ADDENDUM #8

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

CHANGE(S):

1. Page 21 of the RFP, first paragraph: Replace the first paragraph in its entirety with the following:

   The Proposer shall use good faith efforts to achieve participation equivalent to twenty percent (20%) of the Contract amount for the acquisition of goods and services for Port Authority certified MBEs and ten percent (10%) of the Contract amount for the acquisition of goods and services for Port Authority certified WBEs.

2. Page 80 of the RFP, the paragraph beginning with “The Contractor shall use good faith efforts”: Replace the paragraph in its entirety with the following:

   The Proposer shall use good faith efforts to achieve participation equivalent to twenty percent (20%) of the Contract amount for the acquisition of goods and services for Port Authority certified MBEs and ten percent (10%) of the Contract amount for the acquisition of goods and services for Port Authority certified WBEs.

3. Page 6 of the RFP, first full sentence: Replace the first full sentence of Page 6 with the following:

   LGA followed with $9.7 million; EWR with $8.6 million; PATH with $6.3 million; and tunnels, bridges, and terminals with $940,000 from billboards and $918,000 from the PABT.

4. Page 101, Section b, last sentence: Replace the last sentence of section b with the following:

   PABT currently has 206 total advertising assets. During fiscal year 2018, these assets generated a gross revenue of $918,000.
CLARIFICATION:

The former digital billboard, and its future replacement, on the exterior of the Port Authority Bus Terminal is hereby added to the Bus Terminals asset category.

