

PUBLIC NOTICE
 REQUEST FOR PROPOSAL
 FOR
 ADVERTISING SALES ASSISTANCE

The Southeastern Regional Transit Authority (SRTA) is requesting proposals for Advertising Sales Assistance for SRTA vehicles and real property.

The SRTA is responsible for public transit services in ten (10) communities within the Southeastern Massachusetts region, and is funded with Federal, State and local subsidies, as well as fare box revenue. The SRTA was created pursuant to Massachusetts General Laws, Chapter 161B. In accordance with MGL Chapter 161B, SRTA has contracted transit operations to Transdev/South Coast Transit Management (SCTM). The advertising contractor will work under the direction of the Administrator of the SRTA. The SRTA is a political subdivision of the Commonwealth of Massachusetts operating under MGL Chapter 161B.

The RFP may be obtained by contacting the SRTA via email at procurement@srtabus.com. RFP due date is April 12, 2024, at 2:00PM ET.

The table below lists the dates for key milestones of the procurement process. Some of the dates shown are tentative and subject to change. Any changes to this defined schedule will be released via addendum. Please note that "COB" identifies Close of Business, which is defined as 4:00PM ET for this procurement.

Milestone	Date	Time
RFP Release	Friday, March 15, 2024	COB
Questions and Clarifications Submitted	Wednesday, March 27, 2024	2:00PM ET
Questions and Clarifications Responses	Wednesday, April 3, 2024	COB
RFP Submission Due	Friday, April 12, 2024	2:00 PM ET
Interviews (if needed)	TBD	TBD
Notice to Proceed (Award Date)	Friday, May 17, 2024	COB