAusa.com</a></td>
<td>(215) 237-7456</td>
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<td>NJDOT-DBE</td>
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<tr>
<td>21</td>
<td>Sage Advertising LLC</td>
<td>Mary Repke Repke</td>
<td><a href="mailto:mary@sage-agency.com">mary@sage-agency.com</a></td>
<td>(973) 966-9011</td>
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<tr>
<td>22</td>
<td>She Media NY, LLC</td>
<td>Teresa Rampulla</td>
<td><a href="mailto:tram@shemediany.com">tram@shemediany.com</a></td>
<td>(732) 687-2293</td>
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<tr>
<td>23</td>
<td>Sheryl Checkman Design LLC</td>
<td>Sheryl Checkman</td>
<td><a href="mailto:sheryl@checkmandesign.com">sheryl@checkmandesign.com</a></td>
<td>(212) 570-2299</td>
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<td>NYS-WBE</td>
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<tr>
<td>24</td>
<td>Verizon</td>
<td>Larry Toscana</td>
<td><a href="mailto:larry.toscana@verizon.com">larry.toscana@verizon.com</a></td>
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<tr>
<td>25</td>
<td>Verizon</td>
<td>Robert Winstead</td>
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<td>26</td>
<td>Silvercreek Media</td>
<td>Sean McDermott</td>
<td><a href="mailto:smcdermott@silvercreek.com">smcdermott@silvercreek.com</a></td>
<td>(212) 634-0987</td>
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Event Date: 6/4/2019
## PATH Revenue by Station - Jan 2016 - April 2019

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<tr>
<th>Station</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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<tbody>
<tr>
<td>14th St. Station</td>
<td>70,142</td>
<td>100,754</td>
<td>114,458</td>
<td>29,638</td>
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<tr>
<td>23rd St. Station</td>
<td>45,972</td>
<td>90,339</td>
<td>71,650</td>
<td>19,888</td>
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<td>33rd St. Station</td>
<td>168,641</td>
<td>189,500</td>
<td>222,148</td>
<td>69,942</td>
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<td>Christopher St Station</td>
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<td>4,375</td>
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<tr>
<td>Exchange Place Station</td>
<td>440,975</td>
<td>584,021</td>
<td>681,021</td>
<td>193,232</td>
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<td>Grove St Station</td>
<td>424,543</td>
<td>472,406</td>
<td>765,308</td>
<td>276,168</td>
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<tr>
<td>Harrison Station</td>
<td>69,824</td>
<td>72,921</td>
<td>75,155</td>
<td>40,745</td>
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<td>Hoboken Terminal</td>
<td>523,635</td>
<td>676,496</td>
<td>520,681</td>
<td>152,070</td>
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<tr>
<td>Journal Square Station</td>
<td>168,300</td>
<td>248,441</td>
<td>267,838</td>
<td>90,293</td>
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<tr>
<td>Newport / Pavonia</td>
<td>291,871</td>
<td>319,336</td>
<td>469,306</td>
<td>127,038</td>
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<tr>
<td>World Trade Center</td>
<td>1,545</td>
<td>600,000</td>
<td>1,171,954</td>
<td>50,000</td>
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<td>Interior/Train Cars</td>
<td>1,926,081</td>
<td>2,056,546</td>
<td>2,098,270</td>
<td>345,301</td>
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<td><strong>Grand Total</strong></td>
<td><strong>4,131,329</strong></td>
<td><strong>5,410,759</strong></td>
<td><strong>6,462,164</strong></td>
<td><strong>1,394,385</strong></td>
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</table>
COMPANY PROFILE

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

1. Company Legal Name (print or type):

________________________________________________________________________

2. Business Address (to receive mail for this RFP):

________________________________________________________________________

________________________________________________________________________

3. Business Telephone Number: ________________________________

4. Business Fax Number: ________________________________

5. Firm website: ______________________________________________

6. Federal Employer Identification Number (EIN): __________________

7. Date (MM/DD/YYYY) Firm was Established: ______/_____/_____

8. Name, Address and EIN of Affiliates or Subsidiaries (use a separate sheet if necessary):

________________________________________________________________________

________________________________________________________________________

9. Officer or Principal of Firm and Title:

________________________________________________________________________

10. Name, telephone number, and email address of contact for questions:

________________________________________________________________________

________________________________________________________________________
Port Authority Restricted Access Information

The Port Authority of New York and New Jersey (the “Port Authority”), in a reading room, will be providing access to extracts of agreements between the terminal operators and the Port Authority related to “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” (the Materials”). The Port Authority considers the information in the Materials sensitive information and it should not be intentionally made public and/or intentionally shared with anyone other than as required by an applicable law and/or regulation. Your and/or your staff should not intentionally make public and/or intentionally directly release to third parties any sensitive information relating to the Materials or to use it for any other purpose.

“Restricted Access Information” refers to certain information not qualifying as Protected Information, but which for business reasons should be limited in its access and distribution outside agency project or interagency effort or about which public comment should be limited or restricted to successfully facilitate the agency project or interagency collaboration.

____________________________________
Company Name

____________________________________
Authorized Signatory

____________________________________
Title

____________________________________
Signature

____________________________________
Date

Staff Accessing Information - List Below (Name and Title):