



2817 Canal Street
New Orleans, LA 70119

New Orleans Regional Transit Authority Finance Committee

Meeting Agenda - Final-Revised

Thursday, September 11, 2025

11:00 AM

RTA Board Room

The New Orleans Regional Transit Authority (RTA) hereby declares that, in accordance with La. R.S. 42:17.1 (A)(2)(a)-(c), a meeting will be held in person on Thursday, September 11, 2025 at 11:00 a.m. Meetings start at the scheduled time, but may be delayed until a quorum of the Commissioners is present. The agency's website will stream the in-person meeting live, and wearing masks in the boardroom is optional.

Written comments on any matter included on the agenda will be accepted in the following ways: 1) Submission of a Speaker Card on meeting day; 2) Electronically by email sent to: rtaboard@rtaforward.org prior to the meeting; or 3) By U.S. Mail send to 2817 Canal Street, Attention: Office of Board Affairs, New Orleans, LA 70119.

This meeting is accessible to persons with disabilities. To help assure availability, modifications or accommodations linked to a disability must be requested 72 hours before the meeting or hearing. Please direct requests for public meeting accommodations to the Office of Board Affairs, 2817 Canal Street, NOLA 70119, or call 504-827-8341 or by email (rtaboard@rtaforward.org).

1. Call To Order

2. Roll Call

3. Consideration of Meeting Minutes from August 14, 2025

[Finance Committee Meeting – August 14, 2025]

[25-121](#)

4. Committee Chairman's Report

5. Chief Executive Officer's Report

6. Chief Financial Officer's Report

[July Financials]

[25-124](#)

7. DBE Report**8. Chief Planning and Capital Project Officer's Report****9. Procurements****A. Authorizations:**

Cooperative Endeavor Agreement (CEA) Between the RTA and the following entities: Sunstar Gate, Treme for Treme, and New Orleans Four LLC [25-114](#)

Contract Award to Vector Media Holding, Corp for Exclusive Advertising Rights [25-115](#)

B. Amendments:

Change Order for Transit Security Services - SEAL [25-101](#)

10. New Business**11. Audience Questions & Comments****12. Adjournment**

[09.11.25 Finance Committee PowerPoint] **25-126**



New Orleans Regional Transit Authority

2817 Canal Street
New Orleans, LA 70119

Board Report and Staff Summary

File #: 25-121

Board of Commissioners

[Finance Committee Meeting - August 14, 2025]



2817 Canal Street
New Orleans, LA 70119

New Orleans Regional Transit Authority Finance Committee

Meeting Minutes

Thursday, August 14, 2025

11:00 AM

RTA Board Room

The New Orleans Regional Transit Authority (RTA) hereby declares that, in accordance with La. R.S. 42:17.1 (A)(2)(a)-(c), a meeting will be held in person on Thursday, August 14, 2025 at 11:00 a.m. Meetings start at the scheduled time, but may be delayed until a quorum of the Commissioners is present. The agency's website will stream the in-person meeting live, and wearing masks in the boardroom is optional.

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1. Call To Order

2. Roll Call

Commissioners Present: Commissioner Colin and Commissioner Walton

Commissioner Absent: Commissioner Moore

approved

3. Consideration of Meeting Minutes from June 12, 2025

Commissioner Colin moved and Commissioner Walton second to approve the Meeting Minutes from June 12, 2025. The motion was unanimously approved.

approved

[Finance Committee Meeting - June 12, 2025]

[25-110](#)

4. Committee Chairman's Report

None

5. Chief Executive Officer's Report

The monthly Chief Executive Officer's Report was presented. This report can be found in the PowerPoint Presentation for the Finance Report.

Highlights from the report:

- Staff will be holding an Open House at the Algiers Regional Library regarding the changes to the Algiers Bus Routes. The CEO stated that staff was conducting Ride-Alongs on the Algiers route to make sure the passengers utilizing these bus routes are informed about the necessary changes. These changes will also include better coordination between the buses and the Ferries. The Park-N-Ride will be utilized in the BRT Study.

6. Chief Financial Officer's Report

The monthly Chief Financial Officer's Report was presented. This report can be found in the PowerPoint Presentation for the Finance Committee Report.

Highlights from the CFO report:

- The Baseline for the Farebox Recovery Rate has been between 9-10%. Prior to COVID the Industry Standard for the Baseline Farebox Recovery Rate was 20% of your Operating Cost. The RTA has decreased its average fares which affects Farebox Recovery. Commissioner Colin asked to indicate the RTA's Baseline into the slide presentations.
- The CEO stated that during the summer months the streetcar ridership trends down based on tourism. When the RTA presented the 2026 projection of revenues comes from the City Projections. The CFO stated that during Super Bowl there was only a 1% jump in Sales Tax.
- The RTA has been having Quarterly Meetings with the FTA keeping them abreast of the Capital Projects so they can help move the FTA grants and try to get pre award approval when necessary.

[June Financials]

[25-111](#)

7. DBE Report

The monthly DBE Report was presented. This report can be found in the PowerPoint Presentation for the Finance Committee Report.

8. Chief Planning and Capital Project Officer's Report

The monthly Chief Planning and Capital Project Officer's Report was presented. This report can be found in the PowerPoint Presentation for the Finance Committee Report.

Highlights from the CFO report:

- The Zero Emission Buses are being manufactured by New Flyer and currently there are no issues.

9. Procurements

A. Procurements:

All Stations Accessibility Program - St. Charles Avenue Streetcar

[25-085](#)

Commissioner Colin moved and Commissioner Walton seconded to approve the All Stations Accessibility Program - St. Charles Avenue Streetcar. The motion was approved unanimously.

referred to Consent Agenda

Enactment No: 25-049

B. Amendments:

LabMar Ferry Contract Extension

[25-081](#)

The CEO stated that this contract will go out to bid in 2026. The original contract was issued in 2020 and was a 5- year contract with the option of 2 One Year Renewals.

Commissioner Colin moved and Commissioner Walton seconded to approve the LabMar Ferry Contract Extension was approved unanimously.

referred to Consent Agenda

Enactment No: 25-048

10. New Business

None.

11. Audience Questions & Comments

Debra Gould stated that the Executive Coaching and Consulting Services was solicited in 2024 and now was cancelled. This item has been delayed for a total of 5-months since her firm was chosen for this project. Her consultant team was very qualified for this solicitation.

For more than a year her firm has worked with the RTA on this contract. This cancellation of this contract under mind the Small Business Community and she would like a clear explanation on why the RTA cancelled this solicitation.

Commissioner Walton stated that he was going to have the CEO explain how this process was going to proceed.

The CEO stated that this solicitation was cancelled due to the fact that the RTA hired a new Chief of Human Resources and these assessments will be made in-house, and she does acknowledge that the process for this solicitation has taken too long to award.

Debra Gould stated that in February 19, 2024, she was told that she was chosen for this project and there was high expectation for her Small Business for this Award, and this was the first time that she has heard that this procurement was cancelled.

Commissioner Walton stated that Management was evaluating their internal processes to get this situation right and the Board respects that decision.

Commissioner Colin stated that he does not want the public to think that this would ever happen again and he would like the consultants to get a timeline of the process in a reasonable amount of time.

Debra Gould stated that Executive Staff should have announced that this solicitation was cancelled a long time ago.

12. Adjournment

Commissioner Colin moved and Commissioner Walton seconded to adjourn the Finance Committee Meeting of August 14, 2025. The meeting was adjourned unanimously.

adjourned



New Orleans Regional Transit Authority

2817 Canal Street
New Orleans, LA 70119

Board Report and Staff Summary

File #: 25-124

Finance Committee

[July Financials]

July 2025
Analysis of Financials

Budget	Actuals	Variances		Explanation of Variance
		Amount	%age	
<u>Passenger Revenue</u>				
6,945,421	6,029,593	(915,828)	(13.2%)	Passenger Fares were 13.2% (\$916K) under projections through July while ridership was 11.1% (1M) under budget.
<u>Sales Tax</u>				
64,139,320	63,143,079	(996,241)	(1.6%)	Sales tax collections are 1.6% under projections through July.
<u>Labor</u>				
39,935,392	38,200,552	1,734,840	4.3%	Labor is \$1.7M (4.3%) under budget through July.
<u>Fringe Benefits</u>				
13,254,745	12,825,339	429,406	3.2%	Fringe Benefits are 3.2% (\$429K) under projections through July.
<u>Services</u>				
11,175,668	7,193,291	3,982,377	35.6%	Most Service line items are well under budget through July. Professional/Technical Services (legal fees, consultants, other outside services, etc.), Contract Maintenance Services and Private Security are the main contributors to these shortfalls.
<u>Materials and Supplies</u>				
8,288,294	6,186,307	2,101,987	25.4%	Diesel fuel prices for the month of July were budgeted at \$3.55/gal. (excl. \$0.21/gal. tax). Actual diesel fuel prices for July averaged \$2.43/gal. (before taxes), which was \$1.12/gal. under budget and \$0.23 above the average price for June. Diesel fuel consumption for July was 20,578 gallons under budget.
<u>Taxes</u>				
248,521	80,305	168,216	67.7%	All taxes were under budget through July.
<u>Miscellaneous Expenses</u>				
588,119	417,287	170,832	29.0%	Miscellaneous expenses, including travel and other miscellaneous, were 29% under budget through July.