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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<tbody>
<tr>
<td><strong>1</strong> John F. Kennedy International Airport (JFK): At JFK Terminal 4, the curved LED display: how is it marked in the drawings?</td>
<td>At JFK Terminal 4 Arrival/Customs, the curved LED display is marked using 🌚. The symbol is labeled as a digital fresco.</td>
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<td><strong>2</strong> JFK: Was the Terminal 4 curved LED display purchased by Port Authority, so it is not part of the Purchase of Unamortized Capital Investment from Previous Contractor (as covered on RFP page 93)?</td>
<td>The curved LED display was not purchased by the Port Authority and will not be part of the Purchase of Unamortized Capital Investment from the previous contractor.</td>
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<td><strong>3</strong> Aviation, General: The summary lists 18 Train Rail Cars for EWR and 32 for JFK. This is the same as the number of Air Train cars at those airports, but each train car on pages 113 and 137 shows two of 🎆. Please explain the discrepancy?</td>
<td>The summary lists 18 Train Rail Cars for EWR and 32 for JFK. The 🎆 represents the advertising assets inside each of those Train Rail Cars. There are 64 advertising assets inside the rail car at JFK and 36 at EWR.</td>
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<td><strong>4</strong> Aviation, General: Please provide the dimensions of the Digital Spectaculars and Exterior Sites at the three main airports?</td>
<td>Each digital spectacular and exterior is customized to best fit that immediate space and has different dimensions. Exact dimensions for these display types are not available at this time.</td>
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<td><strong>5</strong> Aviation, General: The summary lists quantity of one Train Car Exterior Wrap for EWR and JFK, but there is no icon in the detail tabs. Please clarify.</td>
<td>Technically these would be wraps and identified with the same icon as the other wraps throughout the Airports. However, since the wraps are sold as a single package, they have been named separately.</td>
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<td><strong>6</strong> M/WBE, ACDBE: Please share the Port Authority website directory for both ACDBE and M/WBE that highlight their financial capacity and previous experience with the Port Authority?</td>
<td>Click on the following link for the Port Authority supplier directory: <a href="https://panynj.diversitysoftware.com/">https://panynj.diversitysoftware.com/</a>. To identify business size or capacity, contact the firm(s) in the directory or send an email to the Port Authority's Business Diversity Analyst Peter Penafior at <a href="mailto:ppenafior@panynj.gov">ppenafior@panynj.gov</a>.</td>
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<td>PATH:</td>
<td>Does the Harrison PATH station drawing (page 205) cover the whole facility, including the portion under construction? Can that be provided including any advertising locations?</td>
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<td>PATH:</td>
<td>There are 3,509 PATH Car Cards and 3,987 PATH Commuter Cards. Please confirm if these are in the covered area of PATH trains, or somewhere else, and what the display dimensions are.</td>
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<td>PATH:</td>
<td>Please clarify the 1-sheets, 2-sheets, and 3-sheets in the PATH stations? For example, are the 2-sheets two separate ads kept together, or a single ad in a double-wide frame?</td>
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<td>Port Authority Bus Terminal (PABT):</td>
<td>Regarding the &quot;Plans to Replace the Port Authority Bus Terminal,&quot; as announced in the media (<a href="https://ny.curbed.com/2019/5/23/18637183/nyc-plans-replace-midtowns-port-authority-bus-terminal">https://ny.curbed.com/2019/5/23/18637183/nyc-plans-replace-midtowns-port-authority-bus-terminal</a>), how does this affect the RFP? The Term? What would happen if we invested technology in the bus terminal and then it got moved or reconstructed a couple years into a deal? This could greatly affect the value of this opportunity and hoping you can provide some clarity as we are very much interested in proposing something unique and different to re-energize the Bus Terminal.</td>
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<td>PABT:</td>
<td>What are the future plans of the Port Authority to replace the Media Mesh display on the exterior of the PABT (timing and specification of the display)?</td>
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<td>PABT:</td>
<td>If we propose adding new digital assets, would the Port Authority handle bringing Power and Data to each location?</td>
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| PABT and George Washington Bridge Bus Station (GWBBS): | Would the Authority be able to provide a historical breakdown of revenue for the Port Authority for the past 3 to 5 years and for the past six months for the bus terminals? | PABT
Jan – Apr 2019: $1,950
2018: $918,339
2017: $960,137
2016: $580,269 |
|   | **PABT, GWBBS:** Would the Authority be able to provide a historical breakdown of revenue for the bus terminal system for the past 3 to 5 years and for the past six months for the following levels:  
  a. For each bus terminal (PABT and GWBBS)?  
  b. By asset type (i.e. interior and exterior) assets? | **GWBBS**  
 2018: $4,201  
2017: $35,000 | a. See the answer to question #13.  
b. The Port Authority is unable to provide the requested information at this time. |
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<tr>
<td>15</td>
<td><strong>Billboards:</strong> Please provide an aerial map that includes the property lines for each property which the Port Authority will consider for new exterior billboards?</td>
<td>Attached to this addendum are maps of areas the Port Authority will consider for new exterior billboards.</td>
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| 16 | **Billboards:** Where does one proposal category begin and another one ends, especially the billboard category?  
  For example, the airports sections of the RFP include exterior and interior locations but are there places to put outside structures that would consider to be part of the billboard category?  
  Another example is PATH. Would billboards on exterior of PATH buildings and tracks be part of PATH category or the billboard category?  
  Please define what properties would be part of the billboard category? | The airports, bus terminals, and PATH asset categories include all advertising assets located within, attached, or affixed to the specific facilities or equipment detailed in the respective asset category. For example, billboard signage on the exterior of a PATH building is considered part of the PATH asset category, and billboards affixed to the exterior of airport terminal buildings, AirTrain stations, and airport parking structures are considered part of the airports asset category.  
  However, Billboards or other exterior signage located on Port Authority property at John F. Kennedy International Airport (JFK), Newark Liberty International Airport (EWR), LaGuardia Airport (LGA), and New York Stewart International Airport (SWF), but not affixed to airport terminal buildings, AirTrain stations, and airport parking structures are classified within the Exterior Billboards asset category. For example, billboards located on the Van Wyck Expressway within the JFK property boundary are classified within the Exterior Billboards asset category. Property maps are attached to this Addendum. |
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<tr>
<th>Question</th>
<th>Description</th>
<th>Response</th>
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<tr>
<td>17 <strong>Billboards</strong>:</td>
<td>Will exterior billboards be considered by the Port Authority for approval at each of its properties? If so, which asset category will they fall under? For example, if a proposer identifies exterior billboard locations at any of the airports, bus terminals or Path Stations, will the potential locations be part of the Exterior billboard category?</td>
<td>Yes, the Port Authority will consider proposals for new exterior billboards. The asset category for new billboards will be defined according to the answer in 16, above.</td>
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<td>18 <strong>Billboards</strong>:</td>
<td>Confirm that all exterior advertising within each aviation facilities property line is included in the Airports asset category?</td>
<td>Refer to the answer to question 16, above.</td>
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<td>19 <strong>Billboards</strong>:</td>
<td>Are the signs going over the Van Wyck Expressway near JFK available? If so, are they part of the Airport-related category or the Billboard-related category? Can they be separate and made into digital advertising?</td>
<td>Refer to the answer to question 16, above. Additional information and evaluation is required to determine if signs going over the Van Wyck Expressway near JFK can be separate and made into digital advertising.</td>
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<td>20 <strong>Billboards</strong>:</td>
<td>With respect to Part 1, Section C “Brief Summary of Scope of Work” of the RFP, would the Port Authority consider including the exterior assets of the Airports and PATH categories (including new builds) into the Exterior Billboards category?</td>
<td>Refer to the answer to question 16, above.</td>
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<td>21 <strong>Billboards</strong>:</td>
<td>On page 102 of the RFP (Attachment D: Scope of Work, Section 2, Narrative Description of Port Authority Facilities and Inventory, Subsection G, Exterior Billboards), the Port Authority states that the Exterior Billboard “category is poised to expand in 2019 with four (4) new assets at JFK”. Please confirm that any new exterior signs proposed at airports, or at other Authority owned locations, unless otherwise noted, will be categorized as “Exterior Billboards” for the purposes of this RFP.</td>
<td>Refer to the answer to question 16, above.</td>
</tr>
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<td>22 <strong>Billboards</strong>:</td>
<td>Are Exterior Billboards on airport property (either existing, such as the new garage backlit displays at LGA, or to-be-proposed new locations) part of the Exterior Billboard asset category or the Airport asset category?</td>
<td>Refer to the answer to question 16, above.</td>
</tr>
</tbody>
</table>
Billboards: What are the future plans of the Port Authority to replace the Media Mesh display on the exterior of the PABT (timing and specification of the display)?

