

AMADOR TRANSIT

REQUEST FOR PROPOSALS

BUS WRAP ADVERTISING SERVICES

RFP No.: 2026-03

Issue Date: 9/18/2026

Proposal Due Date: October 26, 2026 by 4:00 pm

Location: Amador Transit, 11400 American Legion Dr., Jackson, CA 95642

Contact: April Miller, General Manager

Email: april@amadortransit.com

Telephone: 209-267-5079

1. NOTICE OF REQUEST FOR PROPOSALS

Amador Transit (“Transit” or “Agency”) invites qualified firms, advertising agencies, marketing companies, and other qualified entities to submit proposals to provide **bus wrap advertising services** for Amador Transit vehicles.

The selected Proposer will be responsible for soliciting and managing advertising customers, developing advertising concepts and materials, coordinating production and installation, maintaining advertising accounts, and complying with all Amador Transit requirements governing advertising on Agency vehicles.

Amador Transit intends to select the proposal that provides the greatest overall value to the Agency based upon the evaluation criteria contained in this Request for Proposals.

Amador Transit reserves the right to reject any or all proposals, waive minor irregularities, request clarification, negotiate with the highest-ranked proposer, or cancel this solicitation if determined to be in the best interest of the Agency.

2. AGENCY BACKGROUND

Amador Transit is the public transportation provider serving Amador County, California. The Agency provides fixed-route, demand-response, and other transportation services to residents and visitors throughout the County.

Amador Transit operates a fleet of public transit vehicles that may be available for exterior advertising and bus wrap opportunities, subject to the Agency's advertising policies, vehicle condition, operational requirements, and applicable laws.

The purpose of this solicitation is to establish a transparent and competitive process for obtaining professional bus wrap advertising services while generating revenue that can support Amador Transit's transportation programs and operations.

3. PURPOSE OF THE RFP

The purpose of this RFP is to select a qualified contractor to provide comprehensive bus wrap advertising services.

The selected contractor shall provide, at a minimum:

1. Advertising sales and customer development;
2. Solicitation of advertising clients;
3. Development and submission of advertising proposals;
4. Advertising account management;
5. Coordination of artwork and production;
6. Printing and production of advertising materials;
7. Installation and removal of bus wraps and other approved advertising materials;
8. Maintenance and repair of advertising materials;
9. Compliance with Amador Transit's advertising policies;
10. Reporting of advertising sales and revenue;
11. Collection of advertising payments;
12. Payment of the Agency's agreed share of advertising revenue;
13. Maintenance of appropriate insurance;
14. Protection of Amador Transit vehicles from damage; and
15. Other related services necessary to provide a complete bus advertising program.

4. TERM OF AGREEMENT

The initial agreement is anticipated to be for a period of **two (2) years**, beginning on or about December 2026.

Amador Transit may, at its sole discretion and subject to Board approval and satisfactory contractor performance, extend the agreement for up to **two additional one-year terms**.

Any extension shall be documented in writing and shall be subject to the terms of the executed agreement and applicable Agency procurement requirements.

The Agency does not guarantee any minimum number of advertisements, wraps, customers, or revenue during the contract term.

5. VEHICLES AND ADVERTISING INVENTORY

Amador Transit currently operates a fleet consisting of fixed-route and demand-response vehicles.

The number and type of vehicles available for advertising may change during the contract term due to:

- Vehicle replacement;
- Retirement of vehicles;
- Changes in service;
- Vehicle maintenance;
- Vehicle availability;
- Safety considerations;
- Grants or funding requirements; or
- Other operational needs.

The Agency makes no guarantee regarding the number of vehicles that will be available for advertising at any particular time.

Advertising shall not interfere with:

- Vehicle safety;
- Required markings;
- Vehicle identification;
- ADA equipment or accessibility features;
- Windows or required visibility;
- Emergency equipment;
- Lighting;
- Vehicle maintenance;
- Manufacturer requirements; or
- Applicable federal, state, or local requirements.

6. SCOPE OF SERVICES

6.1 Advertising Sales

The Contractor shall actively solicit and develop advertising accounts.

