

Request for Proposal (RFP) Addendum

RFP: #26-01 Exterior Bus Advertising Services

Purpose of Addendum: Response to Public Records Act Request

Addendum Number: #2

Addendum Date: April 21, 2026

Point of Contact: Haley Ausserer-Zelaya, haussererzelaya@yctd.org

Dear RFP Prospective Proposers: This addendum is an integral part of the RFP package under consideration by you as a respondent in connection with the subject matter herein identified. This Addendum includes one item:

1. Response to Public Records Act Request

Response to Public Records Act Request

YoloTD received the following Public Records Act request:

“Pursuant to the California Public Records Act § 6250 et seq, please accept this correspondence as a formal request to obtain electronic copies in connection with Transit Advertising Services for the below- referenced information that are in your custody or in the custody of officers, employees, or agents of Yolo Transportation District:

1. Copies of any and all contracts between (i) Aldrete Communications, LLC, and/or any of its affiliates and related parties (including, but not limited to, parent companies, direct and indirect subsidiaries, entities under common control, and entities that it controls) (collectively, “Aldrete Communications”) and (ii) Yolo Transportation District. Each such contract is referred to herein as a “Contract”;
2. Copies of any and all amendments, change orders, or other modifications made or proposed to each Contract, and all documentation relating to any such actual or proposed amendments, change orders, or other modifications;
3. Copies of all records relating to the parties’ performance of any financial and reporting obligations under each Contract including, but not limited to, records reflecting:

(i) amounts paid by Aldrete Communications pursuant to the Contract; (ii) pending sales; (iii) confirmed sales; (iv) projected future sales; and (v) all other sales projection reports, including advertising revenue sales by month, advertiser and product.

The timeframe for this request is January 2020 to present. If you contend that an exemption applies to any record described in this request, please identify the specific exemption that applies for each such record and produce the record with the exempt portion of the record deleted or excised.”

Please see the following pages for the response to this PRA request, which we are making available to all prospective proposers.

AGREEMENT FOR BUS EXTERIOR ADVERTISING SERVICES

Agreement No. 2017- 16

THIS AGREEMENT is made as of the 31ST day of October, 2017, by and between Yolo County Transportation District (“YCTD”, a transportation district in the State of California, consistent with Part 6, commencing with Section 60000, Division 10 of the California Public Utilities Code), and Aldrete Communications, LLC (Limited Liability Corporation), (“CONTRACTOR”, a general partnership conducting business in the State of California).

WHEREAS, YCTD desires to obtain professional services in connection with Bus Advertising Services and has issued a Request for Proposals dated August 25, 2017, a copy of which is attached and incorporated as Exhibit A; and

WHEREAS, the CONTRACTOR desires to furnish such services and submitted a written Best and Final Offer dated September 23, 2017, a copy of which is attached and incorporated herein as Exhibit B, including a list of prime and subcontractors.

NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:

1. RENDITION OF SERVICES

The CONTRACTOR agrees to provide professional services to YCTD in accordance with the terms and conditions of this Agreement.

2. SCOPE OF WORK

The scope of the CONTRACTOR’s work shall consist of the services set forth in Attachment A-1 to Exhibit A, as supplemented by Exhibit B (Best and Final Offer), except when inconsistent with Exhibit A, in which case Attachment A-1 shall prevail, unless otherwise approved in writing by YCTD’s Executive Director, or his/her designee.

3. TERM

CONTRACTOR shall perform the services under this Agreement for a three-year commencing on November 1, 2017, unless the Agreement is terminated sooner pursuant to Section 20. YCTD shall have two one-year options. In the event that YCTD desires to exercise its option(s) to extend the agreement, it will provide at least sixty (60) days’ notice to the Contractor prior to the end of the expiration of the base or option term.

4. OWNERSHIP OF WORK

All reports, designs, drawings, plans, specifications, analyses, charts, tables, schedules and all other materials prepared, or in the process of being prepared, for the services to be performed by CONTRACTOR shall be and are the property of YCTD. YCTD shall be entitled to access and to copies of these materials during the progress of the work. Any such materials remaining in the hands of the CONTRACTOR or in the hands of any subcontractor upon completion or termination of the work shall be immediately delivered to YCTD. If any materials are lost, damaged or destroyed before final delivery to YCTD, the CONTRACTOR shall replace them at its own expense and the CONTRACTOR assumes all risks of loss, damage or destruction of or to such materials. The CONTRACTOR may retain a copy of all material produced under this Agreement for its use in its general business activities. Notwithstanding the foregoing, YCTD is not claiming an ownership interest in the pre-owned intellectual property rights of third party advertisers.

5. CONFIDENTIALITY

Any YCTD materials to which the CONTRACTOR has access or materials prepared by the CONTRACTOR during the course of this Agreement ("confidential information") shall be held in confidence by the CONTRACTOR, who shall exercise all reasonable precautions to prevent the disclosure of confidential information to anyone except the officers, employees and agents of the CONTRACTOR as necessary to accomplish the rendition of services set forth in Section 2 of this Agreement.

CONTRACTOR shall not release any reports, information or promotional materials prepared in connection with this Agreement, whether deemed confidential or not, to any third party without the approval of YCTD's Executive Director, or his/her designee.