**CONSOLIDATED INCOME STATEMENT
BUDGET TO ACTUAL COMPARISON
July 31, 2025
Unaudited**

	Current Month Budget	Actual	\$ Var.	%Var.	Year to Date Budget	Actual	\$ Var.	%Var.	CY2025 Budget
Operating Revenues									
Passenger Fares	992,203	874,621	(117,582)	(11.85%)	6,945,421	6,029,593	(915,828)	(13.19%)	11,906,432
General Use Sales Tax	7,676,539	7,268,275	(408,264)	(5.32%)	53,735,773	54,652,463	916,690	1.71%	92,118,471
State Motor Vehicle Sales Tax	635,906	562,676	(73,230)	(11.52%)	4,451,342	3,814,614	(636,728)	(14.30%)	7,630,875
Hotel/Motel Sales Tax	850,315	157,674	(692,641)	(81.46%)	5,952,205	4,676,002	(1,276,203)	(21.44%)	10,203,780
Other Revenue	221,190	301,777	80,587	36.43%	1,548,330	2,306,287	757,957	48.95%	2,654,281
Total Operating Revenues	10,376,153	9,165,023	(1,211,130)	(11.67%)	72,633,071	71,478,959	(1,154,112)	(1.59%)	124,513,839
Operating Expenses									
Labor	5,705,056	4,968,735	736,321	12.91%	39,935,392	38,200,552	1,734,840	4.34%	68,460,671
Fringe Benefits	1,893,535	2,119,850	(226,315)	(11.95%)	13,254,745	12,825,339	429,406	3.24%	22,722,422
Services	1,596,524	1,300,590	295,934	18.54%	11,175,668	7,193,291	3,982,377	35.63%	19,158,293
Materials and Supplies	1,184,042	1,048,030	136,012	11.49%	8,288,294	6,186,307	2,101,987	25.36%	14,208,507
Utilities	144,208	121,979	22,229	15.41%	1,009,456	916,920	92,536	9.17%	1,730,500
Casualty & Liability	986,667	1,390,938	(404,271)	(40.97%)	6,906,669	6,564,725	341,944	4.95%	11,840,000
Taxes	35,503	4,509	30,994	87.30%	248,521	80,305	168,216	67.69%	426,030
Miscellaneous	84,017	93,280	(9,263)	(11.03%)	588,119	417,287	170,832	29.05%	1,008,205
Leases and Rentals	20,000	8,448	11,552	57.76%	140,000	121,908	18,092	12.92%	240,000
Total Oper. Exp. (excl. Depr.)	11,649,552	11,056,359	593,193	5.09%	81,546,864	72,506,634	9,040,230	11.09%	139,794,628
Net Operating Revenue	(1,273,399)	(1,891,336)	(617,937)	48.53%	(8,913,793)	(1,027,675)	7,886,118	(88.47%)	(15,280,789)
TMSEL Legacy Costs									
TMSEL Pension Costs	0	0	0	0.00%	0	0	0	0.00%	0
TMSEL Health Benefit Costs	92,944	27,468	65,476	70.45%	650,608	598,071	52,537	8.08%	1,115,331
TMSEL All Other Costs	33,750	29,575	4,175	12.37%	236,250	1,046,605	(810,355)	(343.01%)	405,000
Total TMSEL Legacy Costs	126,694	57,043	69,651	54.98%	886,858	1,644,676	(757,818)	(85.45%)	1,520,331
Net Rev. (Before Gov't. Asst.)	(1,400,093)	(1,948,379)	(548,286)	39.16%	(9,800,651)	(2,672,351)	7,128,300	(72.73%)	(16,801,120)
Maritime Operations									
Passenger Fares	92,207	70,833	(21,374)	(23.18%)	645,449	485,850	(159,599)	(24.73%)	1,106,479
Labor and Fringe Benefits	(23,873)	(22,116)	(1,757)	7.36%	(167,111)	(162,098)	(5,013)	3.00%	(286,480)
Services	(81,554)	0	(81,554)	100.00%	(570,878)	(29,818)	(541,060)	94.78%	(978,652)
Materials and Supplies	(45,433)	(8,960)	(36,473)	80.28%	(318,031)	(51,797)	(266,234)	83.71%	(545,198)
Taxes	(544)	(451)	(93)	17.10%	(3,808)	(2,326)	(1,482)	38.93%	(6,522)
Purchased Transportation	(1,028,806)	(688,619)	(340,187)	33.07%	(7,201,642)	(6,095,592)	(1,106,050)	15.36%	(12,345,667)
Other Operating Expenses	(44,281)	(165)	(44,116)	99.63%	(309,967)	(769)	(309,198)	99.75%	(531,372)
Preventive Maintenance	52,036	50,521	(1,515)	(2.91%)	364,252	353,647	(10,605)	(2.91%)	624,438
LA State Appropriations	250,000	0	(250,000)	(100.00%)	1,750,000	0	(1,750,000)	(100.00%)	3,000,000
State Subsidy	428,333	428,333	0	0.00%	2,998,331	2,998,331	0	0.00%	5,140,000
Total Maritime Operations	(401,915)	(170,624)	(231,291)	(100.00%)	(2,813,405)	(2,504,573)	(308,832)	(100.00%)	(4,822,974)
Government Operating Assistance									
Preventive Maintenance	1,672,860	1,587,525	(85,335)	(5.10%)	11,710,020	11,112,675	(597,345)	(5.10%)	20,074,324
State Parish Transportation	191,015	133,188	(57,827)	(30.27%)	1,337,105	1,094,515	(242,590)	(18.14%)	2,292,180
ARPA Funding and Other Operating Grants	478,852	0	(478,852)	(100.00%)	3,351,964	44,032	(3,307,932)	(98.69%)	5,746,226
FEMA Reimbursements	0	0	0	#DIV/0!	0	98	98	#DIV/0!	0
Total Government Oper. Asst.	2,342,727	1,720,713	(622,014)	(26.55%)	16,399,089	12,251,320	(4,147,769)	(25.29%)	28,112,730
Net Revenue (After Gov't. Asst.)	540,719	(398,290)	(1,401,591)	(259.21%)	3,785,033	7,074,396	2,671,698	70.59%	6,488,636

**CONSOLIDATED INCOME STATEMENT
BUDGET TO ACTUAL COMPARISON
July 31, 2025
Unaudited**

	Current Month				Year to Date				
	Budget	Actual	\$ Var.	%Var.	Budget	Actual	\$ Var.	%Var.	
Net Revenue (After Gov't. Asst.)	540,719	(398,290)	(1,401,591)	-259.21%	3,785,033	7,074,396	2,671,698	70.59%	6,488,636
Government Non-Operating Rev. (Exp.)									
Federal - Capital (RTA)	2,690,160	338,632	(2,351,528)	(87.41%)	18,831,120	4,392,219	(14,438,901)	(76.68%)	32,281,920
Local - Capital (RTA)	1,141,840	84,658	(1,057,182)	(92.59%)	7,992,880	1,211,305	(6,781,575)	(84.85%)	13,702,078
Capital Expenditures (RTA)	(3,832,000)	(433,290)	3,398,710	(88.69%)	(26,824,000)	(5,510,947)	21,313,053	(79.46%)	(45,983,998)
Total Federal and State Sources (Ferry)	1,126,534	0	(1,126,534)	(100.00%)	7,885,738	9,661	(7,876,077)	(100.00%)	13,518,414
Other Local Sources/Restricted Capital Res. (Ferry)	317,238	0	(317,238)	(100.00%)	2,220,666	2,415	(2,218,251)	(99.89%)	3,806,854
Capital Expenses (Ferry)	(1,443,772)	0	(1,443,772)	100.00%	(10,106,404)	(138,052)	9,968,352	(98.63%)	0
Loss on Valuation of Assets	0	0	0	0.00%	0	0	0	0.00%	0
Total Gov't. Non-Operating Rev. (Exp.)	0	(10,000)	(10,000)	0.00%	0	(33,399)	(33,399)	0.00%	17,325,268
Total Revenues (Expenses) Before Capital Expenditures and Debt	540,719	(408,290)	(949,009)	(175.51%)	3,785,033	7,040,997	3,255,964	86.02%	23,813,904
Capital Expenditures									
Interest Income - Capital (bonds)	1,147	30,173	29,026	2530.60%	8,029	185,256	177,227	100.00%	13,764
Other Interest Income	130,092	102,217	(27,875)	(21.43%)	910,644	504,630	(406,014)	(44.59%)	1,561,100
Debt Service	(671,958)	(154,528)	517,430	77.00%	(4,703,706)	(6,184,237)	(1,480,531)	(31.48%)	(8,063,500)
Total Capital Expenditures	(540,719)	(22,138)	518,581	95.91%	(3,785,033)	(5,494,351)	(1,709,318)	(45.16%)	(6,488,638)
Net Revenue less Capital Expenditures & Principal on Long Term Debt	0	(430,428)	(430,428)	100.00%	0	1,546,646	1,546,646	100.00%	17,325,266
Other Funding Sources									
Restricted Oper. / Capital Reserve	0	430,428	(430,428)	(100.00%)	0	(1,546,646)	1,546,646	(100.00%)	0
Total Other Funding	0	430,428	(430,428)	(100.00%)	0	(1,546,646)	1,546,646	(100.00%)	0
Net Revenue / Expense	0	0	0	0.00%	0	0	0	0.00%	17,325,266
Depreciation									
Depreciation - Local	378,071	418,945	(40,875)	(10.81%)	2,646,494	2,786,186	(139,692)	(5.28%)	4,536,847
Depreciation - Federal	1,512,282	1,675,782	(163,499)	(10.81%)	10,585,977	11,144,746	(558,769)	(5.28%)	18,147,389
Total Depreciation	1,890,353	2,094,727	(204,374)	10.81%	13,232,471	13,930,932	(698,461)	(5.28%)	22,684,236

