

PROCUREMENT SUMMARY - RFP 2025-017

REQUIREMENTS

Board approval is required for this solicitation for Exclusive Advertisement Rights.
There was a DBE goal of 24.35% established for this solicitation per the RTA Routing Sheet.

Procurement Method:

More than one responsive and responsible offeror can meet the solicitation requirements. Specifications furnished by the user department are complete, adequate, precise, and realistic. No discussions or negotiations will be needed to address technical requirements; an award will be made to the lowest responsible/responsive bidder. Therefore, the RFP method of solicitation is selected as the method of procurement.

SOLICITATION

Request for Proposals (RFP) No. 2025-017 Public Notice was published in The Advocate, on RTA's website, & RTA's Procureware site beginning 5/5/2025.

RFP SUBMITTAL

The proposal submittal deadline was 6/6/2025 at 1:00pm.
Leah LeBlanc handled the receipt of all submissions. Four (4) proposals were received.

DETERMINATION

Three (3) proposals were responsive, and one (1) proposal was determined nonresponsive.

SUBMITTAL ANALYSIS

Respondents

Adposure, Inc
Lamar Transit, LLC
Vector Media Holding Corp
Creativity Justified

RESPONSIVENESS

Responsive
Responsive
Responsive
Nonresponsive

SUMMARY

An Administrative Review Form was prepared by Leah LeBlanc, Contract Administrator.

A technical evaluation was conducted on Thursday, July 31, 2025, at 10:00 am. The evaluation committee consisted of the following:

Angele Young
Ryan Moser
Lucien Dolliole

The final combined scores for the technical evaluation are as follows:

Adposure	152
Lamar Transit LLC	223
Vector Media Holding, Corp.	283

Vector Media Holding, Corp. is recommended for award and has been determined to be responsible and responsive.