



October 2, 2026

To All Proposers:

Thank you for submitting a Proposal in response to Yolo Transportation District (YoloTD) Request for Proposals (RFP) 26-01 for Exterior Bus Advertising Services. The Evaluation Committee has completed its evaluation of all proposals. On October 12, 2026, Staff will be recommending that the YoloTD Board of Directors authorize award of a contract for Exterior Bus Advertising Services, beginning February 1, 2027, to Lamar Transit, LLC.

This Notice is NOT an acceptance of an offer and does NOT constitute an agreement between YoloTD and the successful Proposer. Relative to the contract services to be provided, this Notice does NOT provide the recommended Proposer with any legal rights, interests, or claims of entitlement. No Proposer shall acquire any such rights unless and until an award is approved by the YoloTD Board of Directors and a contract is fully executed by all appropriate YoloTD officials.

If any participating proposer objects to such award, such proposer shall respond in writing to this notice within five (5) working days of the date of this letter, by 11:00 am Pacific Time on Friday October 9, setting forth in such response the express reason or reasons that the award decision of the governing board is in error.

Protest submissions should be concise, logically arranged, and clearly state the grounds for protest.

A protest must include at least the following information:

- (a) Protests must be in writing and contain a statement of the ground(s) for protest.
- (b) At least 3 copies of the protest and supporting documentation must be submitted by the protestor in the time and manner specified in this Article.
- (c) The protest must refer to the specific portion or portions of the solicitation documents or bids/proposals upon which the protest is based.
- (d) The protest must include the name, address, email address, and telephone number of the person representing the protesting proposer, if different from the protesting proposer.

All protests are to be submitted in writing to:
Yolo Transportation District
Attn: YoloTD Communications and Marketing Specialist
350 Industrial Way
Woodland, CA 95776
Or Email: haussererzelaya@yctd.org

Sincerely,

Haley Ausserer-Zelaya

Haley Ausserer-Zelaya

Communications and Marketing Specialist

Yolo Transportation District

yolotd.org | haussererzelaya@yctd.org | 350 Industrial Way, Woodland, CA 95776