6. KEY PERSONNEL

It is understood and agreed by the parties that at all times during the term of this Agreement that **Lori Aldrete** shall serve as the primary staff person of CONTRACTOR to undertake, render and oversee all of the services under this Agreement.

7. USE OF SUBCONTRACTORS

CONTRACTOR shall not subcontract any services to be performed by it under this Agreement without the prior written approval of YCTD's Executive Director or his/her designee, except for service firms engaged in drawing, reproduction, typing, and printing. CONTRACTOR shall be solely responsible for reimbursing any subcontractors and YCTD shall have no obligation to them. CONTRACTOR has approval from YCTD's Executive Director to use the following subcontractors in the performance of the listed tasks:

CONTRACTING COMPANY NAME(S) PERFORMED

PROPOSED WORK TO BE

Helen Foraker
Services

Client Sales and Management

Custom Vinyl Applications

Vehicle Wraps

8. CHANGES

YCTD may, at any time, by written order, make changes within the scope of work and services described in this Agreement. If such changes cause an increase in the budgeted cost of or the time required for performance of the agreed upon work, an equitable adjustment as mutually agreed shall be made in the limit on compensation as set forth in Section 12 and as discussed in Exhibit A.

In the event that CONTRACTOR encounters any unanticipated conditions or contingencies that may affect the scope of work or services, schedule, or the amount of compensation specified herein, CONTRACTOR shall so advise YCTD immediately upon notice of such condition or contingency. The written notice shall explain the circumstances giving rise to the unforeseen condition or contingency and shall set forth the proposed adjustment in schedule or compensation. This notice shall be given to YCTD prior to the time that CONTRACTOR performs work or services related to any proposed adjustment. The changes shall be subject to written approval by YCTD's Executive Director, or his/her designee, who has the authority to approve or deny the change in his/her sole discretion. If a change is approved, the Executive Director, or his/her designee shall express the decision in a written supplement to this Agreement prior to implementation of such changes.

9. RESPONSIBILITY; INDEMNIFICATION

CONTRACTOR represents and warrants that it has the rights to use any content or materials (including, without limitation, text, logos, names, marks, photos, drawings, images, and likenesses) that it incorporates in its advertising materials under this Agreement. To the extent allowed by law, CONTRACTOR agrees to indemnify, defend, and hold harmless YCTD and its directors, officers, attorneys, employees and agents from any and all third party suits, claims or actions arising out of any liability or injury to persons or property that may occur, or that may be alleged to have occurred, arising from the performance of this Agreement by the CONTRACTOR or its employees, subcontractors or agents, including without limitation, actions based on false advertising, copyright, trademark, defamation, right to privacy, and right to publicity, based upon the nature or content of any advertising material provided under this Agreement. CONTRACTOR shall, at its own expense, defend any and all such actions and shall, at its own expense, pay all charges of attorneys and all costs and other expenses arising therefrom or incurred in connection therewith, and if any judgment shall be rendered against YCTD in any such action, CONTRACTOR shall, at its own expense, satisfy and discharge the same. This indemnification shall survive termination or expiration of the Agreement.

10. INSURANCE

A. Types of Insurance

1. Workers' Compensation

If CONTRACTOR employs any person to perform work in connection with this Agreement, CONTRACTOR shall procure and maintain at all times during the performance of such work Workers' Compensation Insurance in conformance with the laws of the State of California and Federal laws where applicable. Employers' Liability Insurance shall not be less than One Million Dollars (\$1,000,000) per accident or occurrence. Prior to commencement of work under this Agreement by any such employee, CONTRACTOR shall deliver to YCTD a Certificate of Insurance that shall stipulate that 30 days' advance written notice of cancellation, non-renewal or reduction in limits shall be given to YCTD.

The policy shall contain a waiver of subrogation in favor of the YCTD and its officers, directors, employees, volunteers, and agents, while acting in such capacity, and their successors and assignees, as they now or as they may hereafter be constituted, singly, jointly, or severally.

2. Commercial General and Automobile Liability Insurance

a. Commercial General Liability Insurance

CONTRACTOR shall, at its own cost and expense, also procure and maintain Commercial General Liability insurance providing bodily injury and property damage coverage with a combined single limit of at least One Million Dollars (\$1,000,000) each occurrence or claim and a general aggregate limit of at least One Million Dollars (\$1,000,000). This insurance shall include but not be limited to premises and operations; contractual liability covering the indemnity provisions contained in this Agreement; personal injury; products and completed operations, advertising injury liability, and broad form property damage.

b. Automobile Liability

CONTRACTOR shall, at its own cost and expense, procure and maintain Automobile Liability insurance providing bodily injury and property

damage with a combined single limit of at least One Million Dollars (\$1,000,000) per occurrence for all owned, non-owned and hired automobiles.

c. Proof of Insurance

Prior to commencing work or entering onto the property, CONTRACTOR shall file proof of Insurance with YCTD. CONTRACTOR's insurance shall be Primary Insurance and CONTRACTOR shall be liable for the full amount of any loss or claim which CONTRACTOR is liable for under this Section, up to and including the total limit of liability, without right of contribution from any other insurance effected or which may be effected by YCTD. CONTRACTOR shall provide written notice to YCTD of any material alteration, reduction in aggregate limits, if such limits apply, and/or cancellation with at least thirty (30) days' notice of such changes and/or cancellation.

