



Regional Transit Authority  
2817 Canal Street  
New Orleans, LA 70119-6307

RESOLUTION NO. 23-002

STATE OF LOUISIANA  
PARISH OF ORLEANS

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**Authorization to award a contract to Trumpet, LLC for Marketing & Advertising Campaign Services and to award a contract to Spears Group for Media Planning & Buying Services**

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Introduced by Commissioner Neal, seconded by Commissioner Coulon.

**WHEREAS**, the Board of Commissioners of the Regional Transit Authority (RTA) previously authorized staff to solicit companies that can develop creative campaigns and provide media planning and buying services for the RTA; and

**WHEREAS**, an Invitation for Bid solicitation (IFB) was issued on May 24, 2022 for the acquisition of a vendor and/or vendors to provide creative services to produce the RTA's marketing and advertising campaigns and to provide media planning and buying services to support RTA's marketing goals and initiatives over the next five years; and

**WHEREAS**, staff evaluated all elements of the bid in accordance with requirements prescribed by the RTA, Louisiana Public Bid Law, and the Federal Transit Administration; and

**WHEREAS**, staff evaluated all cost components submitted by the vendors and determined the price to be fair and reasonable; and

**WHEREAS**, a Technical Evaluation Committee meeting was held on Thursday, July 21, 2022 in the RTA Board Room; and a second evaluation was completed for the top two highest scorers with in-person interviews on November 3, 2022 with Trumpet and December 8, 2022 with Spears Group.

**WHEREAS**, the RTA solicited for proposals and proposals were submitted for one or both of the following services: Marketing and Advertising Services (Campaigns) which includes marketing and advertising strategy, ad campaign development from start to finish, customer audience profile, research, graphic design and all creative outputs; and Media Planning and Buying Services which includes development of paid media plans, setting flight dates, negotiating ad rates, placing ads, providing analytics services, ad testing, strategy, assessments, and post-buy analyses.

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**WHEREAS**, the IFB solicitation allowed the RTA to make multiple awards based on the requested services; to allow for multiple contracts; one contract for the Marketing and Advertising Campaign Services and a separate contract for the Media Planning & Buying Services; and

**WHEREAS**, RTA intends to award the contracts resulting from this solicitation to the responsive responsible proposers who meet all IFB requirements and are determined the most advantageous to RTA. Therefore, RTA recommends multiple awards, to meet the operational and strategic objectives of the agency, resulting in two contracts awards on one resolution.

**WHEREAS**, it is recommended that the project be split between Trumpet and Spears. Trumpet will be awarded the Marketing and Advertising Campaign Services contract for \$200,000 and Spears will be awarded the Media Planning & Buying Services contract for \$200,000, totaling \$400,000 per year for up to five-years with a not to exceed total of \$2,000,000.

**WHEREAS**, funding for the above-stated project is \$400,000 per year; establishing the project's five-year total funding of \$2,000,000 and is made available through the budget established under the RTA operating budget 1760002.7070.163.

**WHEREAS**, the initial term of the contracts resulting from this IFB will be for one year from date of award with the option to extend the contracts up to four additional years, in one year increments, for a total contract period not to exceed five years, unless special circumstances dictate otherwise. Extension for each additional term may be offered at the sole discretion of RTA and will be subject to written mutual agreement.

**NOW, THEREFORE, BE IT RESOLVED** that the Board of Commissioners of the Regional Transit Authority hereby authorize the Chief Executive Officer to execute a contract for Marketing and Advertising Campaign Services to Trumpet, LLC at a not to exceed cost of \$200,000 per year up five years, establishing a five-year not to exceed total of \$1,000,000; and to authorize the Chief Executive Officer to execute a contract for Media Planning and Buying Services to The Spears Group, LLC at a not to exceed cost of \$200,000 per year up five years, establishing a five-year not to exceed total of \$1,000,000.

THE FOREGOING WAS READ IN FULL, THE ROLL WAS CALLED ON THE ADOPTION THEREOF AND RESULTED AS FOLLOWS:

YEAS:	<u>6</u>
NAYS:	<u>0</u>
ABSTAIN:	<u>0</u>
ABSENT:	<u>1</u>

AND THE RESOLUTION WAS ADOPTED ON THE 24th DAY OF JANUARY, 2023.



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MARK RAYMOND, JR.  
CHAIRMAN  
RTA BOARD OF COMMISSIONERS