



Rodney Braxton
President, SSG
543 Spanish Town Road
Baton Rouge, Louisiana 70802
P: 225-381-0166
E: braxton@ssgla.com

June 16, 2026

Ronald G. "Ron" Baptiste, Jr.
Interim Chief Executive Officer | New Orleans Regional Transit Authority
2817 Canal St.
New Orleans, LA 70119
P: 504-827-8300

RE: Proposal For State Legislative Services #2026-014-1

Mr. Baptiste,

Thank you for the opportunity to respond to your request for proposal for state legislative services for the New Orleans Regional Transit Authority (NORTA). SSG has been one of Louisiana's premiere governmental relations and advocacy firms for over 20 years, building a resumé of consistent wins for our clients in multiple industries. Over the years, we have added talent to augment our diverse skillset and further cement our pedigree of success.

As you will find detailed in our proposal, we propose NORTA pay SSG a monthly fee of \$7,500.00 for state legislative services in accordance with RFP #2026-014-1. This fee will include comprehensive work to secure funding for and advance NORTA's critical initiatives: the Downtown Transit Center, the Bus Rapid Transit program, and the Union Passenger Terminal redevelopment, along with a comprehensive plan to address NORTA's ferry funding and CEA challenges. Our work will also include researching, developing and implementing, as determined jointly by NORTA and SSG, an overall and comprehensive governmental relations plan that includes strategy, tactics, positions, message and priorities in connection with their state legislative agenda. To satisfy the request for proposal's Diverse or Disadvantaged Business Enterprises (DBE) section, SSG will be partnering with The Madina Group Consulting. The Madina Group is a DBE, MBE, and SBE firm that provides multi-disciplinary project management services with offices in Louisiana: New Orleans and Baton Rouge; Houston, Texas; and Washington, D.C.

With a team wielding expertise and skills spanning a variety of areas and industries, SSG is uniquely positioned to begin advocating for NORTA immediately. Thank you again for the opportunity.

Sincerely,

543 Spanish Town Road
Baton Rouge, LA 70802
P: (225) 381-0166
F: (225) 381-0163



UNSURPASSED ADVOCACY | EXPERT ADVICE

A handwritten signature in black ink, reading 'Rodney C. Braxton'.

Rodney Braxton

543 Spanish Town Road
Baton Rouge, LA 70802
P: (225) 381-0166
F: (225) 381-0163



UNSURPASSED ADVOCACY | EXPERT ADVICE

PROPOSAL
New Orleans Regional Transit Authority
#2026-014-1

**ACCESS.
ADVOCACY.
ADVICE.**

ADDRESS

543 Spanish Town Road
Baton Rouge, LA 70802

EMAIL:

braxton@ssgla.com

PHONE:

225.381.0166

June 16, 2026

PROPOSAL PREPARED FOR
Ronald Baptiste, Jr., Interim CEO
New Orleans Regional Transit
Authority

SUBMITTED BY
Rodney Braxton, President
SSG

543 Spanish Town Road
Baton Rouge, LA 70802

P: 225.381.0166

E: braxton@ssgla.com

W: ssgla.com



UNSURPASSED ADVOCACY | EXPERT ADVICE

Mr. Baptiste:

Thank you very much for your interest in SSG (formally known as Southern Strategy Group of Louisiana). We appreciate the opportunity to present our proposal to provide state legislative services to the New Orleans Regional Transit Authority (NORTA). SSG is committed to the highest level of service in furtherance of your goals. Following is a letter agreement with respect to our proposal, which includes our firm background and a complete scope of services, as well as certain terms and conditions with respect to the performance of those services and payment therefor.





SSG

Overview, Qualifications, and Services

Established as Southern Strategy Group in 2004, SSG is a Louisiana-based firm led by a group of professionals with diverse experience, exceptional expertise, and dynamic resources. SSG possesses a deep and abiding understanding of the issues and philosophies that shape Louisiana's unique political landscape. We are fiercely protective of our reputation as a trusted partner to our clients and represent meaningful relationships upon which our clients rely, and their success demands.

With integrity at the heart of our character and guiding all aspects of our firm, we bring an enlightened perspective to our work. Each endeavor is based on five core principles: honor diversity, take ownership, cultivate success, empower clients, and surpass the competition. We respect relationships, anticipate change and deliver results.