The Contractor shall be responsible for:

- Identifying prospective advertisers;
- Marketing available advertising opportunities;
- Developing advertising packages;
- Negotiating advertising agreements;
- Maintaining advertiser relationships;
- Collecting advertising payments; and
- Providing the Agency with required documentation.

The Contractor shall not represent itself as an employee or agent of Amador Transit.

6.2 Advertising Approval

All proposed advertisements shall be submitted to Amador Transit for review and approval before production or installation.

Amador Transit reserves the right to reject proposed advertising that does not comply with Agency policy, applicable law, contractual requirements, or the Agency's standards for advertising on public transit vehicles.

The Contractor shall not install any advertisement without written approval from Amador Transit.

6.3 Artwork and Production

The Contractor shall coordinate all artwork, production, printing, and related services.

All advertising materials shall:

- Be professionally produced;
- Be suitable for exterior transit use;
- Comply with manufacturer specifications;

- Not damage Agency vehicles;
- Be removable without unreasonable damage to the vehicle; and
- Meet all applicable safety and operational requirements.

The Contractor shall be responsible for correcting defective or improperly installed advertising materials at no additional cost to Amador Transit.

6.4 Installation and Removal

The Contractor shall coordinate installation and removal with Amador Transit staff.

Installation and removal shall occur at times and locations approved by the Agency.

The Contractor shall not interfere with scheduled transit operations.

Any damage caused by installation, removal, or maintenance of advertising materials shall be repaired at the Contractor's expense.

7. REVENUE PROPOSAL

Proposers shall clearly identify the financial arrangement proposed for Amador Transit.

The Agency strongly prefers a proposal that provides a clear and predictable financial benefit to Amador Transit.

Proposers shall provide:

1. Proposed percentage of gross advertising revenue payable to Amador Transit;
2. Proposed minimum annual payment, if any;
3. Proposed minimum monthly payment, if any;
4. Any proposed administrative or management fees;
5. Any costs to be deducted from gross advertising revenue before calculation of the Agency's share;
6. Proposed payment schedule;
7. Proposed treatment of unpaid advertising accounts;
8. Any other financial terms; and
9. A two-year projected revenue statement.

All proposed fees, deductions, commissions, and expenses must be clearly disclosed.

No undisclosed fees or deductions will be permitted.

8. FINANCIAL REPORTING

The Contractor shall provide Amador Transit with a detailed monthly report identifying:

- Advertiser name;
- Advertising contract dates;
- Vehicle(s) assigned;
- Advertising product purchased;
- Gross amount billed;
- Amount collected;
- Applicable deductions;
- Contractor compensation;
- Amador Transit's share;
- Outstanding balances; and
- Amount remitted to Amador Transit.

Amador Transit reserves the right to audit the Contractor's records relating to advertising sales and revenue.

The Contractor shall retain records supporting advertising transactions for the duration of the agreement and for the period required by applicable law and Agency policy.

9. BOARD APPROVAL

The recommended award resulting from this RFP shall be presented to the Amador Transit Board of Directors for consideration and approval, as required by Agency policy.

Issuance of this RFP does not create a contract or obligation for Amador Transit to enter into an agreement.

The General Manager is authorized to administer the solicitation process consistent with Agency policy; however, no contract shall become effective until all required Agency approvals have been obtained.

10. PROPOSER QUALIFICATIONS

Proposers must demonstrate the experience, qualifications, personnel, and resources necessary to successfully perform the services.

At a minimum, proposals shall include:

A. Company Information

- Legal name;
- Business address;
- Telephone number;
- Email address;
- Primary contact;
- Year established;
- Type of business organization; and
- California business license or registration information, as applicable.

B. Experience

Provide a description of relevant experience providing:

- Transit advertising;
- Bus wrap advertising;
- Outdoor advertising;
- Advertising sales;
- Vehicle advertising; or
- Similar services.

Include at least **three references** for comparable work.

C. Staffing

Identify the personnel who will be responsible for the account and describe their relevant experience.

D. Financial Capacity

Provide sufficient information demonstrating the Proposer's ability to perform the required services.