3. Professional Liability Insurance

CONTRACTOR shall maintain Professional Liability Insurance covering CONTRACTOR's performance under this Agreement with a limit of liability of One Million Dollars (\$1,000,000) for any one claim. This insurance shall be applicable to claims arising from the work performed under this Agreement. Prior to commencing work under this Agreement, CONTRACTOR shall furnish to YCTD proof of insurance, or certified copy of the insurance policy if requested, indicating compliance with the requirements of this Paragraph. CONTRACTOR shall provide written notice to YCTD of any material alteration or cancellation with at least thirty (30) days' notice of such changes and/or cancellation.

B. General Conditions

1. Acceptable Insurance

All policies will be issued by insurers acceptable to YCTD. This insurance shall be issued by an insurance company or companies authorized to do business in the State of California with minimum "Best's" rating of B+ and with minimum policyholder surplus of \$25,000,000. All policies shall be issued in a form satisfactory to the Executive Director, or his/her designee of YCTD and shall be issued specifically as primary insurance.

2. Claims-Made Insurance

If any insurance specified above shall be provided on a claims-made basis, then in addition to coverage requirements above, such policy shall provide that:

- a. Policy retroactive date coincides with or precedes the CONTRACTOR's start of work (including subsequent policies purchased as renewals or replacements).
- b. CONTRACTOR will make every effort to maintain similar insurance for at least three years following project completion, including the requirement of adding all additional insureds.
- c. If insurance is terminated for any reason, CONTRACTOR agrees to purchase an extended reporting provision of at least two years to report claims arising from work performed in connection with this Agreement.

- d. Policy allows for reporting of circumstances or incidents that might give rise to future claims.
- 3. Failure to Procure or Maintain Insurance
The failure to procure or maintain required insurance and/or an adequately funded self-insurance program will constitute a material breach of this Agreement.
- 4. Terms of Policies
All insurance specified above shall remain in force until all work to be performed is satisfactorily completed. If the insurance is provided on a claims-made basis, it shall remain in force in accordance with Section 10.B.2 above.
- 5. Evidence of Insurance
YCTD reserves the right to request a certified duplicate original of all policies required under this Section.

11.COMPENSATION TO YCTD

CONTRACTOR shall compensate YCTD in accordance with the compensation structure set forth below and in Exhibit B (Best and Final Offer). YCTD has approved the compensation option that includes:

Option A-1	<p>Ads placed below side windows and at rear of buses</p> <p><u>No</u> monthly or annual guarantees</p> <p style="text-align: center;">YCTD Share of Gross <u>Collected Revenue*</u></p> <table> <tr><td>Year 1</td><td>40%</td></tr> <tr><td>Year 2</td><td>40%</td></tr> <tr><td>Year 3</td><td>40%</td></tr> <tr><td>Option Year 4</td><td>45%</td></tr> <tr><td>Option Year 5</td><td>45%</td></tr> </table> <p>*Excludes revenue collected for ad artwork, production and installation</p>	Year 1	40%	Year 2	40%	Year 3	40%	Option Year 4	45%	Option Year 5	45%
Year 1	40%										
Year 2	40%										
Year 3	40%										
Option Year 4	45%										
Option Year 5	45%										

Option B	<p>Allows perforated window coverage or full-wrap coverage</p> <p><u>No</u> monthly or annual guarantees</p> <p style="text-align: center;">YCTD Share of Gross <u>Collected Revenue*</u></p> <table> <tr><td>Year 1</td><td>40%</td></tr> <tr><td>Year 2</td><td>40%</td></tr> <tr><td>Year 3</td><td>40%</td></tr> <tr><td>Option Year 4</td><td>45%</td></tr> <tr><td>Option Year 5</td><td>45%</td></tr> </table> <p>*Excludes revenue collected for ad artwork, production and installation</p>	Year 1	40%	Year 2	40%	Year 3	40%	Option Year 4	45%	Option Year 5	45%
Year 1	40%										
Year 2	40%										
Year 3	40%										
Option Year 4	45%										
Option Year 5	45%										

12.MANNER OF PAYMENT

CONTRACTOR shall submit payments to YCTD on a monthly basis on or before the 20th of the month for gross revenues that have been collected during the preceding month. Payments shall be based on the compensation structure set for in Exhibits A and C. The first payment shall be due to YCTD no later than January 1, 2018.

Said monthly payments shall be accompanied by a schedule which shows the advertisements that were displayed and the gross revenue earned for the advertisement.

For payments received after the 20th of the month for gross revenues that have been billed and collected during the preceding month, CONTRACTOR shall be charged and shall pay a 5% charge on the amount outstanding. In the event payment is overdue by more than 60 days, CONTRACTOR shall be charged and shall pay 1% per month interest on the amount outstanding, commencing from the date the payment was originally due.

13.REVENUE PROCEEDS

Failure to pay YCTD the amounts based on percentage of sales (excluding ad production and installation expenses) agreed upon in a timely manner may result in YCTD unilaterally terminating this Agreement for cause, pursuant to Section 20 of this Agreement.

14.NON DISCRIMINATION

CONTRACTOR (and any subcontractors) shall not discriminate on the basis of race, color, national origin or sex in the performance of this contract. CONTRACTOR (and any subcontractors) shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of DOT-assisted contracts. Failure by CONTRACTOR (and any subcontractors) to carry out these requirements is a material breach of this Agreement, which may result in the termination of this Agreement or such other remedy as YCTD deems appropriate.

