Addendum 2: Request for Proposals to Provide Transit Advertising Services

Below is information provided at the request of a potential proposer:

1. What is the current sell out rate? Not applicable
2. Are there any limitations on the full wraps by bus type? No graphics allowed on the front door or driver’s windows.
3. Are bus benches and shelters available for advertising? No.
4. What is the possibility of future advertising opportunities such as adding shelters? The City of Chattanooga’s sign ordinance prohibits some forms of advertisement.
5. Could you share the advertising revenue figures for the past 5 years:
   a. FY 2020 to date: $158,150
   b. FY 19: $215,591
   c. FY 18: $279,580
   d. FY 17: $331,569
   e. FY 16: $316,581
   f. FY 15: $188,453
6. Are bike rental stations available for advertising revenue? No.

Annie Powell

Annie Powell, Director of Grants, Technology, and Research, 2-13-2020