CONSOLIDATED INCOME STATEMENT
ACTUAL TO ACTUAL COMPARISON
July 31, 2025
Unaudited

	Current Month				Year to Date			
	Prior Yr.	Current Yr.	\$ Var.	%Var.	Prior Yr.	Current Yr.	\$ Var.	%Var.
Operating Revenues								
Passenger Fares	763,664	874,621	110,957	14.53%	6,333,848	6,029,593	(304,255)	(4.80%)
General Use Sales Tax	6,875,215	7,268,275	393,060	5.72%	52,719,054	54,652,463	1,933,409	3.67%
State Motor Vehicle Sales Tax	561,727	562,676	949	0.17%	3,671,053	3,814,614	143,561	3.91%
Hotel/Motel Sales Tax	697,845	157,674	(540,171)	(77.41%)	7,698,252	4,676,002	(3,022,250)	(39.26%)
Other Revenue	188,780	301,777	112,997	59.86%	1,291,082	2,306,287	1,015,205	78.63%
Total Operating Revenues	9,087,231	9,165,023	77,792	0.86%	71,713,289	71,478,959	(234,330)	(0.33%)
Operating Expenses								
Labor	4,856,405	4,968,735	(112,330)	(2.31%)	35,751,210	38,200,552	(2,449,342)	(6.85%)
Fringe Benefits	1,643,407	2,119,850	(476,443)	(28.99%)	12,097,382	12,825,339	(727,957)	(6.02%)
Services	938,682	1,300,590	(361,908)	(38.55%)	5,595,435	7,193,291	(1,597,856)	(28.56%)
Materials and Supplies	1,210,821	1,048,030	162,791	13.44%	6,973,533	6,186,307	787,225	11.29%
Utilities	132,808	121,979	10,829	8.15%	908,637	916,920	(8,283)	(0.91%)
Casualty & Liability	761,050	1,390,938	(629,888)	(82.77%)	5,380,104	6,564,725	(1,184,621)	(22.02%)
Taxes	44,718	4,509	40,209	89.92%	243,357	80,305	163,053	67.00%
Miscellaneous	32,622	93,280	(60,658)	(185.94%)	676,306	417,287	259,019	38.30%
Leases and Rentals	22,935	8,448	22,935	100.00%	103,637	121,908	(18,271)	(17.63%)
Total Oper. Exp. (excl. Depr.)	9,643,449	11,056,359	(1,404,462)	(14.56%)	67,729,601	72,506,634	(4,777,033)	(7.05%)
Net Operating Revenue	(556,218)	(1,891,336)	(1,335,118)	240.04%	3,983,688	(1,027,675)	(5,011,363)	(125.80%)
TMSEL Legacy Costs								
TMSEL Pension Costs	0	0	0	0.00%	0	0	0	0.00%
TMSEL Health Benefit Costs	129,114	27,468	(101,646)	(78.73%)	747,295	598,071	(149,224)	(19.97%)
TMSEL All Other Costs	164,289	29,575	(134,714)	(82.00%)	1,127,214	1,046,605	(80,609)	(7.15%)
Total TMSEL Legacy Costs	293,403	57,043	(236,360)	(80.56%)	1,874,510	1,644,676	(229,833)	(12.26%)
Net Rev. (Before Gov't. Asst.)	(849,620)	(1,948,379)	(1,098,759)	129.32%	2,109,179	(2,672,351)	(4,781,530)	(226.70%)
Maritime Operations								
Passenger Fares	19,084	70,833	51,749	271.16%	574,943	485,850	(89,093)	(15.50%)
Labor and Fringe Benefits	(27,941)	(22,116)	5,825	(20.85%)	(361,506)	(162,098)	199,408	(55.16%)
Services	(4,434)	0	4,434	(100.00%)	(2,805,587)	(29,818)	2,775,769	(98.94%)
Materials and Supplies	(54,362)	(8,960)	45,402	(83.52%)	(376,857)	(51,797)	325,060	(86.26%)
Taxes	(533)	(451)	82	(15.42%)	(4,052)	(2,326)	1,727	100.00%
Purchased Transportation	(768,159)	(688,619)	79,540	(10.35%)	(4,786,872)	(6,095,592)	(1,308,720)	27.34%
Other Operating Expenses	(144)	(165)	(21)	14.91%	(1,945)	(769)	1,176	(60.45%)
Preventive Maintenance	50,000	50,521	521	1.04%	303,470	353,647	50,177	16.53%
LA State Appropriations	428,333	0	(428,333)	0.00%	2,998,331	0	(2,998,331)	100.00%
State Subsidy	0	428,333	428,333	#DIV/0!	4,999,998	2,998,331	(2,001,667)	(40.03%)
Total Maritime Operations	(358,156)	(170,624)	187,532	(52.36%)	539,921	(2,504,573)	(3,044,494)	(563.88%)
Government Operating Assistance								
Preventive Maintenance	1,288,604	1,587,525	298,921	23.20%	8,830,139	11,112,675	2,282,536	25.85%
State Parish Transportation	183,107	133,188	(49,919)	(27.26%)	946,120	1,094,515	148,395	15.68%
ARPA Funding and Other Operating Grants	0	0	0	#DIV/0!	0	44,032	44,032	#DIV/0!
FEMA Reimbursements	0	0	0	0.00%	0	98	98	0.00%
Total Government Oper. Asst.	1,471,711	1,720,713	249,002	16.92%	9,776,260	12,251,320	2,475,060	25.32%
Net Revenue (After Gov't. Asst.)	263,935	(398,290)	(662,225)	(250.90%)	12,425,360	7,074,396	(5,350,963)	(43.06%)

CONSOLIDATED INCOME STATEMENT
ACTUAL TO ACTUAL COMPARISON
July 31, 2025
Unaudited

	Current Month				Year to Date			
	Prior Yr.	Current Yr.	\$ Var.	%Var.	Prior Yr.	Current Yr.	\$ Var.	%Var.
Net Revenue (After Gov't. Asst.)	263,935	(398,290)	(662,225)	-250.90%	12,425,360	7,074,396	(5,350,963)	-43.06%
Government Non-Operating Rev. (Exp.)								
Federal - Capital (RTA)	3,606,997	338,632	(3,268,365)	(90.61%)	16,453,412	4,392,219	(12,061,193)	(73.31%)
Local - Capital (RTA)	901,749	84,658	(817,091)	(90.61%)	5,830,646	1,211,305	(4,619,341)	(79.23%)
Capital Expenditures (RTA)	(4,508,746)	(433,290)	4,075,456	(90.39%)	(22,284,058)	(5,510,947)	16,773,111	(75.27%)
Total Federal and State Sources (Ferry)	0	0	0	#DIV/0!	850,568	9,661	(840,907)	(98.86%)
Other Local Sources/Restricted Cap. Res. (Ferry)	0	0	0	#DIV/0!	(1,063,210)	2,415	1,065,625	(100.23%)
Capital Expenses (Ferry)	0	0	0	#DIV/0!	0	(138,052)	(138,052)	#DIV/0!
Loss on Valuation of Assets	0	0	0	0.00%	0	0	0	0.00%
Total Gov't. Non-Operating Rev. (Exp.)	0	(10,000)	(10,000)	#DIV/0!	(212,642)	(33,399)	179,243	(84.29%)
Total Revenues (Expenses) Before Capital Expenditures and Debt	263,935	(408,290)	(672,225)	(254.69%)	12,212,718	7,040,997	(5,171,720)	(42.35%)
Capital Expenditures								
Bond Interest Income	11,905	30,173	18,268	153.45%	83,335	185,256	101,921	122.30%
Other Interest Income	54,234	102,217	47,983	88.48%	379,635	504,630	(124,995)	(32.92%)
Debt Service	(521,843)	(154,528)	367,315	(70.39%)	(3,842,311)	(6,184,237)	2,341,926	(60.95%)
Total Capital Expenditures	(455,704)	(22,138)	433,566	(95.14%)	(3,379,341)	(5,494,351)	(2,115,010)	62.59%
Net Revenue less Capital Expenditures & Principal on Long Term Debt	(191,770)	(430,428)	(238,658)	(124.45%)	8,833,377	1,546,646	(7,286,730)	82.49%
Other Funding Sources								
Restricted Oper. / Capital Reserve	191,770	430,428	238,658	124.45%	(8,833,377)	(1,546,646)	7,286,730	(82.49%)
Total Other Funding	191,770	430,428	238,658	124.45%	(8,833,377)	(1,546,646)	7,286,730	(82.49%)
Net Revenue / Expense	0	0	0	0.00%	0	0	0	0.00%
Depreciation - Local	11,220	418,945	(407,725)	(3633.92%)	2,472,586	2,786,186	(313,601)	(12.68%)
Depreciation - Federal	1,887,000	1,675,782	211,218	11.19%	9,890,342	11,144,746	(1,254,403)	(12.68%)
Total Depreciation Expense	1,898,220	2,094,727	(196,507)	(10.35%)	12,362,928	13,930,932	(1,568,004)	(12.68%)