11. PROPOSAL REQUIREMENTS

Proposals shall include the following:

1. Cover letter;
2. Company information;
3. Qualifications and experience;
4. Proposed project team;
5. Similar projects and references;
6. Proposed approach and methodology;
7. Advertising sales strategy;
8. Proposed revenue-sharing structure;
9. Projected annual revenue to Amador Transit;
10. Proposed minimum payment, if applicable;
11. Insurance information;
12. Conflict-of-interest disclosure;
13. Litigation disclosure;
14. Three references;
15. Required certifications;
16. Exceptions to the RFP;
17. Sample advertising agreement;
18. Sample monthly revenue report; and
19. Signed proposal certification.

12. EVALUATION CRITERIA

Proposals will be evaluated using the following criteria:

Evaluation Criteria	Points
Experience and qualifications	25
Proposed approach and marketing/sales plan	15
Financial benefit to Amador Transit	25

Staffing and ability to perform services	10
References and past performance	15
Completeness and quality of proposal	10
Total	100

Amador Transit reserves the right to conduct interviews, request clarification, and negotiate with the highest-ranked Proposer.

13. PROCUREMENT PROCESS

The anticipated procurement schedule is:

Activity	Date
RFP approved by Board	9/3/2026
RFP issued	9/18/2026
Questions due	10/02/2026
Proposals due	10/26/2026
Recommendation to Board	11/5/2026
Anticipated contract commencement	01/01/2027

Amador Transit reserves the right to modify this schedule.

14. QUESTIONS AND CLARIFICATIONS

All questions concerning this RFP must be submitted in writing to:

April Miller, General Manager

Amador Transit

11400 American Legion Dr., Jackson, CA 95642

april@amadortransit.com

209-267-5079

Questions received after the deadline may not receive a response.

To ensure fairness, Proposers shall not contact individual Board members or Amador Transit employees regarding this solicitation outside the designated procurement contact.

Any material clarification or amendment to this RFP will be provided to all known Proposers.

15. PUBLIC NOTICE AND AVAILABILITY

The RFP will be publicly advertised and made available to interested Proposers in accordance with Amador Transit's Procurement Policy and applicable requirements.

The Agency will make reasonable efforts to provide equal access to information concerning the solicitation.

No Proposer will receive information that is not made available to all Proposers when the information could provide a competitive advantage.

16. CONFLICT OF INTEREST

Proposers shall disclose any actual, potential, or perceived conflict of interest involving Amador Transit, its Board members, employees, or representatives.

The selected Contractor shall comply with all applicable conflict-of-interest requirements.

17. NONDISCRIMINATION

The Contractor shall not discriminate against any person or entity in connection with the performance of the contract on the basis prohibited by applicable federal, state, or local law.

18. INSURANCE

Prior to execution of the agreement, the selected Contractor shall provide evidence of insurance acceptable to Amador Transit.

Required insurance shall include, as applicable:

- Commercial General Liability;
- Automobile Liability;
- Workers' Compensation;
- Employer's Liability; and
- Any other coverage required by the Agency.

Amador Transit shall be named as an additional insured where required by the agreement.

19. INDEMNIFICATION

The selected Contractor shall indemnify, defend, and hold harmless Amador Transit, its Board of Directors, officers, employees, and agents from claims, damages, losses, liabilities, and expenses arising from the Contractor's negligent acts, omissions, or performance of the contracted services, to the extent provided in the final agreement.

20. COMPLIANCE WITH LAWS AND POLICIES

The Contractor shall comply with all applicable federal, state, and local laws, regulations, ordinances, and Agency policies.

The Contractor shall also comply with all applicable Amador Transit policies concerning advertising content, vehicle use, safety, accessibility, and public transportation operations.

21. RECORDS AND AUDIT

The Contractor shall maintain complete and accurate records relating to all advertising sales, contracts, invoices, collections, expenses, and payments associated with the services.

Amador Transit shall have the right to inspect and audit records reasonably necessary to verify the Contractor's compliance with the agreement and the accuracy of revenue reporting.

22. OWNERSHIP OF AGENCY PROPERTY

All Amador Transit vehicles and equipment remain the property of Amador Transit.