We are one unified team with over 200 years of combined experience and an unwavering commitment to tenaciously empowering our clients and successfully delivering desired results. SSG understands the intrinsic value of a good team. We are poised to support NORTA with a consortium of industry veterans who possess proven capabilities. Through our collective experience and passion for advocacy, we bring powerful insights, valuable access, and critical perspective to NORTA's priorities.

OUR EXPERIENCE IS YOUR ADVANTAGE

20

YEARS IN
BUSINESS

200

YEARS OF COLLECTIVE
EXPERIENCE

200+

TOTAL CLIENTS
SERVED



OUR TEAM



RODNEY BRAXTON

As president of SSG, Rodney brings the highest levels of public service to the firm. He is experienced in policy development, governmental and local affairs, legislative relations, budgetary issues, capital improvement projects and enjoys a reputation for “persuasive negotiation skills.” During his career, Rodney has been in positions of administrative and budgetary oversight over agencies with budgets exceeding several million dollars.



KEVIN CUNNINGHAM

In addition to practicing law, Kevin brings over 25 years of experience in elections, legislative and regulatory work to the firm. Under the Foster administration, Kevin served as Deputy Chief of Staff and as chair for the Transportation Infrastructure Model for Economic Development (TIMED) Task Force. Coupled with extensive legislative work, Kevin’s electoral experience provides a distinct advantage with his valuable and applied point of view.



LIZ MANGHAM

A founding member of SSG, Liz serves as its managing partner. With keen political skills acquired from managing numerous statewide elections, Liz applies winning campaign strategies to complex issues. She combines essential grassroots and coalition-based support with the media to deliver comprehensive, effective outcomes.



RANDAL JOHNSON

Randal began his career in law enforcement before joining the Louisiana Department of Agriculture and Forestry, where he helped shape large provisions of law, such as the Farm Bill, influenced the state budget, and managed a large state agency. This gave him the opportunity to become familiar with budgetary matters and concerns affecting Louisiana's communities and its landowners and governments. Randal has successfully managed legislative packages and priorities on behalf of state agencies, trade associations, and various clients.



BRAD MITTENDORF

A native of Louisiana, Brad is also a founding member of SSG. Leveraging expertise in energy and telecommunications policy, Brad represents clients before the Louisiana Public Service Commission. In addition, he is instrumental in issues management and media relations services for SSG clients.



MATTHEW CROSS

A graduate of LSU'sanship School of Mass Communication, Matthew is experienced in governmental relations and both political and corporate communication. Over the past six years, Matthew has worked in legislative advocacy, political campaigns, social media, public relations, community presentations, and grass roots outreach. He is a skilled wordsmith and speaker with an ability to craft effective, strategic messaging tailored to the needs of SSG clients.



DANIELLE HODGE

Danielle provides SSG with critical administrative and operational support. Having worked directly with state agencies, elected officials and other governmental affairs consultants, she brings applied experience in the legislative process, the non-profit sector and coalition-based organizations, as well as an understanding of the issues surrounding and affecting numerous other sectors in Louisiana.



LAUREN HADDEN

Lauren serves as Senior Associate at SSG, where she counsels clients on legislative and regulatory policy in multiple policy areas, including energy and environmental quality, healthcare, and legal and insurance related issues. Lauren comes to SSG with 10 years of legal, governmental affairs, and regulatory experience, having previously served as the General Counsel for the Louisiana Association of Business and Industry and a partner at Taylor Porter, LLP.



JACI JUNEAU

As Senior Associate at SSG, Jaci brings an impressive background in issues management, environmental and regulatory policy, and government relations. She combines high-level governmental affairs and issues management expertise with a keen sense of political and policy sensitivities. In recent years, Jaci has been a part of a consulting team that organized multi-billion-dollar economic development projects from inception to completion.



WILL HARDY

A deft communication professional with diverse experience, Will serves SSG as the Marketing & Special Projects Director. Will graduated *summa cum laude* from LSU's Manship School of Mass Communication and uses the writing, editing, and public relations skills he learned there to communicate effectively and impactfully. After starting his career in marketing communications and creative agency work, he is excited to leverage his communication skills to prioritize our firm, clients, and stakeholders.