Regional Transit Authority
Financial Performance Indicators
July 31, 2025
(Excludes Ferry Operations)

	Company-wide		Fixed Route Bus		Streetcar		Paratransit	
	Current Mo.	Year-to-date	Current Mo.	Year-to-date	Current Mo.	Year-to-date	Current Mo.	Year-to-date
Ridership (Unlinked Trips)	1,202,369	8,137,662	910,414	6,366,645	273,156	1,646,136	18,799	124,881
Total Platform Hours	67,409	458,540	43,194	297,262	11,836	81,615	12,379	79,663
Passenger Revenue	874,621	6,204,196	569,023	4,034,193	278,792	1,974,355	26,806	195,647
Operating Expenses	11,056,359	72,506,634	7,186,633	47,129,312	2,211,272	14,501,327	1,658,454	10,875,995
Operating Cost Per Platform Hour	164.02	158.12	166.38	158.54	186.83	177.68	133.97	136.52
Annual Budgeted Cost Per Platform Hour		157.98		141.93		188.32		143.69
Farebox Recovery Rate	7.91%	8.56%	7.92%	8.56%	12.61%	13.61%	1.62%	1.80%
Operating Cost Per Unlinked Trip	9.20	8.91	7.89	7.40	8.10	8.81	88.22	87.09
Passenger Revenue Per Unlinked Trip	0.73	0.76	0.63	0.63	1.02	1.20	1.43	1.57
Subsidy per Unlinked Trip	8.47	8.15	7.26	6.77	7.08	7.61	86.79	85.52

**Regional Transit Authority
Financial Performance Indicators
Current to Prior Year Comparison**

REPORT FOR THE MONTH

	Company-wide			Fixed Route Bus			Streetcar			Paratransit		
	For the Month Ended July 31 2025	2024	Variance	For the Month Ended July 31 2025	2024	Variance	For the Month Ended July 31 2025	2024	Variance	For the Month Ended July 31 2025	2024	Variance
Ridership (Unlinked Trips)	1,202,369	1,101,708	100,661	910,414	789,618	120,796	273,156	294,155	(20,999)	18,799	17,935	864
Total Platform Hours	67,409	65,251	2,158	43,194	41,646	1,548	11,836	12,326	(490)	12,379	11,279	1,100
Passenger Revenue	874,621	843,511	31,110	569,023	537,225	31,798	278,792	280,434	(1,642)	26,806	25,852	953
Operating Expenses	11,056,359	9,643,449	1,412,910	7,186,633	6,268,242	918,392	2,211,272	1,928,690	282,582	1,658,454	1,446,517	211,937
Operating Cost Per Platform Hour	164.02	147.79	16.23	166.38	150.51	15.87	186.83	156.48	30.35	133.97	128.25	5.72
Annual Budgeted Cost Per Plat. Hour	157.98	125.53	32.45	141.93	122.90	19.03	188.32	156.48	31.84	143.69	108.21	35.48
Farebox Recovery Rate	7.91%	8.75%	-0.84%	7.92%	8.57%	-0.65%	12.61%	14.54%	-1.93%	1.62%	1.79%	-0.17%
Operating Cost Per Unlinked Trip	9.20	8.75	0.45	7.89	7.94	(0.05)	8.10	6.56	1.54	88.22	80.65	7.57
Passenger Revenue Per Unlinked Trip	0.73	0.77	(0.04)	0.63	0.68	(0.05)	1.02	0.95	0.07	1.43	1.44	(0.01)
Subsidy per Unlinked Trip	8.47	7.98	0.49	7.26	7.26	0.00	7.08	5.61	1.47	86.79	79.21	7.58

**Regional Transit Authority
Financial Performance Indicators
Current to Prior Year Comparison**

YEAR-TO-DATE REPORT

	Company-wide			Fixed Route Bus			Streetcar			Paratransit		
	For 7 Months Ending July 31, 2025	For 7 Months Ending July 31, 2024	Variance	For 7 Months Ending July 31, 2025	For 7 Months Ending July 31, 2024	Variance	For 7 Months Ending July 31, 2025	For 7 Months Ending July 31, 2024	Variance	For 7 Months Ending July 31, 2025	For 7 Months Ending July 31, 2024	Variance
Ridership (Unlinked Trips)	8,137,662	7,654,075	483,587	6,366,645	5,362,886	1,003,759	1,646,136	2,157,545	(511,409)	124,881	133,644	(8,763)
Total Platform Hours	458,540	468,745	(10,205)	297,262	291,291	5,971	81,615	84,517	(2,902)	79,663	92,937	(13,274)
Passenger Revenue	6,204,196	5,904,578	299,618	4,034,193	3,727,668	306,526	1,974,355	1,995,944	(21,588)	195,647	180,966	14,681
Operating Expenses	72,506,634	67,729,604	4,777,030	47,129,312	41,672,165	5,457,147	14,501,327	13,781,617	719,710	10,875,995	12,275,822	(1,399,827)
Operating Cost Per Platform Hour	158.12	144.49	13.63	158.54	143.06	15.48	177.68	163.06	14.62	136.52	132.09	4.43
Annual Budgeted Cost Per Plat. Hour	157.98	125.53	32.45	141.93	122.90	19.03	188.32	156.48	31.84	143.69	108.21	35.48
Farebox Recovery Rate	8.56%	8.72%	-0.16%	8.56%	8.95%	-0.39%	13.61%	14.48%	-0.87%	1.80%	1.47%	0.32%
Operating Cost Per Unlinked Trip	8.91	8.85	0.06	7.40	7.77	(0.37)	8.81	6.39	2.42	87.09	91.85	(4.76)
Passenger Revenue Per Unlinked Trip	0.76	0.77	(0.01)	0.63	0.70	(0.07)	1.20	0.93	0.27	1.57	1.35	0.22
Subsidy per Unlinked Trip	8.15	8.08	0.07	6.77	7.07	(0.30)	7.61	5.46	2.15	85.52	90.50	(4.98)



New Orleans Regional Transit Authority

2817 Canal Street
New Orleans, LA 70119

Board Report and Staff Summary

File #: 25-114

Finance Committee

Cooperative Endeavor Agreement (CEA) Between the RTA and the following entities: Sunstar Gate, Treme for Treme, and New Orleans Four LLC

DESCRIPTION: To enter into a Cooperative Endeavor Agreement for a New Orleans Four Commemorative Bus Wrap	AGENDA NO: Click or tap here to enter text.
ACTION REQUEST: <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other	

RECOMMENDATION:

To authorize the Chief Executive Officer to execute a CEA between the New Orleans Regional Transit Authority, and the following entities: Sunstar Gate, Treme for Treme, and New Orleans Four LLC. The sponsors will all create content, branding and provide materials necessary for a full bus wrap commemorating the 65th anniversary of the New Orleans Four on one (1) RTA bus. The agreement will be thirty-six (36) months from the date of wrap installation, with the possibility of an extension for a maximum of five (5) years. The RTA will have no financial obligation under the agreement. Sponsors will be responsible for any costs or fees associated with the bus wrap.

ISSUE/BACKGROUND:

The RTA has entered into CEAs and partnerships as part of our Art Bus program that highlights culturally significant contributions to the New Orleans community. This Agreement establishes the roles, responsibilities, and commitments of the parties to design, produce, and install a full bus wrap honoring the New Orleans Four, to be unveiled in November 2025 as part of the **New Orleans Four Commemoration Collaboration**.

DISCUSSION:

The sponsors will ensure the following project milestones are met:

1. Artwork Approval: October 1, 2025
2. Wrap Installation: October 29, 2025
3. Unveiling Event: November 2025

Sunstar, Treme for Treme, and New Orleans Four LLC will present a series of activations to be held in November 2025 commemorating the 65th anniversary of the New Orleans Four. As part of this activation, the parties will design and pay for the installation of a bus wrap that will be launched during the commemoration.

RTA will be included in all promotional activities.

FINANCIAL IMPACT:

The estimated cost is \$6,750.00 for printing and installation, which will be absorbed by Treme for Treme and New Orleans Four LLC.

RTA will forego approximately \$2,500 per month in potential advertising revenue for the 36-month run period.

NEXT STEPS:

Upon approval, the CEA will be executed establishing a minimum thirty-six-month run of the wrap. Our advertising agency, Vector Media, will manage the installation and removal process.

ATTACHMENTS:

1. Resolution
2. CEA

Prepared By: Angele Young
Title: Director of Marketing

Reviewed By: Kelder M. Summers
Title: Chief External Affairs Officer

Reviewed By: Tracy Tyler
Title: Chief Legal Officer

Reviewed By: Gizelle Banks
Title: Chief Financial Officer

9/9/2025

Lona Edwards Hankins
Chief Executive Officer

Date



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

RESOLUTION NO. (LEAVE BLANK) _____
FILE ID NO. _____

STATE OF LOUISIANA
PARISH OF ORLEANS

**TO APPROVE THE COOPERATIVE ENDEAVOR AGREEMENT
FOR: NEW ORLEANS FOUR TRIBUTE BUS WRAP**

Introduced by Commissioner _____, seconded by Commissioner _____.

