

Release Date: October 13, 2023

**Public Notice
of
Request for Proposals (RFP)
for
Advertising Services of YARTS Buses**

Notice is hereby given that the Yosemite Area Regional Transportation System (YARTS) has released project number RFP20231013YARTS – Advertising Services of YARTS Buses. YARTS is seeking proposals from a qualified consultant to help implement and manage a successful advertising program with high-quality content to generate revenue.

The RFP can be found at <http://yarts.com/yarts-business-opportunities/> or at <http://www.mcagov.org/bids.aspx>.

For inquiries, contact Alexandra Arroyo, Procurement Specialist, via email at alexandra.arroyo@mcagov.org.

The deadline to ask questions is 12:00 p.m., PDT, October 27, 2023, via email to Alexandra Arroyo, Procurement Specialist, at alexandra.arroyo@mcagov.org. Proposals are due electronically by 12:00 p.m., PDT, on November 13, 2023, and shall also be emailed to Alexandra Arroyo, Procurement Specialist, at alexandra.arroyo@mcagov.org.

Proposers are responsible for making certain their proposal documentation is complete and is received by YARTS on or before the closing deadline. YARTS is not liable for any costs incurred by proposers in responding to the RFP. YARTS reserves the right to accept or reject any and all proposals or to cancel this solicitation at its discretion. Requests for changes or clarifications must be submitted in writing by the deadline indicated in the RFP. Any alterations to the RFP will be made by written addenda only.

In accordance with the Civil Rights Act of 1964, Proposers are hereby notified that Disadvantaged Business Enterprises (DBE) are encouraged to submit proposals and will be afforded full opportunity to submit and participate in this solicitation. The DBE contract goal for this procurement is 0.2%.

Communications from proposers shall be submitted in writing (email) to Alexandra Arroyo, Procurement Specialist, for this procurement. Except as set forth herein, there shall be no other communication with any other MCAG employees or consultants with respect to the proposal documents or project.