EMILY GRUBB

Emily serves as SSG's Office Manager. Earning her Bachelor of Arts in English from Nicholls State University, Emily grew her organizational, administrative, and customer service skills through work in the retail and food & beverage industries. She has been rocking & rolling since day one, and we're proud to have her as part of our growing team with a wide range of skillsets.

WHAT WE DO

SSG provides clients with highly integrated services for effective, comprehensive solutions. Our suite of services includes governmental relations, strategic planning, issues management, media/public relations and association management.

- **Governmental Relations**

As honest advocates with the ability to leverage applied knowledge of the executive, legislative and administrative processes, SSG navigates state government seamlessly.

- **Strategic Planning**

SSG understands the potential impact of every decision and believes firmly in the power of a proactive strategy. No matter the issue, we offer a thoughtful process designed to identify purpose and objectives relative to your needs and create a plan designed to meet short-term demands while positioning your organization to achieve long-term goals.

- **Issues Management**

At SSG, clients rely on our ability to anticipate problems before they arise and discern between actual, emerging or potential concerns most likely to affect them and their stakeholders. We coordinate the best and most effective resources to establish and sustain control of the issues at all times.

- **Media & Public Relations**

Knowing when and how to engage the media is essential. Knowing who to engage is even more critical. That is where SSG comes in. Through years of grassroots campaigning and positioning, we have cultivated powerful relationships across print, radio and broadcast. Combined with the best methodology, tools and tactics for reaching the right audience with the right message, our process can support a core cause or achieve multiple objectives.

- **Association Management**

As the managers of several associations, we have developed unprecedented, hands-on expertise in this area. As member-based organizations, we understand the importance of being relevant to all parties and persons that interact with the association, including its own members. We provide overall strategy as well as day-to-day guidance on how to function as one cohesive entity.

PROPOSED SCOPE OF WORK

SSG takes a team approach to representing each client. Your primary contact will be Rodney Braxton; however, all partners and our experienced staff will be available to assist.

The objective of this engagement is to provide state legislative services to NORTA in Louisiana. The SSG team will prioritize furtherance of NORTA's critical initiatives – the Downtown Transit Center, the Bus Rapid Transit program, and the Union Passenger Terminal redevelopment – and address ferry funding and CEA challenges through strategic planning and implementation, relevant policy work, and precise legislative engagement. To achieve these objectives, SSG proposes a scope of services which includes but is not limited to:

- Arrange and attend meetings with state agencies, local government officials, NGOs and legislative and regulatory officials as needed.
- Brief management, employees and others concerning Louisiana government, regulatory environment, and legislative issues which may impact NORTA operations in Louisiana.
- Continuously develop key stakeholder contacts and messaging.
- Provide crisis communications assistance.
- Provide regular updates to keep NORTA informed of progress towards the objectives.
- SSG's clients may utilize our offices located at 543 Spanish Town Road in Baton Rouge.
- SSG will send NORTA its Daily Dose news tracker, E-Blast Alerts, elections updates, and notices of legislative and government meetings of relevance to this representation.

RETAINER SERVICES

- Research, develop and implement, as determined jointly by NORTA and SSG, an overall and comprehensive governmental relations plan that includes strategy, tactics, positions, message and priorities in connection with their state legislative agenda—during each regular legislative session and beyond.
- Advise and regularly communicate with NORTA principal liaisons regarding priorities.
- Promptly and timely respond to inquiries from NORTA.
- Attend pertinent committee meetings, mark-up sessions, House-Senate conferences, trade associations, and workgroup meetings with necessary commentary and written summaries.
- Work with the key members and staff of the Louisiana Department of Transportation & Development, the Louisiana Legislature, the Governor's Administration, and key stakeholders in support of legislative and public policy priorities of NORTA.
- Coordinate written and verbal communication with members of various legislative delegations and staff of key committees and state agencies, which communications shall be in consultation with NORTA.
- Report any activities related to this engagement within a reasonable and prompt timeframe.
- Leading up to and during the legislative session:
 - Ensure that any appropriations request is communicated to the proper policymakers and work to include any funding in the appropriations bill.
 - Ensure that any sponsored legislation is scheduled in the proper committees and is moved through the process in a timely fashion.
 - Lobby the legislature when appropriate and after consultation with NORTA to ensure the legislation and NORTA issues have proper support.
 - Keep officeholders and key stakeholders informed to ensure NORTA has well-positioned support throughout Louisiana government.
 - Review all instruments to determine if legislation would be of interest to NORTA.
 - Submit a report of instruments of interest to NORTA.
 - In consultation with NORTA, assign bills to categories: support, oppose, monitor.
 - Submit tracking reports on a weekly basis and notify NORTA of changes that impact relevant bills.