WHEREAS, the RTA has the authority to enter into a Cooperative Endeavor Agreement with Sunstar Gate, Treme for Treme, and New Orleans Four LLC for a Commemorative Art Bus wrap for a period of 36 months and in conjunction with the New Orleans Four 65th Anniversary;

WHEREAS, This agreement aligns with the agency's existing Art Bus program;

WHEREAS, The parties, Treme for Treme, and New Orleans Four LLC, shall pay \$6,750.00 for printing and installation through our third-party vendor, Vector Media;

WHEREAS, The agreement is established for 36 months but **NOT TO EXCEED FIVE YEARS**, so as not to incur additional advertising expenses;

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 approve this Cooperative Endeavor Agreement with Sunstar Gate, Treme for Treme, and New Orleans Four LLC.

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 23rd DAY OF SEPTEMBER, 2025.

**CHAIRMAN
RTA BOARD OF COMMISSIONERS**

COOPERATIVE ENDEAVOR AGREEMENT
BY AND BETWEEN
THE NEW ORLEANS REGIONAL TRANSIT AUTHORITY
AND
SUNSTAR GATE PRODUCTIONS, LTD., NEW ORLEANS FOUR LLC, and TREME
FOR TREME

NEW ORLEANS FOUR BUS WRAP

THIS COOPERATIVE ENDEAVOR AGREEMENT (the “**Agreement**”) is entered into by and between the New Orleans Regional Transit Authority, represented by Lona Edwards Hankins, CEO (the “**RTA**”), and the following entities, collectively referred to herein as the “**Sponsors**”:

- **Sunstar Gate Productions, LTD** – Diedra Meredith, President/CEO
- **New Orleans Four LLC** – Gail Etienne, President/CEO
- **Treme For Treme** – Cyril B. Saulny, President

(each individually a “**Party**” and collectively the “**Sponsors**”). The Agreement is effective as of the date of execution by the RTA (the “**Effective Date**”).

RECITALS

WHEREAS, the RTA is a political subdivision of the State of Louisiana;

WHEREAS, the Sponsors wish to collaborate with RTA on a commemorative cultural project recognizing the 65th Anniversary of the New Orleans Four;

WHEREAS, pursuant to Article 7, Section 14(C) of the Louisiana Constitution of 1974, and related statutes, the RTA may enter into cooperative endeavors with the State of Louisiana, its political subdivisions and corporations, the United States and its agencies, and any public or private corporation, association, or individual with regard to cooperative financing and other economic development activities, the procurement and development of immovable property, joint planning and implementation of public works, the joint use of facilities, joint research and program implementation activities, joint funding initiatives, and other similar activities in support of public education, community development, housing rehabilitation, economic growth, and other public purposes;

WHEREAS, the RTA has the authority to enter into this Agreement as evidenced by its governmental purpose to plan, design, lease as lessee, purchase, acquire, hold, own, construct, improve, have an equity in, finance, maintain, and administer a transit system within the metropolitan area;

WHEREAS, RTA and Sponsors desire to accomplish a valuable public purpose by

promoting public transportation, enhancing community engagement, and furthering cultural and economic development within Orleans Parish; and

WHEREAS, Sponsors will collaborate with RTA in advancing transit initiatives, including but not limited to marketing, branding, cultural programming, and community outreach associated with the New Orleans Four project;

WHEREAS, Vector Media holds exclusive advertising rights on RTA vehicles, but this project is expressly recognized as a **commemorative cultural/art installation**, not a commercial advertising campaign; and Vector Media's role shall be limited to acting as the designated vendor for production and installation.

NOW THEREFORE, the RTA and Sponsors, each having the authority to do so, agree as follows:

ARTICLE I – SPONSORS OBLIGATIONS

A. Sponsors shall:

1. Provide all creative content, branding, and materials necessary for a full wrap on one (1) RTA New Flyer XDE 40-foot bus (**EXHIBIT A**).

2. Create a full bus wrap design meeting all required technical specifications. Artwork must be delivered in production-ready, high-resolution format (Adobe Illustrator or Photoshop preferred), consistent with the template provided by Vector Graphics.

3. Cause to be produced a vinyl bus wrap meeting RTA requirements, both with regards to the image(s) on the wrap as well as the material of the wrap itself.

4. Bear all costs for the creation, production, installation, and removal of the wrap (**EXHIBIT B**).

5. Obtain any licensing or images rights associated with the design used for the bus wrap.

6. Coordinate with Vector Graphics of Metairie, Louisiana on installation of the wrap.

B. Sponsors acknowledge that final approval authority for any wrap associated with this Agreement is subject to RTA approval.

C. Project Milestones (EXHIBIT C). Sponsors will ensure the following milestones are met for this project:

1. Artwork Approval: October 1, 2025
2. Wrap Installation: October 29, 2025
3. Unveiling Event: November 2025

ARTICLE II - THE RTA OBLIGATIONS

A. RTA will:

1. Provide access to an RTA bus fleet vehicle designated for this project for implementation of the project.
 2. Provide the specification sheet for the New Flyer 40-foot Xcelsior bus wrap.
 3. Timely review, if acceptable approve, and oversee all artwork and branding designs to ensure compliance with RTA policies, Title VI obligations, and FTA regulatory requirements.
 4. Coordinate scheduling of vehicle use to minimize operational disruption.
 5. Maintain and repair the wrap for 36 months, provided RTA may unilaterally extend this period at its sole discretion. Maintenance and repair during this time shall be at RTA's sole cost. If the bus is irreparably damaged, the wrap shall be installed on a replacement bus for the duration of the agreed-upon time period.
 6. Remove the wrap at the conclusion of the agreed-upon term.
- B. RTA will have no obligation for any payment or funds associated with any work done or undertaken by Sponsors or any of their contractors or subcontractors.**

ARTICLE III – NO COMPENSATION

A. No Compensation. RTA shall have no financial obligation under this Agreement. Sponsors are responsible for any costs, fees, or other monetary amounts due as a result of any aspect of the design, production, installation, or removal of the bus wrap associated with this Agreement.

ARTICLE IV - DURATION AND TERMINATION

A. Term. The term of this Agreement shall be three (3) years from the date of installation of the wrap, with the option for RTA, at its sole discretion, to extend the term at its pleasure.

B. Termination for Convenience. RTA may terminate this Agreement at any time during the term of the Agreement by giving Sponsors written notice of the termination at least 30 calendar days before the intended date of termination.

C. Termination for Cause. RTA may terminate this Agreement immediately for cause by sending written notice to Sponsors. “Cause” includes without limitation any failure to perform any obligation or abide by any condition of this Agreement or the failure of any representation or warranty in this Agreement. If a termination for cause is subsequently challenged in a court of law and the challenging party prevails, the termination will be deemed to be a termination for convenience effective 30 days from the date of the original written notice of termination for cause was sent to the challenging party; no further notice will be required.

ARTICLE V - INDEMNITY

A. In General. To the fullest extent permitted by law, Sponsors will indemnify, defend, and hold harmless RTA, its agents, employees, officials, insurers, self-insurance funds, and assigns (collectively, the “**Indemnified Parties**”) from and against any and all claims, demands, suits, and judgments of sums of money accruing against the Indemnified Parties: for loss of life or injury or damage to persons or property, or for breach of any copyright, trademark, patent or related intellectual property loss or damage arising from or relating to any act or omission or the operation of Sponsors, its agents or employees while engaged in or in connection with the discharge or performance of any services under this Agreement; and for any and all claims and/or liens for labor, services, or materials furnished to any respective party in connection with the performance of work under this Agreement.

B. Limitation. Sponsors’ indemnity does not extend to any loss arising from the negligence, gross negligence or willful misconduct of any of the Indemnified Parties, provided that neither Sponsors nor any of its agents or employees contributed to such gross negligence or willful misconduct.

C. Independent Duty. Sponsors have an immediate and independent obligation to, at the RTA’s option: (a) defend the RTA from or (b) reimburse the RTA for its costs incurred in the defense of any claim that actually or potentially falls within this indemnity, even if: (1) the allegations are or may be groundless, false, or fraudulent; or (2) Sponsors is ultimately absolved from liability.

D. Expenses. Notwithstanding any provision to the contrary, Sponsors shall bear the expenses including, but not limited to, RTA's reasonable attorney fees and expenses, incurred by RTA in enforcing this indemnity.

ARTICLE VI – INSURANCE

- A. To protect RTA against liability in connection with, or resulting from the carrying out of this contract, Sponsors shall provide, before the work is commenced hereunder, and shall at all times during the life of the contract, carry at the expense of Sponsors, with a reliable insurance company approved to do business in the State of Louisiana, all insurance required by local, state or federal laws should there be any such requirement(s). The Contractor shall deliver to RTA a Certificate(s) of Insurance evidencing same.
- B. During the term of this Agreement, Sponsors shall obtain and maintain the following types and amounts of insurance. Sponsors shall furnish to RTA Certificate(s) of Insurance evidencing coverage for the following lines of insurance, including policy numbers, effective and expiration dates, with minimum limits as follows.
 - 1. Worker’s Compensation Insurance as required by applicable Louisiana law, with Statutory Limits and Employers’ Liability Insurance limits of no less than \$1,000,000 per accident for bodily injury or disease;
 - 2. Automobile Liability Insurance in the amount of \$1,000,000 per accident for bodily injury and property damage; and

- 3. Commercial General Liability Insurance in the amount of \$2,000,000 per occurrence, with RTA named as an additional insured under the policy.