15.EQUAL EMPLOYMENT OPPORTUNITY

In connection with the performance of this Agreement, CONTRACTOR shall not discriminate against any employee or applicant for employment, because of race, religion, color, sex, disability or national origin. CONTRACTOR shall take affirmative actions to ensure that applicants are employed, and that employees are treated during their employment, without regard to their race, religion, color, sex, disability or national origin. Such actions shall include, but not be limited to, the following: employment, upgrading, demotion or transfer recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation; and selection for training, including apprenticeship. CONTRACTOR further agrees to insert a similar provision in all subcontracts, except subcontracts for standard commercial supplies or raw materials.

16.CONTRACTOR'S STATUS

Neither the CONTRACTOR nor any party contracting with the CONTRACTOR shall be deemed to be an agent or employee of YCTD. The CONTRACTOR is and shall be an independent contractor, and the legal relationship of any person performing services for the CONTRACTOR shall be one solely between that person and the CONTRACTOR.

17.ASSIGNMENT

CONTRACTOR shall not assign any of its rights nor transfer any of its obligations under this Agreement without the prior written consent of YCTD.

18. YCTD WARRANTIES

YCTD makes no warranties, representations or agreements, either express or implied, beyond such as are explicitly stated in this Agreement.

19. YCTD REPRESENTATIVE

Except when approval or other action is required to be given or taken by the YCTD Board of Directors, the Executive Director, or such person or persons as he/she shall designate in writing from time to time, shall represent and act for YCTD.

20. TERMINATION

A. For Cause

In addition to any other termination rights contained in this Agreement, YCTD shall have the right, upon written notice to CONTRACTOR, to terminate this Agreement any time after the occurrence of any one or more of the following events:

1. CONTRACTOR fails to pay YCTD the monthly fee as required by Sections **11 and 12** of the Agreement, when such nonpayment continues for a ten (10) day period after YCTD sends a written notice of such nonpayment to the CONTRACTOR.
2. CONTRACTOR fails to comply with any covenant or condition of this Agreement, and fails to correct such default within ten (10) days after YCTD sends a written notice of default to the CONTRACTOR.
3. CONTRACTOR becomes insolvent or enters any bankruptcy or insolvency proceedings during the term of this Agreement, all monies accruing to YCTD under the terms of the Agreement for the entire unexpired term of this Agreement shall be accelerated and become immediately due and owing YCTD from CONTRACTOR.
4. CONTRACTOR abandons or discontinues operations hereunder.
5. CONTRACTOR becomes permanently deprived of the rights, powers and privileges necessary for the proper conduct and operations of the bus advertising program specified in this Agreement.
6. CONTRACTOR fails to pay to YCTD revenues that meet or exceed levels for two or more consecutive quarters. CONTRACTOR and YCTD Executive Director, or his/her designee, shall negotiate and mutually agree in writing the required minimum sales revenue levels prior to each quarter of this Agreement.

B. For Convenience

YCTD shall have the right to terminate this Agreement at any time and for any reason by giving thirty (30) days written notice to the CONTRACTOR.

C. After Termination for Cause or Convenience

Upon receipt of a termination notice, the CONTRACTOR shall not commit itself to any additional, new or extended advertising accounts and if YCTD does not elect to take over the advertising accounts as described below, CONTRACTOR shall terminate its advertising contracts for displays on YCTD buses.

CONTRACTOR shall pay YCTD a pro rata share of any fees or payments up to the effective date of termination.

Upon termination the CONTRACTOR shall restore YCTD's buses to their condition prior to the installation of any advertising material, ordinary wear and tear excepted. CONTRACTOR will restore the buses to their original condition within **thirty (30) calendar days** of the issuance of the termination notice or as otherwise specified in the termination notice. If CONTRACTOR fails to restore YCTD buses to their condition prior to the installation of any advertising material within the required timeframe, YCTD may, without notice to the CONTRACTOR, restore the buses. The CONTRACTOR shall be liable for YCTD's costs of removal of all advertising material and restoration of the buses to their original condition. YCTD shall have no duty to mitigate the CONTRACTOR's costs or damages.

In the alternative, YCTD may elect, and so advise the CONTRACTOR in the notice of termination of the Agreement, that YCTD will take over and maintain the advertising accounts in effect under this Agreement. In such a case the CONTRACTOR will provide, on or before termination date, copies of all advertising contracts in effect at the time of termination and for the preceding twelve (12) month period and agrees to assign same to YCTD. YCTD shall have the right to reject or accept, and turn over to CONTRACTOR's successor if any, the assignment of any contract CONTRACTOR may have with various advertisers for advertising on YCTD vehicles.

If YCTD terminates the contract for convenience, the CONTRACTOR shall be entitled to the CONTRACTOR percentage share of the gross advertising revenues generated from contracts so assigned by CONTRACTOR for a period of up to six (6) months. If YCTD terminates the contract for cause, the CONTRACTOR shall not be entitled to any of the revenues generated from any assigned contracts.

CONTRACTOR further agrees to cooperate fully with YCTD in the orderly transfer of business to CONTRACTOR's successor.