DBE ACKNOWLEDGEMENT

For the purposes of satisfying this request for proposal's Diverse or Disadvantaged Business Enterprises (DBE) section, SSG will be partnering with The Madina Group Consulting. The Madina Group is a DBE, MBE, and SBE firm that provides multi-disciplinary project management services with offices in Louisiana: New Orleans and Baton Rouge; Houston, Texas; and Washington, D.C.



COMPENSATION

In exchange for these services, SSG proposes the following. NORTA agrees to pay SSG a monthly retainer fee of \$7,500.00. SSG will electronically send an invoice on the first of each month, and payment is due by the end of the month in which such invoice is sent. Either party may cancel this agreement with thirty days' written notice, and in the event the agreement terminates prior to the end of a month, the monthly retainer will be prorated for such partial month of service based upon the number of days services were performed in such month. No additional monthly costs will be incurred without NORTA's prior approval. SSG does not bill clients for office supplies, phone or long-distance charges, or other overhead charges which may be incurred during this representation.

To ensure the candor and trust in our relationship that forms the basis of effective representation, it is the policy of SSG to keep confidential within our office and among representative partners all information about your business interests and strategies. In the event competing interests occur between clients, a firewall is established to ensure confidentiality. In furtherance of this policy, SSG shall keep confidential all proprietary trade secrets, or confidential business information of NORTA and its affiliates which are communicated to SSG or of which SSG becomes aware in the performance of its services hereunder, including but not limited to data relating to NORTA's and its affiliates' operations and the terms of this letter. SSG will disclose the existence of its relationship with NORTA only as required by law, as reasonably necessary while performing services for NORTA hereunder, or as NORTA approves in writing.

The SSG team is prepared to begin advocating for NORTA immediately. I am confident our experience and tenacity make us the most strategic choice for your governmental affairs needs.

If the terms of this letter meet with your approval, please countersign a copy of this agreement and return to the undersigned. Thank you again for the opportunity.

Sincerely,

A handwritten signature in black ink, reading "Rodney C. Braxton". The signature is fluid and cursive, with the first name "Rodney" being the most prominent.

RODNEY BRAXTON, PARTNER
SSG

On Behalf of NORTA

FORM CQ - 2012

Instructions: The prime, each subconsultant, and any other tier subconsultant must submit a fully completed CQ-2012 form. All items requested on the form are required, if an item is not applicable, respondents are instructed to enter N/A. Each prime firm participating as a joint venture should complete a separate CQ-2012 form and indicate on the form in item 10 that the response is a joint venture.

[illegible]

13. List all outside subcontractors or subconsultants you intend to employ for this project.

a. Name and address of subconsultant or subcontractor	b. Specific work to be performed on this project	c. Worked with prime firm before?
The Madina Group P.O. Box 6452 New Orleans, LA 70174	Lobbying and Legislative Services as directed by Prime to fulfill requirements of REP # 2026-014-01	Yes

14. Brief resumes of key persons anticipated for this project (clearly identify if alternate office location if different than listed in item 3).

a. Name and title: Rodney C. Braxton, President	a. Name and title:
b. Position or assignment for this project: Manager	b. Position or assignment for this project:
c. Years of professional experience with this firm: 22 With other firms: 0	c. Years of professional experience with this firm: With other firms:
d. Education: College or University/ Degree / Year / Specialization University of New Orleans / B.S. / 1988 / Finance Tulane University / J.D. / 1992 / Law	d. Education: College or University/ Degree / Year / Specialization
e. Active registration or applicable certifications: State / Discipline/ License number / First year registered Louisiana / Law / 21495 / 1992 Louisiana / Lobbying / LB00000308 / 2004	e. Active registration or applicable certifications: State / Discipline/ License number / First year registered
f. Experience and qualifications relevant to this project: 22 years representing entities before the Louisiana Legislature. The list of entities includes non-profits, corporations and local government entities.	f. Experience and qualifications relevant to this project:

15. List work by firm and the firm's personnel to be assigned to this project which best illustrates current qualifications relevant to this project (limit 15 projects).

a. Project name, location, and owner's name	b. Reference contact name, telephone number, and e-mail	c. Project description	d. Nature of firm's responsibilities	e. Completion date (actual or estimate)	f. Estimated fees (000's)	
					Entire project	Firm's work
East Baton Rouge Parish Schools Rodney Braxton	Gwynn Shaulin gshaulin gshaulin2@ebrschools.org (225) 226-4610	Legislative Services	Legislative Services	open ended contract		
N.O. R.T.A., Rodney Braxton	Grizelle Banks gbanks@rtforward.org 504-248-3900	"	"	currently on month to month basis		
Southern University System Foundation Rodney Braxton Baton Rouge, La	Robyn Merrick rdoyn-merrick@sus.edu 225-771-2000	"	"	open ended contract		

16. List all projects currently under contract or under contract negotiations that are being (or will be) performed by the firm's office as listed in item 3.

a. Project name, location, and owner's name	b. Nature of firm's responsibility	c. Indicate whether work completed as prime, subconsultant or joint venture	d. Percent complete	e. Estimated fees (000's)	
				Total fee	Fee remaining

17. Use this space to provide any additional information or description of resources supporting your firm's qualifications for the proposed project.

18. Ethics Questionnaire: If any owner, officer, or employee of respondent or any of the respondent's subcontractors (whether identified in the submittal or not) is currently an officer, employee, or board member of the City of New Orleans or of any of its departments, boards, or commissions, committees, authorities, agencies, public trusts, or public benefit corporations, please state the name or names of said owner, officer or employee, the relationship to respondent and/or respondent's subcontractor(s), the relationship with City board, agency, department, commission, authority, public trust, or public benefit corporation; if respondent or person(s) identified believe that the relationship is not or would not be a violation of applicable ethics laws, fully explain why not. If applicable, please complete ethics questionnaire on company letterhead attached to the back of this form. By signing below, you have completed the ethics questionnaire or you have not identified any ethical conflict at this time.

19. Pursuant to Louisiana Revised Statute 42:6.1, I hereby authorize the Regional Transit Authority to discuss the character and professional competence of this firm in Executive Session.

20. The forgoing is a statement of facts.

Signature: Rodney C. Braxton
Typed Name: Rodney C. Braxton

Date: 6/10/24
Title: President

FORM CQ - 2012

Instructions: The prime, each subconsultant, and any other tier subconsultant must submit a fully completed CQ-2012 form. All items requested on the form are required; if an item is not applicable, respondents are instructed to enter N/A. Each prime firm participating as a joint venture should complete a separate CQ-2012 form and indicate on the form in item 10 that the response is a joint venture.

Regional Transit Authority Contractor/Consultant Questionnaire CQ-2012 	1. Project name, project number and date of submittal: RTA Lobbying Contract 2026-014-01	2. Official name of firm, indicate if prime or subconsultant: The Madina Group Consulting (Subconsultant)	3. Address of office to perform work: 5747 Brighton Place New Orleans, LA 70131
4. Name of parent company, if any: N/A	5. Location of headquarters (city): New Orleans, LA	6. Name, title, and telephone number of principal contact: Tolley Madina President 504-296-7351	7. Name, title, and telephone number of project manager: Tolley Madina President 504-296-7351
8. Specify Type of Business Entity: ☐ Corporation ☐ Proprietorship ☐ Partnership ☐ Limited Liability Corporation (LLC) ☒ Other: S-Corporation	9. Indicate Special Status: ☒ Small business ☒ Minority-owned business ☐ Woman-owned business	10. Indicate certifications held regarding special status: ☒ SBE certified ☒ SLDBE certified ☒ LAUCP certified	11. Is this submittal a joint venture (JV)? ☐ Yes ☒ No If so, has the JV worked together before? ☐ Yes ☐ No Indicate the legal name of the JV: N/A

12. List full-time personnel by primary function. Count each only once.					
#	Function (e.g. civil engineer)		#	Function	
3	Support the day to day management of the TMGC				
				Total Personnel Domiciled in LA	3
				Total Personnel	3