The Contractor shall exercise reasonable care to prevent damage to Agency property.

The Contractor shall be responsible for damage caused by its employees, subcontractors, or agents, subject to the terms of the final agreement.

23. SUBCONTRACTORS

The Contractor shall identify all proposed subcontractors in its proposal.

No subcontractor may perform material portions of the services without prior written approval from Amador Transit.

The Contractor remains responsible for the performance of all subcontractors.

24. TERMINATION

The final agreement shall include provisions allowing Amador Transit to terminate the agreement for cause and, where appropriate, for convenience, subject to the terms and notice requirements established in the agreement.

25. RESERVATION OF RIGHTS

Amador Transit reserves the right to:

- Reject any or all proposals;
- Cancel the RFP;
- Reissue the RFP;
- Request additional information;
- Request clarification;
- Conduct interviews;
- Negotiate with one or more Proposers;
- Modify the solicitation;
- Waive minor irregularities;
- Disqualify a proposal that does not comply with the RFP; and
- Select the proposal determined to be in the best interest of Amador Transit.

The issuance of this RFP does not obligate Amador Transit to award a contract.

26. PROPOSAL COSTS

All costs incurred in preparing or submitting a proposal are the sole responsibility of the Proposer.

Amador Transit shall not be responsible for any costs incurred by a Proposer in connection with this solicitation.

27. PROPOSAL VALIDITY

Proposals shall remain valid for a minimum of **ninety (90) days** following the proposal due date unless otherwise specified in the proposal.

28. REQUIRED PROPOSAL CERTIFICATION

The undersigned certifies that:

1. The information contained in this proposal is true and accurate;
2. The Proposer has reviewed and understands the requirements of this RFP;
3. The Proposer agrees to comply with the requirements of the RFP;
4. The Proposer has disclosed all known conflicts of interest;

5. The Proposer has not improperly contacted or attempted to influence an Amador Transit Board member or employee concerning this procurement;
6. The Proposer understands that the proposal may be subject to applicable public-records requirements;
7. The Proposer agrees that all costs associated with preparation of the proposal are the responsibility of the Proposer; and
8. The individual signing below is authorized to bind the Proposer.

PROPOSER:

Legal Name: _____

Address: _____

City/State/Zip: _____

Authorized Representative: _____

Title: _____

Signature: _____

Date: _____

Telephone: _____

Email: _____

ATTACHMENT A

PROPOSAL PRICING FORM

Proposers shall complete the following:

Proposed Revenue Share

Percentage of Gross Advertising Revenue Paid to Amador Transit:

_____ %

Minimum Annual Payment

\$_____ per year

Minimum Monthly Payment

\$_____ per month

Contractor Commission/Compensation

_____ %

Other Fees or Deductions

Two-Year Revenue Projection

Fiscal Year Projected Gross Revenue Amador Transit Share

Year 1 \$ \$

Year 2 \$ \$

Total \$ \$

Proposers shall explain all assumptions used to develop the revenue projections.

ATTACHMENT B

REQUIRED REFERENCES

Reference 1

Agency/Company: _____

Contact: _____

Telephone: _____

Email: _____

Services Provided: _____

Contract Dates: _____

Reference 2

Agency/Company: _____

Contact: _____

Telephone: _____

Email: _____

Services Provided: _____

Contract Dates: _____

Reference 3

Agency/Company: _____

Contact: _____

Telephone: _____

Email: _____

Services Provided: _____

Contract Dates: _____

ATTACHMENT C

EXCEPTIONS TO RFP

The Proposer shall identify any exceptions to the requirements of this RFP.

Failure to identify an exception may result in the Proposer being required to comply with the requirement as written.

RFP Section Proposed Exception Explanation

ATTACHMENT D

CONFLICT OF INTEREST DISCLOSURE

The Proposer shall disclose any actual, potential, or perceived conflict of interest involving the Proposer, its owners, employees, agents, subcontractors, or representatives and Amador Transit, its Board members, officers, or employees.

Disclosure:

If none, check here: ☐ NONE

Authorized Representative: _____

Signature: _____

Date: _____