ARTICLE VII - NON-DISCRIMINATION

A. Equal Employment Opportunity. In all hiring or employment made possible by, or resulting from this Agreement, Sponsors (1) will not discriminate against any employee or applicant for employment because of race, color, religion, sex, gender, age, physical or mental disability, national origin, sexual orientation, creed, culture, or ancestry, and (2) where applicable, will take affirmative action to ensure that Sponsors' employees are treated during employment without regard to their race, color, religion, sex, gender, age, physical or mental disability, national origin, sexual orientation, creed, culture, or ancestry. This requirement shall apply to, but not be limited to the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. All solicitations or advertisements for employees shall state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, gender, age, physical or mental disability, national origin, sexual orientation, creed, culture, or ancestry.

B. Non-Discrimination. In the performance of this Agreement, Sponsors will not discriminate on the basis, whether in fact or perception, of a person's race, color, creed, religion, national origin, ancestry, age, sex, gender, sexual orientation, gender identity, domestic partner status, marital status, physical or mental disability, or AIDS- or HIV-status against (1) any employee of the RTA working with Sponsors in any of Sponsors' operations within Orleans Parish or (2) any person seeking accommodations, advantages, facilities, privileges, services, or membership in all business, social, or other establishments or organizations operated by Sponsors. Sponsors agrees to comply with and abide by all applicable federal, state and local laws relating to non-discrimination, including, without limitation, Title VI of the Civil Rights Act of 1964, Section V of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990.

C. Incorporation into Subcontracts. Sponsors will incorporate the terms and conditions of this Article into all subcontracts, by reference or otherwise, and will require all subcontractors to comply with those provisions.

D. Termination for Breach. The RTA may terminate this Agreement for cause if Sponsors fails to comply with any obligation in this Article, which failure is a material breach of this Agreement.

ARTICLE VIII - INDEPENDENT CONTRACTOR

A. Independent Contractor Status. Sponsors is an independent contractor and shall not be deemed an employee, servant, agent, partner, or joint venture of the RTA and will not hold itself or any of its employees, subcontractors or agents to be an employee, partner, or agent of the RTA.

B. Exclusion of Worker's Compensation Coverage. The RTA will not be liable to Sponsors, as an independent contractor as defined in La. R.S. 23:1021(6), for any benefits or

coverage as provided by the Workmen's Compensation Law of the State of Louisiana. Under the provisions of La. R.S. 23:1034, any person employed by Sponsors will not be considered an employee of the RTA for the purpose of Worker's Compensation coverage.

C. Exclusion of Unemployment Compensation Coverage. Sponsors, as independent contractors, are being hired by the RTA under this Agreement for hire and defined in La. R.S. 23:1472(12)(E) and neither Sponsors nor anyone employed by it will be considered an employee of the RTA for the purpose of unemployment compensation coverage, which coverage same being hereby expressly waived and excluded by Sponsors, because: (a) Sponsors has been and will be free from any control or direction by the RTA over the performance of the services covered by this contract; (b) the services to be performed by Sponsors are outside the normal course and scope of the RTA's usual business; and (c) Sponsors has been independently engaged in performing the services required under this Agreement prior to the date of this Agreement.

D. Waiver of Benefits. Sponsors, as an independent contractor, will not receive from the RTA any sick and annual leave benefits, medical insurance, life insurance, paid vacations, paid holidays, sick leave, pension, or Social Security for any services rendered to the RTA under this Agreement.

ARTICLE IX- FORCE MAJEURE

A. Event. An event of Force Majeure will include any event or occurrence not reasonably foreseeable by the RTA at the execution of this Agreement, which will include, but not be limited to, abnormally severe and unusual weather conditions or other acts of God (including tropical weather events, tornados, hurricanes, and flooding); declarations of emergency; shortages of labor or materials (not caused by RTA); riots; terrorism; acts of public enemy; war; sabotage; cyber-attacks, threats, or incidents; epidemics or pandemics; court or governmental order; or any other cause whatsoever beyond the reasonable control of RTA, provided such event was not caused by the negligence or misconduct of RTA, by the failure of RTA to comply with applicable laws, or by the breach of this Agreement.

B. Notice. To seek the benefit of this Article, the RTA must provide notice in writing to Sponsors stating: (1) an event triggering this Article has occurred; (2) the anticipated effect of the Force Majeure event on performance; and (3) the expected duration of the delay, if the Agreement is being suspended.

C. Effect.

1. Upon the occurrence of a Force Majeure event, for which the RTA has provided required notice, the RTA may, at its sole discretion:
 - a. Suspend this Agreement for a duration to be set by the RTA, not to exceed 90 days. During such time of suspension, Sponsors will not be liable or responsible for performance of their respective obligations under this Agreement, and there will be excluded from the computation of such period of time any delays directly due to the occurrence of the Force Majeure event. During any such period of suspension, Sponsors must take all commercially reasonable actions to mitigate

against the effects of the Force Majeure event and to ensure the prompt resumption of performance when so instructed by the RTA; or

- b. Terminate this Agreement, either immediately or after one or more periods of suspension, effective on notice to Sponsors and without any further compensation due.
2. Notwithstanding Section C (1) above, the obligations relating to making payments when due (for services or materials already provided) and those obligations specified to survive in the Agreement will be unaffected by any suspension or termination.

ARTICLE X - NOTICE

A. In General. Except for any routine communication, any notice, demand, communication, or request required or permitted under this Agreement will be given in writing and delivered in person or by certified mail, return receipt requested as follows:

1. To the RTA:

Chief Executive Officer
2817 Canal Street
New Orleans, Louisiana 70119

&

Chief Legal Officer
2817 Canal Street
New Orleans, Louisiana 70119

2. To The Sponsors:

**Treme for Treme:
President & Co-Founder
Cyril B. Saulny
1422 Kelerec St.
New Orleans, Louisiana 70116**

&

**New Orleans Four LLC.
President & CEO
Gail Etienne
4955 West Napoleon Ave. Suite #3065
Metairie, Louisiana 70001**

B. Effectiveness. Notices are effective when received, except any notice that is not received due to the intended recipient's refusal or avoidance of delivery is deemed received as of the date of the first attempted delivery.

C. Notification of Change. Each party is responsible for notifying the other in writing that references this Agreement of any changes in its address(es) set forth above.

ARTICLE XI - ADDITIONAL PROVISIONS

A. Amendment. No amendment of or modification to this Agreement shall be valid unless and until executed in writing by the duly authorized representatives of both parties to this Agreement.

B. Assignment. This Agreement and any part of the Sponsors' interest in it are not assignable or transferable without the RTA's prior written consent.

C. Choice of Law. This Agreement will be construed and enforced in accordance with the laws of the State of Louisiana without regard to its conflict of laws provisions.

D. Construction of Agreement. Neither party will be deemed to have drafted this Agreement. This Agreement has been reviewed by Sponsors, shall be construed, and interpreted according to the ordinary meaning of the words used so as to fairly accomplish the purposes and intentions of Sponsors. No term of this Agreement shall be construed or resolved in favor of or against the RTA or Sponsors on which party drafted the uncertain or ambiguous language. The headings and captions of this Agreement are provided for convenience only and are not intended to have effect in the construction or interpretation of this Agreement. Where appropriate, the singular includes the plural and neutral words and words of any gender shall include the neutral and other gender.

E. Employee Verification. Sponsors swears that (i) it is registered and participates in a status verification system to verify that all employees in the State of Louisiana are legal citizens of the United States or are legal aliens; (ii) it shall continue, during the term of this Agreement, to utilize a status verification system to verify the legal status of all new employees in the State of Louisiana; and (iii) it shall require all subcontractors to submit to Sponsors a sworn affidavit verifying compliance with items (i) and (ii) above. Any violation of the provisions of this paragraph may subject this Agreement to termination and may further result in Sponsors being ineligible for any public contract for a period of 3 years from the date the violation is discovered. Sponsors further acknowledges and agrees that it shall be liable for any additional costs incurred by the RTA occasioned by the termination of this Agreement or the loss of any license or permit to do business in the State of Louisiana resulting from a violation of this provision. Sponsors will provide the RTA with a sworn affidavit attesting to the above provisions if requested by the RTA. The RTA may terminate this Agreement for cause if Sponsors fails to provide such the requested affidavit or violates any provision of this paragraph.

F. Entire Agreement. This Agreement, including all incorporated documents, constitutes the final and complete agreement and understanding between Sponsors. All prior and contemporaneous agreements and understandings, whether oral or written, are superseded by this

Agreement and are without effect to vary or alter any terms or conditions of this Agreement.

G. Exhibits. The following exhibits will be and are incorporated into this Agreement:

1. **Exhibit A** – Artwork Specifications
2. **Exhibit B** – Printing & Installation Costs
3. **Exhibit C** – Timeline
4. **Exhibit D** – Rendering

H. Jurisdiction. Sponsors consents and yields to the jurisdiction of the State Civil Courts of the Parish of Orleans and formally waives any pleas or exceptions of jurisdiction on account of the residence of Sponsors.

I. Limitations of the RTA 's Obligations. The RTA has no obligations not explicitly set forth in this Agreement or any incorporated documents or expressly imposed by law.

J. No Expectation of Benefit or Special Treatment. Sponsors swears that, as a result of the donation of the services or funds that are the subject of this Agreement or otherwise, it has no expectation of benefit or special treatment with regard to other contracts or potential contracts with RTA.