13. List all outside subcontractors or subconsultants you intend to employ for this project.

a. Name and address of subconsultant or subcontractor	b. Specific work to be performed on this project	c. Worked with prime firm before?
N/A		

14. Brief resumes of key persons anticipated for this project (clearly identify alternate office location if different than listed in item 3).

a. Name and title: Telley Madina, President	a. Name and title: Telley Madina, President
b. Position or assignment for this project: Sub-consultant and Lobbyist	b. Position or assignment for this project: Sub-consultant and Lobbyist
c. Years of professional experience with this firm: With other firms:	c. Years of professional experience with this firm: With other firms:
d. Education: College or University/ Degree / Year / Specialization Loyola University / Business Management	d. Education: College or University/ Degree / Year / Specialization
e. Active registration or applicable certifications: State / Discipline/ License number / First year registered	e. Active registration or applicable certifications: State / Discipline/ License number / First year registered
f. Experience and qualifications relevant to this project: Lobbying and relation management	f. Experience and qualifications relevant to this project: Lobbying and relation management

15. List work by firm and the firm's personnel to be assigned to this project which best illustrates current qualifications relevant to this project (limit 15 projects).

a. Project name, location, and owner's name	b. Reference contact name, telephone number, and e-mail	c. Project description	d. Nature of firm's responsibilities	e. Completion date (actual or estimate)	f. Estimated fees (000's)	
					Entire project	Firm's work
SSG/RTA Baton Rouge	Rodney Braxton 225.806.2522 Braxton@ssgla.com	Lobby Services	Lobby Services			
Venture Global Baton Rouge	Claire Stevenson 832.922.3507 Cstevenson@venturegloballing.com	Lobby Services	Lobby Services			

16. List all projects currently under contract or under contract negotiations that are being (or will be) performed by the firm's office as listed in item 3.

a. Project name, location, and owner's name	b. Nature of firm's responsibility	c. Indicate whether work completed as prime, subconsultant or joint venture	d. Percent complete	e. Estimated fees (000's)	
				Total fee	Fee remaining
SSG/RTA Baton Rouge Rodney Braxton 225.806.2522 Braxton@ssgla.com	Lobby Services Per month basis				
Venture Global Baton Rouge Claire Stevenson 832.922.3507 Cstevenson@venturegloballing.com	Lobby Services Per month basis				

17. Use this space to provide any additional information or description of resources supporting your firm's qualifications for the proposed project.

Relationships and proximity to the LA Legislative Black Caucus

18. Ethics Questionnaire: If any owner, officer, or employee of respondent or any of the respondent's subcontractors (whether identified in the submittal or not) is currently an officer, employee, or board member of the City of New Orleans or of any of its departments, boards, or commissions, committees, authorities, agencies, public trusts, or public benefit corporations, please state the name or names of said owner, officer or employee, the relationship to respondent and/or respondent's subcontractor(s), the relationship with City board, agency, department, commission, authority, public trust, or public benefit corporation; if respondent or person(s) identified believe that the relationship is not or would not be a violation of applicable ethics laws, fully explain why not. If applicable, please complete ethics questionnaire on company letterhead attached to the back of this form. By signing below, you have completed the ethics questionnaire or you have not identified any ethical conflict at this time.

No conflict identified.

19. Pursuant to Louisiana Revised Statute 42:6.1, I hereby authorize the Regional Transit Authority to discuss the character and professional competence of this firm in Executive Session.

20. The foregoing is a statement of facts.

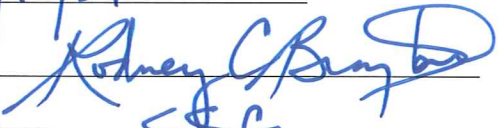
Signature:  Date: 6-11-26

Typed Name: Telley Madina Title: President

BUY AMERICA

CERTIFICATE OF COMPLIANCE WITH SECTION 165(a)

The bidder or proposer hereby certifies that it will comply with the requirements of section 165(a) of the Surface Transportation Assistance Act of 1982, as amended, and the applicable regulations in 49 CFR part 661.