YCTD shall not in any manner be liable for the CONTRACTOR's actual or projected lost profits had the CONTRACTOR completed the services required by this Agreement.

21. WAIVER

The waiver by any party of a breach of this Agreement shall not constitute a continuing waiver or a waiver of any subsequent breach, either of the same or different provisions of this Agreement.

22. NOTICES

All communications relating to the day-to-day activities of the project shall be exchanged between YCTD's Executive Director, or his/her designee or designee and the CONTRACTOR's representative.

All other notices and communications regarding interpretation of the terms of this contract and changes thereto shall be given to the other party in writing and may be given by personal delivery to a representative of the parties or by mailing the same postage prepaid, addressed as follows:

If to YCTD:

**Yolo County Transportation District
Attn: Executive Director, or his/her designee
350 Industrial Way
Woodland, CA 95776**

If to the CONTRACTOR:

**Lori Aldrete
Aldrete Communications, LLC**



The address to which mailings may be made may be changed from time to time by notice mailed as described above. Any notice given by mail shall be deemed given on the day after that on which it is deposited in the United States Mail as provided above.

23. ATTORNEYS' FEES

If any legal proceeding should be instituted by either of the parties to enforce the terms of this Agreement or to determine the rights of the parties under this Agreement, the prevailing party in said proceeding shall recover, in addition to all court costs, reasonable attorneys' fees.

24. APPLICABLE LAW

This Agreement, its interpretation and all work performed under it shall be governed by the laws of the State of California.

25. BINDING ON SUCCESSORS

All of the terms, provisions and conditions of this Agreement shall be binding upon and inure to the benefit of the parties and their respective successors, assigns and legal representatives.

26. EXHIBITS

The following Exhibits are attached hereto and included in this Agreement:

- Exhibit A:** Request for Proposals and Bus Exterior Advertising Guidelines, including First Addendum Dated September 13, 2017
- Attachment A-1 to Exhibit A:** Scope of Services
- Attachment A-2 to Exhibit A:** Adopted YCTD Advertising Guidelines for Bus Exterior Advertisements
- Exhibit B:** Contractor's Interview Answers and Best and Final Offer Dated September 23, 2017
- Exhibit C:** Contractor's Proposal Dated September 22, 2017
- Exhibit D:** Other Federal Clauses

IN WITNESS WHEREOF, the parties hereto have executed this Agreement by their duly authorized officers as of the day and year first above written.

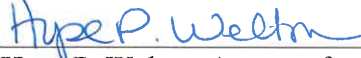
**YCTD:
YOLO COUNTY TRANSPORTATION
DISTRICT**

**CONTRACTOR:
ALDRETE COMMUNICATIONS, LLC**

By: 
Terry V. Bassett, Executive Director

By: 
Lori Aldrete, President

APPROVED AS TO FORM:

By: 
Hope P. Welton, Attorney for YCTD

Aldrete Communications

December 2024

Report

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U					
1	GROSS MONTHLY COLLECTED REVENUE			YCTD REPORT				PREPARED BY ALDRETE COMMUNICATIONS LLC												2024						
2																										
3		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL	NUMBER OF ADS											
4																										
5	First Northern Bank	637.5	637.5	637.5	637.5	LATE	LATE	1912.5	\$637.50	637.5	637.5	637.5	638	7650	2	Contract ongoing										
6	Yolo Children's Alliance	LATE	8,760.00	X	X	X	X	X	X	X	X	X	X	8,760.00	3	NEW Contract 2024										
7	California IVF	1,400	1,400	1,400	1,400	1,400	1,400.00	\$1,400	1,400.00	1,400.00	1,400	1,400	1,400	16,800	5	Monthly Contract -- on-gong										
8	Cache Creek															New ad agency decided against bus ads at this time										
9	El Patio	BONUS	1,540.00	1,540.00	1,540.00	1,540.00	1,540.00	1,540	1,540.00	1,540.00	1,540	1,540	1,540	16940	10	14 months for price of 12 months. 2024 - 2025										
10	UCD Health			53,360	LATE	\$10,080	paid	\$3,360			install	\$4,000		20800	8	UCD Health Spring Campaign/FALL contract for one month										
11	Touro University CA	3,378.75	LATE	6,757.50	3,378.75	BONUS	3,378.75							13515	10	6 month extension beginning in Nov. with one free month in May										
12	Sac Metro Air District							install	940	940	940	LATE	940	3760	2	AGENCY indicated they would contract again in 2024 - 4 months										
13	Davis Library Juneteenth #1			install	2,093									2,093	3	Juneteenth Contract # 1										
14	Davis Library Juneteenth #2				install	LATE	1,215							1,215	4	Juneteenth Contract # 2										
15	Yolo City Child Passenger							install			1,485.00	Remove		1,485	3	August 24 - September 28, 2024										
16	Yolo County Bike & Pedest				install	LATE	2,400					remove			2	April 27 - September 28, 2024										
17	Woodland College English							install		LATE		6,570	LATE	6,570	13,140	7	New Contract 7 months for price of 6 months									
18	Woodland College Spanish												LATE	3	3 additional ads -- 2 in Spanish and 1 in English											
19	Yolo County Oral Health													0	May return in 2025											
20	UCD Athletics			install	LATE	1,880	1,880	3,760	LATE	1,880	LATE	1,880	11,280	4	7 month contract for price of 6 months											
21	Davis Pride				225									225	1	One ad for one month										
22	Wallrich Creative Comm														Proposal sent for 10 ads in January											
23																										
24																										
25																										
26	TOTAL GROSS COLLECTED	5416.25	12337.5	13695	9273.75	13020	11813.75	11033	8277.5	6002.5	12027.5	8517.5	12027.5	117666	64											
27																										
28	45% YCTD	2437.3125	5551.875	6162.75	4173.19	5859	5316.188	4964.6	3724.875	2701.125	5412.375	3832.875	5412.375	55548.6												
29																										
30																										
31																										
32																										
33																										
34																										
35																										

