



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

RESOLUTION NO. _____
FILE ID NO. _____

STATE OF LOUISIANA
PARISH OF ORLEANS

**AUTHORIZATION TO AWARD
A CONTRACT WITH VECTOR MEDIA HOLDING, CORP. FOR EXCLUSIVE
ADVERTISEMENT RIGHTS ON RTA BUSES, STREETCARS, FERRIES, SHELTERS
AND PROPERTIES INCLUDING SHELTER MAINTENANCE.**

Introduced by Commissioner _____, seconded by Commissioner _____.

WHEREAS, the Regional Transit Authority (RTA) requires systemwide transit advertising operations and bus stop shelter maintenance to support safe, reliable and equitable transit service across Orleans Parish; and

WHEREAS, RTA staff recommends award to Vector Media Holding, Corp. for a term of five years with a three-year base and with two, one-year options to renew, to deliver Transit Advertising Programming on RTA buses, streetcars, ferries, shelters, and properties consistent with RTA procurement guidelines to generate transit advertising revenue; and

WHEREAS, the New Orleans Regional Transit Authority (RTA) after a public solicitation process first entered into an agreement for exclusive right to sell advertising on all RTA Shelters only with Laurel New Orleans, LLC in April 2008 with a term of five years. Additionally, the exclusive rights to sell advertising on RTA buses and streetcars was executed under an agreement between RTA and Verifone during this period in 2008.

WHEREAS, in November 2011, upon completion of a public bid Request for Qualifications (RFQ) process for the right to market advertising space on buses and streetcars, RTA entered into an agreement for the exclusive right to market advertising space on RTA buses and streetcars with Laurel New Orleans, LLC, for a term of five years.

WHEREAS, in 2018 upon completion of a public bid RFQ process for Exclusive Rights to Advertise on RTA buses, streetcars, shelters, and ferries Laurel New Orleans, LLC was awarded the contract for a term of five years.

WHEREAS, Vector Media Holding, Corp. purchased Laurel New Orleans, LLC in May 2019. Vector assumed the previous contract which was executed from January 2018 through December 2022. The contract extension covered the period between January 1, 2023, through August 31, 2023, and thereafter would continue a month-to-month basis; and

WHEREAS, the proposed action advances RTA's Strategic Mobility Plan (SMP) and related agency initiatives by improving rider experience, strengthening fiscal sustainability, enhancing safety and cleanliness, expanding access, and supporting targeted marketing/outreach;

WHEREAS, RTA's Transit Advertising program generates operating revenue for the RTA with \$1,435,037 net (2022), \$1,117,136 net (2023), and \$1,112,345 net (2024); and

WHEREAS, there was a dip in advertising revenue from year 2022 to year 2023 as advertising was not allowed on the newer purple bus fleet as those new vehicles were entered into service. In 2024 RTA established a process allowing various ad types to be placed on the new purple bus fleet and further allowing 20% of the new bus fleet and 35% of the older white bus fleet to be utilized by the vendor to place full bus ad wraps.

WHEREAS, this action will generate operating revenue for RTA and under the contract, the Advertising Contractor will pay a Minimum Annual Guarantee (MAG) to RTA, remitted monthly at 1/12 of the MAG, plus 60% of gross advertising revenue above the MAG paid at year-end after reconciliation. This is an increase in revenue up from RTA's previous contract revenue share split of 52%. The anticipated net revenue for the initial contract year is \$1,750,000 (2026).

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

WHEREAS, Staff published the Request for Proposals (RFP) No. 2025-017 Public Notice in The Advocate, on RTA's website, & RTA's Procurement site beginning 5/5/2025 and the proposal submittal deadline was 6/6/2025 at 1:00pm.

WHEREAS, Four (4) proposals were received. One (1) proposal received was determined unresponsive. A technical evaluation was conducted Thursday, July 31, 2025 at 10:00am.

WHEREAS, staff evaluated all pricing components submitted by the vendor and determined the proposal to be reasonable and fair; and Vector Media Holding, Corp. is recommended for award and has been determined to be responsible and responsive.; and

WHEREAS, this will establish a revenue contract with Minimum Annual Guarantee (MAG) to RTA, remitted monthly at 1/12 of the MAG, plus 60% of gross advertising revenue above the MAG paid at year-end after reconciliation, for five (5) years initial term, with a three-year base and with two, one-year options to renew.

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Regional Transit Authority (RTA) that the Chairman of the Board, or his designee, is authorized to award/execute a contract for the Exclusive Advertisement Rights on RTA buses, streetcars, ferries, shelters, and properties including shelter maintenance with Vector Media Holding, Corp.

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

YEAS: _____
NAYS: _____
ABSTAIN: _____
ABSENT: _____

AND THE RESOLUTION WAS ADOPTED ON THE _23_th DAY OF SEPTEMBER, 2025.

CHAIRMAN
RTA BOARD OF COMMISSIONERS