Date 6/10/24
Signature 
Company Name SSG
Title President

RTA Project No. 2026-014-1

NON-COLLUSION AFFIDAVIT

STATE OF Louisiana

PARISH OF East Baton Rouge

Rodney C. Braxton, being first duly sworn, deposes and says that:

- (1) He is (Owner) (Partner) (Officer) (Representative) or (Agent), of Southern Strategy Group the Contractor that has submitted the attached bid;
- (2) Such Bid is genuine and is not a collusive or sham Bid.
- (3) The attached bid is not made in the interest of or on behalf of any undisclosed person, partnership, company association, organization or corporation; that such bid is genuine and not collusive or sham; that said bidder has not, directly or indirectly, induced or solicited any other bidder to put in a false or sham bid, and has not, directly or indirectly colluded, conspired connived or agreed with any bidder or anyone else to put on a sham bid, or refrain from bidding; that said bidder has not in any manner, directly or indirectly, sought by agreement, communication or conference with anyone to fix the bid price of said bidder or any other bidder, or to fix any overhead, profit, or cost element of such bid price or that of any other bidder, or to secure any advantage against RTA or anyone interested in the proposed contract; that all statements contained in such bid are true; that said bidder has not, directly or indirectly, submitted his bid price or any breakdown thereof or the contents thereof, or divulged information or data relative thereto, or paid or agreed to pay, directly or indirectly, any money or other valuable consideration for assistance or aid rendered or to be rendered in procuring or attempting to procure the contract above referred to, to any corporation, partnership, company, association, organization or to any member or agent thereof, or to any other individual; and further that said bidder will not pay or agree to pay directly or indirectly, any money or other valuable consideration to any corporation, partnership, company, association, organization or to any member or agent thereof, or to any individual, for aid or assistance in securing contract above referred to in the event the same is awarded to said bidder.

Signed: Rodney C. Braxton

Title: President

Sworn to me and subscribed in my presence this 10th day of June, A.D.,

Lauren R. Neer
NOTARY PUBLIC

La Bar Roll No. 36648

My commission expires at death.

**CERTIFICATION ON PRIMARY PARTICIPANT
REGARDING DEBARMENT, SUSPENSION, AND
OTHER RESPONSIBILITY MATTERS**

The Primary Participant (Potential Contractor for a major third party contract), certifies to the best of its knowledge and belief, that it and its principles:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal Department or agency;
2. Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, State, or local) transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
3. Are not presently indicted for or otherwise criminally or civilly charged by a government entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (2) of this certification; and
4. Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State or local) terminated for cause or default.

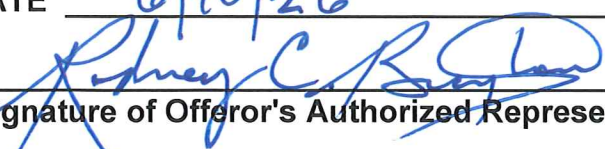
(If the primary participant is unable to certify to any of the statements in this certification, the participants shall attach an explanation to this certification.)

THE PRIMARY PARTICIPANT, (POTENTIAL CONTRACTOR FOR A MAJOR THIRD PARTY CONTRACT, CERTIFIES OR AFFIRMS THAT TRUTHFULNESS AND ACCURACY OF THE CONTENTS OF THE STATEMENTS SUBMITTED ON OR WITH THIS CERTIFICATION AND UNDERSTANDS THAT THE PROVISIONS OF 31 U.S.C. SECTION 3801 ET SEQ ARE APPLICABLE HERETO.

COMPANY SSG

ADDRESS 543 Spanish Town, B.R. Lt 70802

DATE 6/10/26


Signature of Offeror's Authorized Representative

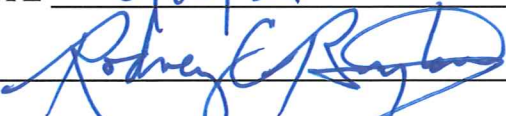
**CERTIFICATION REGARDING DEBARMENT
SUSPENSION, INELIGIBILITY AND VOLUNTARY
EXCLUSION - LOWER TIER COVERED TRANSACTION**

1. The prospective lower tier participant certifies, by submission of this offer, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participants shall attach an explanation to this offer.
3. The Lower-Tier participant (Potential Contractor under a major Third Party Contract), certifies or affirms the truthfulness and accuracy of the contents of the statements submitted on or with this certification and understands that the provisions of 31 U.S.C., 3801 ET SEQ are applicable thereto.