K. No Third-Party Beneficiaries. This Agreement is entered into for the exclusive benefit of Sponsors and Sponsors expressly disclaim any intent to benefit anyone not a party to this Agreement.

L. Non-Exclusivity. This Agreement is non-exclusive, and the RTA may provide services to other clients, subject to the RTA's approval of any potential conflicts with the performance of this Agreement and the RTA may engage the services of others for the provision of some or all of the work to be performed under this Agreement.

M. Non-Solicitation Statement. Sponsors has not employed or retained any company or person, other than a bona fide employee working solely for it, to solicit or secure this Agreement. Sponsors has not paid or agreed to pay any person, other than a bona fide employee working for it, any fee, commission, percentage, gift, or any other consideration contingent upon or resulting from this Agreement.

N. Non-Waiver. The failure of either party to insist upon strict compliance with any provision of this Agreement, to enforce any right or to seek any remedy upon discovery of any default or breach of the other party at such time as the initial discovery of the existence of such noncompliance, right, default or breach shall not affect or constitute a waiver of either party's right to insist upon such compliance, exercise such right or seek such remedy with respect to that default or breach or any prior contemporaneous or subsequent default or breach.

O. Ownership of Records. Upon final payment, all data collected and all products of

work prepared, created or modified by Sponsors in the performance of this Agreement, including without limitation any and all notes, tables, graphs, reports, files, computer programs, source code, documents, records, disks, original drawings or other such material, regardless of form and whether finished or unfinished, but excluding Sponsors' personnel and administrative records and any tools, systems, and information used by Sponsors to perform the services under this Agreement, including computer software (object code and source code), know-how, methodologies, equipment, and processes and any related intellectual property (collectively, "Work Product") will be the exclusive property of RTA and the RTA will have all right, title and interest in any Work Product, including without limitation the right to secure and maintain any copyright, trademark, or patent of Work Product in the RTA's name. No Work Product may be reproduced in any form without the RTA's express written consent. The RTA may use and distribute any Work Product for any purpose the RTA deems appropriate without the Sponsors' consent and for no additional consideration to the Sponsors.

P. Prohibition of Financial Interest in Agreement. No official or employee of the RTA shall have a financial interest, direct or indirect, in this Agreement. For purposes of this provision, a financial interest held by the spouse, child, or parent of any elected official or employee of the RTA shall be deemed to be a financial interest of such elected official or employee of the RTA. Any willful violation of this provision, with the expressed or implied knowledge of Sponsors, shall render this Agreement voidable by the RTA and shall entitle the RTA to recover, in addition to any other rights and remedies available to the RTA, all monies paid by the RTA to Sponsors pursuant to this Agreement without regard to the Sponsors' otherwise satisfactory performance of the Agreement.

Q. Prohibition on Political Activity. None of the funds, materials, property, or services provided directly or indirectly under the terms of this Agreement shall be used in the performance of this Agreement for any partisan political activity, or to further the election or defeat of any candidate for public office.

R. Remedies Cumulative. No remedy set forth in the Agreement or otherwise conferred upon or reserved to any party shall be considered exclusive of any other remedy available to a party. Rather, each remedy shall be deemed distinct, separate and cumulative and each may be exercised from time to time as often as the occasion may arise or as may be deemed expedient.

S. Severability. Should a court of competent jurisdiction find any provision of this Agreement to be unenforceable as written, the unenforceable provision should be reformed, if possible, so that it is enforceable to the maximum extent permitted by law or, if reformation is not possible, the unenforceable provision shall be fully severable and the remaining provisions of the Agreement remain in full force and effect and shall be construed and enforced as if the unenforceable provision was never a part of the Agreement.

T. Survival of Certain Provisions. All representations and warranties and all obligations concerning record retention, inspections, audits, ownership, indemnification, payment, remedies, jurisdiction, and choice of law shall survive the expiration, suspension, or termination of this Agreement and continue in full force and effect.

U. Terms Binding. The terms and conditions of this Agreement are binding on any heirs,

successors, transferees, and assigns.

ARTICLE XII – COUNTERPARTS

This Agreement may be executed in one or more counterparts, each of which shall be deemed to be an original copy of this Agreement, but all of which, when taken together, shall constitute one and the same agreement.

ARTICLE XIII - ELECTRONIC SIGNATURE AND DELIVERY

Sponsors agree that a manually signed copy of this Agreement and any other document(s) attached to this Agreement delivered by email shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement. No legally binding obligation shall be created with respect to a party until such party has delivered or caused to be delivered a manually signed copy of this Agreement.

[SIGNATURES CONTAINED ON NEXT PAGE]

[The remainder of this page is intentionally left blank.]

IN WITNESS WHEREOF, the RTA and Sponsors, through their duly authorized representatives, execute this Agreement.

REGIONAL TRANSIT AUTHORITY

BY: _____
LONA EDWARDS HANKINS, CHIEF EXECUTIVE OFFICER

Executed on this _____ of _____, 202__

SPONSORS

BY: _____
NAME AND TITLE (SUNSTAR GATE)

FEDERAL TAX I.D.

BY: _____
NAME AND TITLE (NEW ORLEANS FOUR LLC)

FEDERAL TAX I.D.

BY: _____
NAME AND TITLE (TREME FOR TREME)

FEDERAL TAX I.D.

The following Exhibits are attached hereto and incorporated by reference.

EXHIBIT A – Artwork Specifications

- Bus model: **New Flyer 40’ Xcelsior**.
- Artwork must be production-ready, high-resolution (Adobe Illustrator or Photoshop).
- Artwork must conform to template provided by **Vector Graphics**.

Exhibit B – Printing & Installation Costs

- Total cost: **\$6,750.00.**
- Includes vinyl production, shipping, and professional installation.
- Materials shipped to:

Vector Graphics
3613 Hessmer Ave.
Metairie, LA 70002

Exhibit C – Timeline

- **October 1, 2025** – Final artwork approval.
- **October 29, 2025** – Wrap installation complete.
- **November 2025** – Public unveiling as part of the New Orleans Four Commemoration Collaboration.

Exhibit D – Rendering

- A preliminary rendering of the commemorative wrap will be provided by the artist(s) no later than **October 1, 2025**.
- Rendering to be included in Board report and final approval packet.



New Orleans Regional Transit Authority

2817 Canal Street
New Orleans, LA 70119

Board Report and Staff Summary

File #: 25-115

Finance Committee

Contract Award to Vector Media Holding, Corp for Exclusive Advertising Rights

DESCRIPTION: To award a contract to establish exclusive advertising rights	AGENDA NO: Click or tap here to enter text.
ACTION REQUEST: <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other	

RECOMMENDATION:

To authorize the Chief Executive Officer to execute a contract for Exclusive Advertisement Rights awarded to Vector Media Holding, Corp. for a five (5) year term, with a three-year base and with two one-year options to renew. The awarding of this contract will generate revenue for the agency.

ISSUE/BACKGROUND:

The New Orleans Regional Transit Authority (RTA) first entered into an agreement for exclusive right to sell advertising on all RTA shelters with Laurel New Orleans, LLC in April 2008 with an initial term of five years, upon completion of an open solicitation process. In November 2011 the RTA, upon completion of an open Request for Qualifications (RFQ) process, entered into an agreement for the exclusive right to market advertising space on RTA buses and streetcars with Laurel New Orleans, LLC, for an initial term of five years. In 2018 upon completion of an open RFQ process Laurel was awarded the contract for Exclusive Rights to Advertise on RTA buses, streetcars, and ferries. Vector Media Holding, Corp. purchased Laurel 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, see attachments.

A new contract solicitation was initiated, and a Request for Proposal (RFP) was issued on May 5, 2025, for the acquisition of a vendor and new contract. Staff evaluated all elements of the bid per requirements prescribed by the RTA, Louisiana Public Bid Law, and the Federal Transit Administration.

Staff evaluated all cost components submitted by the vendors and determined the price to be fair and reasonable; and a technical evaluation was conducted Thursday, July 31, 2025, at 10:00 am. The technical evaluation resulted in scoring in favor of Vector Media.

DISCUSSION:

The vendor will market and sell RTA-owned advertising space and maintain business continuity for the operation, advertising shelter maintenance, and support of the RTA's Transit Advertising program under the management and as directed by the RTA Marketing Department.

FINANCIAL IMPACT:

This action will generate operating revenue for RTA. Under the contract, the Advertising Contractor must 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 of 52%.

Historic advertising billings were \$2,759,687 gross/ \$1,435,037 net (2022), \$2,148,339 gross/ \$1,117,136 net (2023), and \$2,171,817 gross/ \$1,112,345 net (2024) and are provided for context; the actual MAG and revenue share will be established through the award and negotiated terms. The dip in revenue from year 2022 to year 2023 is due to the limitation of advertising allowed on the bus fleet at that time. No advertising was allowed on the newer purple bus fleet. In 2024, the RTA established a practice allowing ads 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 wraps.

Revenues will be recognized in the Operating Budget. No local expenditure is required for advertising operations contemplated here; the Contractor bears routine costs for advertising-shelter cleaning, maintenance/repairs, and illumination, with limited, pre-approved reimbursement only when performing repairs on non-advertising RTA shelters (which may be offset against fees due).