Hi Autumn,
 We closed the year
 strongly. Enclosed is the
 check for 45% of the ad space
 revenue.
 Happy New Year!
 Jon

December 2023 Report

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U							
1	GROSS MONTHLY COLLECTED REVENUE			YCTD REPORT		PREPARED BY ALDRETE COMMUNICATIONS LLC															2023							
2																												
3		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL	NUMBER OF ADS													
4																												
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6	Yolo Children's Alliance	LATE	8,760.00	X	X	X	X	X	X	X	X	X	X	8,760.00	3	NEW Contract 2023												
7	California IVF	1,400	1,400	1,400	1,400	1,400	1,400.00	\$1,400	1,400.00	1,400.00	1,400	LATE	2,800	16,800	5	Monthly Contract -- on-gong												
8	Compass Charter	880	880	LATE	1,760	880	880	880	BONUS	BONUS	REMOVE			6,160	3	Did not renew contract												
9	Cache Creek	ON HOLD																			Does not advertise							
10	El Patio	LATE	4,620.00	1,540.00	LATE	3,080.00	1,540.00	LATE	3,080.00	LATE	3,080	1,540	BONUS	18480	10	14 months for price of 12 months.												
11	UCD Health			X	X	\$6,400	4,000							10400	4	No campaign for FALL added Yolo to Spring 2024 RFP												
12	Touro University CA			LATE	3,378.75	6,757.50	3,378.75	LATE	3,378.75	3,378.75	BONUS	3,378.75	3,378.75	27030	10	6 month extension beginning in Nov. with one free month in May												
13	L&L Hawaiian BBQ													0		Business slow so can't contract right now												
14	Sac Metro Air District				Install	XX	LATE	1,960	980	980	LATE	1,960	REMOVE	5880	3	Campaign ended October 31, 2023												
15	USF	LATE	3,750	Remove										3,750	5	Sent requested report ...will reach but again for new contract												
16	Uhomes													0		Sent proposal												
17	Davis Library Juneteenth					608	XX	REMOVE						608	1	One month												
18	Yolo Cty Child Passenger								Install	1,766.00	Remove			1,766	4	August 26 - September 29, 2023												
19	Couples Resource Collective															Proposal Submitted												
20	Woodland Adult Education															New Proposal submitted to client												
21	Yolo County Oral Health						350	X	Remove					350		Will consider for 2023												
22	Transdev													0		Did not move forward												
23	Yolo Cares															Did not move forward												
24	Steve's Pizza															Sent Proposal												
25																												
26																												
27	TOTAL GROSS COLLECTED	2917.5	20047.5	3577.5	7783.75	19505	11836.25	4877.5	9476.25	8162.25	5117.5	6878.75	7453.75	107634	50													
28																												
29	45% YCTD	1312.875	9021.375	1609.875	3502.69	8777.25	5326.313	2194.9	4264.3125	3673.0125	2302.875	3095.4375	3354.1875	48435.1														
30																												
31																												
32																												
33																												
34																												
35																												
36																												

Hi Christopher & Autumn,
 Here is the December 2023
 report along with the YCTD
 check. 2024 is looking good!
 Happy New Year!
 Jim

RECEIVED
 JAN 22 2024
 YOLO COUNTY TRANS.