See Clarification on page 2 of this addendum.

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

Lincoln Tunnel Ventilation Building
491 11th Avenue NY, NY 10018
Specs: Bleed Size: 60'-8"h x 100'-8"w;
Finished/ Visual Size: 60'h x 100'w;
Recommended Safety Size: 59'h x 99'w

Holland Tunnel Emergency Garage
4 Vestry Street NY, NY 10013
Visual Opening: 397” h x 691” w
Finished Banner Size: 407” h x 698” w
Safety:
• Narrow (Vestry): 372” h x 131” w
• Long (Canal): 372” h x 522”

Billboards: In response to addendum 7 that addresses the exterior sign at the PABT, are their guidelines to ventilation that is needed coming from the bus deck should we propose a more solid sign structure for that area?

The requested information may be provided to the Contractor for the Bus Terminals asset category.

General: Will the Port Authority be responsible for power usage costs due to every day display operation?

The Contractor will be responsible for the power usage costs for display operation.

General: There are some discrepancies between pages 111-112 of the RFP and the drawing sheets. In particular:

Yes, both ⬅️ ⬅️ represent a vertical spectacular
- Is from the legend the same as from various drawing sheets?
- Is this a 6’x6’ unit? Most of them are shown in Newark Airport against walls, there also appear to be five units in JFK (page 162).
- Is this a two-sided Prestige Digital Unit? If so, is this a one-sided Prestige Digital Unit? The Attachment F summary lists 38 PDUs in JFK and 28 in EWR, but the drawing sheets show 37 double-sided and 12 single-sided in JFK, and 31 double-sided in EWR.
- Yes, is a 6’x6’ unit. The easiest way to discern whether it is a 6’x6’ unit or not is to check if it is a blue icon.
- represents two PDUs side by side or back to back whereas is one PDU.

28 General: What do the following display symbols represent:

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Description</th>
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<tbody>
<tr>
<td><img src="image1" alt="Symbol" /></td>
<td>Four vertical spectaculars that are all close together.</td>
</tr>
<tr>
<td><img src="image2" alt="Symbol" /></td>
<td>Represents two courtesy phone centers.</td>
</tr>
<tr>
<td><img src="image3" alt="Symbol" /></td>
<td>Represents two transit posters on the interior of the AirTrain and in stations.</td>
</tr>
</tbody>
</table>

29 General: Will any connectivity, player hardware, or software remain from the Prestige Digital Units? Do software licenses reside in the units or remote (in the cloud)?

Connectivity will exist via Wi-Fi. The players will be property of the Port Authority. Any current software will remain the property of the current advertising concessionaire with the Port Authority.

30 General: What is an Airport Amenity Unit (AAU)? – concourse C. This could be an AAU + Courtesy Phone or a single-sided Premier Digital Unit.

An Airport Amenity Unit (AAU) is a free standing static backlit.

31 General: Please explain what the “Display Area/Exhibit/Activation” designation includes? Is this the same as which are designated as “Exhibits” in airports and “Exhibits or Floor Wraps” in other locations.

Yes, this is the same as .

32 General: The summary lists quantity of one Smarte Carte for each of the 3 main airports, but there is no Smarte Carte icon in the drawing sheets. Please clarify.

Due to the movement of this product throughout the airports, these assets are not plotted on maps.
General: The train icon 🛡️ is listed as “Air Train” in the legend but also shows up in the PABT (approx. 132), several PATH stations (approx. 536) and the GW Bridge Bus Station (quantity 10). What type of display does this represent in those sites?

The train icon is used to represent interior transit posters for several PATH stations and the George Washington Bridge Bus Station.

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
Advertising affixed to airport structures are included in the Airport Asset Category. Any new billboard locations will be subject to approval by the Port Authority, which will examine traffic engineering and potential traffic safety impacts, among other considerations.
Advertising affixed to airport structures are included in the Airports Asset Category.

Any new billboard locations will be subject to approval by the Port Authority, which will examine traffic engineering and potential traffic safety impacts, among other considerations.
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