COMPANY Southern Strategy Group of LA, LLC (SSG)

ADDRESS 543 Spanish Town Road, B.R., LA 70802

DATE 6/10/26



Signature of Offeror's Authorized Representative

CERTIFICATION OF RESTRICTIONS ON LOBBYING

I, Rodney C. Braxton, President hereby certify on
(Name and Title of Offeror Official)

behalf of Southern Strategy Group of LA ("SSG") that:
(Name of Offeror)

- (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation renewal, amendment, or modification of any Federal contract, grant, loan or cooperative agreement.
- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
- (3) The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all sub-recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance is placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Executed this 10th day June, 2024.

BY Rodney C. Braxton

Witnesses: [Signature]
(Signature of Authorized Official)

President
(Title of Authorized Official)

[Signature]
Lauren R. Hadden

LA Bar Roll No- 36048

Sworn to and subscribed before me on this 10th day of June, 2024.

Notary Public In and For East Baton Rouge Parish/County

State of Louisiana

My commission expires at death.

PARTICIPANT INFORMATION FORM

All offerors are required to submit the information contained on this form. This information is a condition of submitting an offer to the RTA. Offerors must insure that **ALL** sub-contractors, sub-contractors or others at all tiers, which are proposed to be used or used under any agreement issued by RTA have submitted an executed copy of this form. RTA is required to maintain this information by the Federal Transit Administration and it is not subject to waiver.

Firm Name Southern Strategy Group of LA d/b/a SSC

Firm Address 543 Spanish Town, B.R., Lt 20802

Telephone Number 225-381-0163

Fax Number 225-381-0163

E-Mail Address braxton@ssgla.com

Firm's status as Disadvantaged Business Enterprise (DBE) or Non- DBE N/A

Age of the firm 22 years

Annual gross receipts of the firm \$5 Million

Prime or Sub-Contractor Prime

NAICS code (s) 541820

I certify to the best of my knowledge that the above information is true and correct:

Signature Rodney C. Bayless

Title President

Date 6/10/26

RTA Project No. 2026-014-01

FAILURE TO PROVIDE AN EXECUTED COPY OF THIS FORM AS STIPULATED HEREIN MAY PRECLUDE YOUR OFFER FROM CONSIDERATION FOR AWARD.

PARTICIPANT INFORMATION FORM

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Firm Name Telley Madina
Firm Address 5747 Brighton Place
Telephone Number 504-296-7351 New Orleans, LA 70131
Fax Number N/A
E-Mail Address telley@themadinagroup.com

Firm's status as Disadvantaged Business Enterprise
(DBE) or Non- DBE DBE

Age of the firm 18yr (2008)
Annual gross receipts of the firm 600,000
Prime or Sub-Contractor SUB
NAICS code (s) 541820

I certify to the best of my knowledge that the above information is true and correct:

Signature Telley Madina
Title President
Date 0

RTA Project No. 2026-014-01

FAILURE TO PROVIDE AN EXECUTED COPY OF THIS FORM AS STIPULATED HEREIN MAY PRECLUDE YOUR OFFER FROM CONSIDERATION FOR AWARD.



Rodney Braxton
President, SSG
543 Spanish Town Road
Baton Rouge, Louisiana 70802
P: 225-381-0166
E: braxton@ssgla.com

June 16, 2026

Ronald G. "Ron" Baptiste, Jr.
Interim Chief Executive Officer | New Orleans Regional Transit Authority
2817 Canal St.
New Orleans, LA 70119
P: 504-827-8300

RE: Proposal For State Legislative Services #2026-014-1 - Ethics Questionnaire Confirmation

Mr. Baptiste,

I hereby confirm that no owner, officer or employee of SSG nor any of our subcontractors is currently an officer, employee, or board member of the City of New Orleans or any of its departments, boards, or commissions, committees, authorities, agencies, public trusts, or public benefit corporations.

Sincerely,

A handwritten signature in dark ink, appearing to read "Rodney Braxton", is written in a cursive style.

Rodney Braxton

543 Spanish Town Road
Baton Rouge, LA 70802
P: (225) 381-0166
F: (225) 381-0163