December 2022 Report

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA			
1	GROSS MONTHLY COLLECTED REVENUE			YCTD REPORT		PREPARED BY ALDRETE COMMUNICATIONS LLC										2022														
2																														
3		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL	NUMBER OF ADS															
5	First Northern	562.5	281.25	281.25	281.25	281.25	281.25	281.25	\$281.25	281.25	281.25	281.25	281.25	281.25	3656.25	1	Contract ongoing													
6	First Northern Bank	712.5	356.25	356.25	356.25	356.25	356.25	356.25	\$356.25	356.25	356.25	356.25	356.25	4631.25	1	Contract ongoing														
7	Yolo Children's Alliance	BONUS	7,116.00	X	X	X	X	X	X	X	X	X	X	7,116.00	3	NEW Contract 2022														
8	California IVF	1,400	1,400	1,400	1,400	1,400	1,400.00	\$1,400	1,400.00	1,400.00	1,400	1,400	1,400	16,800	5	Monthly Contract -- on-going														
9	Compass Charter	880	880	880	880	880	BONUS	BONUS	880	880	880	880	880	7,920	3	AUG New 12 month contract (12 for price of 10 20% Discount)														
10	Cache Creek 'ON HOLD																													
11	EI Patio	LATE	2,866.50	LATE	2,866.50	LATE	1,433.25	LATE	4,299.75	BONUS	BONUS		LATE	11466	15	14 months for price of 12 months. 60% discount -- COVID & Multiple ads on 12 month contract. August 2021 will renew for another 14 months.														
12	UCD Health	4,080	XX	LATE	\$5,780	2,890	Remove				2,880	\$2,880	\$2,880	21390	4	4 King Kong Ads March 5 - May 28, 2022														
13	Touro University CA	5,962.50	2,981.25	2,981.25	2,981.25	BONUS	BONUS	Remove						8943.75	11	9 Months for price of 7 Months														
14	YC Health Child Seat Belt	XX	XX	XX	XX	XX	2,975.00	XX	XX	XX	REMOVE 10/1/22			2975	3	2 ads for 3 months and 1 ad for 2 mont. Extended Super Square until 4/30/22														
15	YC Health Child Passenger										1,000			1,000.00	4	4 Tails for 5 weeks														
16	L&L Hawaiian BBQ	1,520.00	LATE	1,520.00	1,520.00	1,520.00	3,040	LATE	3,040.00	1,520.00	BONUS	BONUS		13,680	12	Working with owners to get a contract approved. Also own EI Patio?														
17	Valley Clean Energy						3,187.50	3,188	3,188	REMOVE ADS				9563	12	New Contract -- 3 months, ???														
18	YCOE Head Start	1,260	1,260	1,260			REMOVE EMPRESS SUPER SQUARE 4/30/22				XX			3,780	2	Decided to not extend. Could not track new registrations to bus ads														
19	Woodland Comm College						Instl	3,060	XX	XX	XX	Remove 9/10/22		3060	3	3 Kings four months for price of three months														
20	Yolo County Friday High Live						2,565	XX	XX	XX	XX	Remove		2,565	1	Super King for 6 months - 10% discount for county														
21	Sac Metro Air District						XX										Yolotus included in proposed media plan													
22	Yolo County Oral Health						Install	Late	350			Remove June 8		350	1	One month contract														
23	USF											LATE	LATE	1,250	1,250	5	Tail ads October, Nov, Dec. and January													
24	Couples Resource Collective																Proposal Submitted													
25	Woodland Adult Education																Proposal Submitted													
26	CommunCare																Will consider for 2023													
27	Transdev																Contract under consideration													
28	Yolo Cares																In discussions													
29																														
30	TOTAL GROSS COLLECTED	16377.5	17141.25	8678.75	10285.3	15970	18623.25	5575.5	10257.25	4437.5	6797.5	5797.5	7047.5	120146	86															
31																														
32	45% YCTD	7369.875	7713.5625	3905.4375	4628.36	7186.5	8380.463	2509	4615.7625	1996.875	3058.875	2608.875	3171.375	57144.9																
33																														
34																														
35																														
36																														
37																														
38																														
39																														

1/11/2023
 Aki Chnis + Autumn,
 Enclosed is the
 check for 45% of the
 gross ad sales revenue
 for December 2022.
 YCTD ended the year with a
 nice annual revenue of \$57,145!
 Happy New Year!
 Jim

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 JAN 18 2023
 YOLO COUNTY TRANS.

December 2021

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	
1	GROSS MONTHLY COLLECTED REVENUE				YCTD REPORT		PREPARED BY ALDRETE COMMUNICATIONS LLC										2021											
2		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL	NUMBER OF ADS													
5	First Northern	Late	250	250	500	250	250	250	\$250.00	250	250	LATE	281.25	2781.25	1	Contract ongoing												
6	First Northern Bank	Late	250	250	500	250	250	250	\$250.00	250	250	LATE	356.25	2856.25	1	Contract ongoing												
7	Yolo Children's Alliance	BONUS	7,116.00	X	X	X	X	X	X	X	X	X	X	7,116.00	3	NEW Contract 2021												
8	California IVF	1,400	LATE	2,800	1,400	LATE	2,800.00	\$1,400	1,400.00	1,400.00	1,400	1,400	1,400	16,800	5	Monthly Contract -- on-gong												
9	Minuteman press	50	50	50	LATE	100	50	50	50	REMOVE 9/4				400	1	Month-to-Month beginning March 20, 2019 -- \$50 during COVID												
10	Compass Charter	935	935	935	935	935	BONUS	BONUS	880	880	880	880	880	8,140	3	AUG New 12 month contract (12 for price of 10 20% Discount) Planned on New contract 2020 - COVID-19 closure												
11	Cache Creek ION HOLD																											
12	El Patio	LATE	LATE	2,866.50	LATE	2,866.50	BONUS	2866.5	BONUS	LATE	2,867	LATE	2,866	14332	15	14 months for price of 12 months. 60% discount -- COVID & Multiple ads on 12 month contract. August 2021 will renew for another 14 months.												
13	UCD Health			XX	\$4,080	\$4,080	4,080			NEW ADS	4,080	LATE	\$4,080	20400	6	6 King Kong Ads March 1 - May 31, 2021/ 6 King Kongs 9/7/21 to 11/30/21												
14	Waste Managemnt	LATE	LATE	LATE	LATE		3,240	REMOVED	MARCH 27, 2021						3	14 weeks for the price of 12 weeks.												
15	Healthy Davis Together																											
16	Touro University CA				LATE	2,981.25	5,962.50		XX	New Contract	LATE	LATE	5,962.50	14906.3	11	5 Months for price of 3 Months/New contract 7 months for price of 5 months.												
17	Children's Home Society/ ZAMBOO							\$6,300	6,300	6,300			REMOVE 9/25/21	18,900	15	CONTRACT SIGNED 5/24/21												
18	YC Health Child Seat Belt							Late	3,650	XX			4,900	X														
19	Woodland Community College							2,160	XX	Remove				2160	3	three Kings Two months only												
20	L&L Hawaiian BBQ												1,520.00	LATE	3,040.00	4,560	12	New 14-month contract										
21	YC Health													0	1	New Contract 2021 - 2022?												
22	YCOE Head Start													X	2	New contract for three months												
23																												
24																												
25	TOTAL GROSS COLLECTED		2385	8601	7151.5	7415	14702.8	15552.5	11117	12780	9080	16146.5	2280	18866	121902	85												
26																												
27	45% YCTD		1073.25	3870.45	3218.175	3336.75	6616.24	6998.625	5002.4	5751	4086	7265.925	1026	8489.7	56734.5													
28																												
29																												
30																												
31																												
32																												
33																												
34																												

Hi Jose & Autumn!
 Happy New Year!
 We ended 2021 better
 than 2020. Hoping for a
 robust 2022!
 Jim

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 DEC 10 2022
 YOLO COUNTY TRANS.

December 2020

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
1	GROSS MONTHLY COLLECTED REVENUE			YCTD REPORT		PREPARED BY ALDRETE COMMUNICATIONS LLC 2020																		
2																								
3		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL	NUMBER OF ADS									
4																								
5	First Northern	250	250	LATE	250	500	250	250	\$250.00	250	FREE	FREE	FREE	2250	1 Contract ongoing									
6	First Northern Bank	250	250	LATE	250	500	250	250	\$250.00	250	FREE	FREE	FREE	2250	1 Contract ongoing									
7	Smith Funeral Home	X	X	X	REMOVE March 14			Did not renew																
8	Yolo Children's Alliance	7,116.00	X	X	X	X	X	X	X	X	X	X	X	0.00	3 NEW Contract 2020									
9	Your Home Nursing Service	Late	1,162.50	Ads removed 2/11			Did not Renew																	
10	Valley Clean Energy	X	X	REMOVE Feb 22			Did not Renew																	
11	Kathmandu Kitchen	Late	750	ENDED CONTRACT																				
12	California IVF	BONUS	1,400	1,400	1,400	1,400	1,400.00	FREE	FREE	1,400.00	1,400	1,400	1,400	12,600	5 Monthly Contract -- on-gong									
13	Minuteman press	75	75	FREE	FREE	FREE	FREE	FREE	50	LATE	100	LATE	100	475	1 Month-to-Month beginning March 20, 2019 -- \$75 through 12/31/19									
14	Yolo City Health Dept.	X	X	X	X	FREE	FREE	FREE	REMOVE 8/1/20				4; 11 months with 3 Bonus months ; Tobacco prevention											
15	Yolo City Health Dept. Smo	X	X	X	X	X	X	FREE	FREE	REMOVE 9/11/20?	6; 6 months including one bonus month ; Smoke free housing													
16	Yolo County Admin. Censu	X	X	X	X	FREE	FREE	FREE	FREE	1,000	REMOVE 10/31	1,000; 8; 15% discount. 3 months with 3 bonus weeks.												
17	Strongmind Charter	990	Late	1,980	LATE	990	990	FREE	FREE	FREE	FREE	935	935	5,830	3; 6 months including 1 bonus month - 10% discount									
18	St. John's Retirement		553	552	553	552	553	BONUS	FREE	FREE	FREE	REM 12/22	3,314	3; 2 ads -- 15% discount - 6 months plus one bonus month										
19	Athem United Homes	Late	3,550	1,775	PAID	FREE	FREE	FREE	REMOVE 8/22/20	5,325; 4; 4 ads for three months plu 2 bonus weeks.														
20	Yolo County Admin. Censu	ADDTL ADS	7,650	X	X	FREE	FREE	FREE	REMOVE 11/1/2020	State approved additional funds														
21	Cache Creek ON HOLD	Planned on New contract 2020 - COVID-19 closure																						
22	El Patio							1433.3	1433.25	LATE	2866.5	LATE	2,866.50	5733	15; 14 months for price of 12 months. 60% discount -- COVID & Multiple ads on 12 month contract.									
23	UCD Health										2,160	\$3,240	Paid	REM 11/1	3; Contract to start in September 2020									
24	Yolo County Car Seats								700	Free	REMOVE OCT 18	2; One month contract												
25	2-1-1 Campaign										3,375	X	3375; 2; 5 Months with one bonus month											
26	Waste Managemnt														Out for Contract signing -- implement January 2021									
27																								
28																								
29	TOTAL GROSS COLLECTED	8681	12090	7557	4227.5	3942	3442.5	2485.3	1983.25	2600	7526.5	8950	5301.5	68786.5	78									
30																								
31	40% YCTD	3472.4	4836	3022.8	1691	1576.8	1377	994.1	798.3	1040	3010.6	4027.5	2385.675	28227.2										
32	45% starting November 1, 2020																							

Hi Terry,
 Here is the
 Report for December
 2020 and year-end results.
 Thank you!
 [Signature]

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 FEB 01 2021
 YOLO COUNTY TRANS.