NEXT STEPS:

Upon approval, a contract will be drafted and executed for Exclusive Advertisement Rights to Vector Media Holdings, Corp, establishing a five-year agreement with a three-year base and with two one-year options to renew. The contract will be implemented following the Board's approval.

ATTACHMENTS:

1. Resolution Exclusive Advertisement Rights
2. Vector Media Proposal
3. Procurement Summary - RFP 2025-017
4. Public Notice/ RFP - 2025-017
5. Addendum 1 - RFP- 2025-017
6. Executed Contract 2008 - Laurel Communications
7. Executed Contract 2018 - Laurel Communications
8. Contract Extension Letter 2022
9. Amendment to Extend Maintenance - Super Bowl 2024

Prepared By: Angele Young Boutte
Title: Marketing Director

Reviewed By: Kelder Summers
Title: Chief External Affairs Officer

Reviewed By: Gizelle Banks
Title: Chief Financial Officer
9/8/2025

Lona Edwards Hankins
Chief Executive Officer

Date



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

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.



RFP Response

REGIONAL TRANSIT AUTHORITY
EXCLUSIVE ADVERTISEMENT RIGHTS
REQUEST FOR PROPOSALS (RFP) #2025-004

Regional Transit Authority
2817 Canal Street
New Orleans, LA 70119

Dear Selection Committee,

On behalf of Vector Media, I am pleased to submit our proposal in response to RFP 2025-004 for Exclusive Advertisement Rights with the Regional Transit Authority (RTA).

As RTA's long-standing partner through Vector Media and our predecessor Laurel Outdoor, we have consistently delivered results through our strategic sales approach spanning bus, shelter, streetcar, and ferry advertising programs. Under Dana Pecoraro's local leadership, we continue to exceed expectations as we close another successful contract year.

Vector Media stands as an industry leader in transit advertising, managing over 5,000 transit vehicles across 50 U.S. markets and maintaining partnerships with 35 transit authorities. Our quarter-century of success stems from our singular focus: delivering exceptional results for our transit partners.

Partnership is the cornerstone of our business philosophy. We approach every relationship—whether with clients, vendors, or transit authorities—with accountability, trust, and collaborative spirit. Our proven track record in markets similar to New Orleans, including Tampa (HART), Rhode Island (RIPTA), St. Louis (Bi-State Metro), and Los Angeles (StreetsLA), demonstrates our expertise in managing comprehensive transit advertising portfolios.

As transit advertising evolves through enhanced performance tracking and innovative ad placements, Vector Media remains at the forefront of technological advancement. We're excited to propose a digital network deployment and mobility enhancements to generate new revenue streams while improving RTA's customer experience.

The Proposal details:

- Our 25-year journey and the benefits of being transit-focused
- Our successful track record in New Orleans and comparable markets
- Our experienced team's capabilities and unwavering commitment to RTA
- Our strategic plans for increasing revenues through the deployment of a digital network and other creative formats
- Our partnerships with local DBE and non-DBE subcontractors that we will work with throughout the life of our contract

We look forward to continuing our partnership with RTA and delivering exceptional results for your advertising program.

A handwritten signature in black ink, appearing to read "CS", with a stylized flourish at the end.

Chad Silver
Chief Executive Officer

EXECUTIVE SUMMARY

The Vector Media Difference

Our proposal offers a comprehensive strategy for maximizing RTA's advertising revenue through a multi-channel sales approach that combines deep local market expertise with the power of our nationwide network. As the current advertising partner for RTA, Jefferson Parish Transit, and St. Bernard Urban Rapid Transit, Vector brings unparalleled familiarity with the New Orleans market and a proven track record of success.

Industry Leadership: With over 30 exclusive transit authority partnerships and transit operations in 50 U.S. markets, Vector maintains one of America's largest transit media networks. Our exclusive focus on transit advertising (representing over 95% of our business) ensures that RTA's assets will be positioned for maximum revenue potential rather than merely packaged alongside other OOH offerings. Our proven sales strategy targeting local, regional, and national advertisers consistently outperforms industry averages.

New Orleans Market Expertise: Our local team, led by Dana Pecoraro and Terrance Ruona, combines over 45 years of advertising experience in the New Orleans market. Their deep relationships in the community and with local advertisers will ensure seamless continuity for existing campaigns while developing new revenue streams through new and innovative formats.

Innovative Digital Solutions: Vector will implement a strategic digital transformation across RTA's system, including the integration of dynamic digital displays and geo-targeted advertising solutions that provide measurable results for advertisers while generating premium revenue for RTA.

Operational Excellence: Our dedicated maintenance and operations team will ensure all advertising displays maintain pristine condition, enhancing both the rider experience and the perception of RTA's vehicles and properties throughout New Orleans.

Community Engagement: Vector will collaborate with RTA to develop strategic cross-promotions that enhance community outreach, support public initiatives, and create opportunities for local non-profit partnerships.



THE VECTOR MEDIA STORY

How we became obsessed with transit advertising

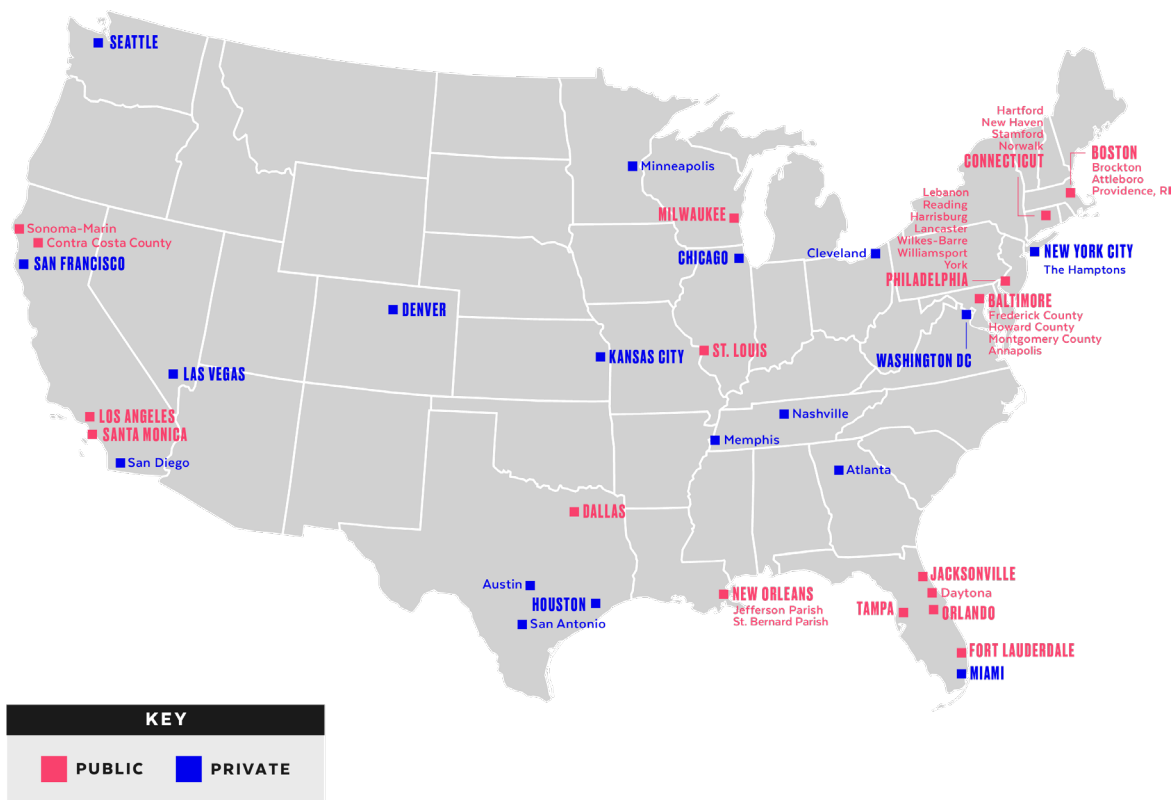
Back in 1998, when Vector Media launched with just four billboards in New York City, we were an outdoor advertising company, but we hadn't yet found our calling. That changed in 2005, when we bid on and were awarded the contract for Las Vegas's transit system. It was at that point that we saw the massive untapped potential of transit advertising and made it our mission to unlock it.

So we went all in.

From that day forward, transit advertising became our primary focus. Over the next 18 years, we expanded our public and private transit footprint into 50 markets, adding 35 municipal partnerships. Our inventory now includes 5,000 buses, 800 paratransit vehicles, 8,000 transit shelter panels, 600 rail cars, and 150 kiosks. We maintain the U.S.'s largest transit media network by number of markets and employ over 150 people nationwide, all being dedicated to transit advertising.

Today, over 90% of our business is transit media.

We are true believers, not only in the value of transit advertising but in the ability of public transportation to transform and empower communities, and we are proud of our role in helping to fuel that empowerment. And it's our hope that we'll be able to continue to share our passion, expertise, and creativity in partnership with RTA.



COMPANY OVERVIEW



Our History in New Orleans

Vector Media's partnership with the New Orleans Regional Transit Authority (RTA) began in May 2019, when Vector acquired Laurel Outdoor, the exclusive municipal transit advertising partner for New Orleans, Jefferson Parish, and St. Bernard Parish. This acquisition expanded our inventory to include over 160 buses, 60 streetcars—including the historic St. Charles and Riverfront/Canal lines—and approximately 640 bus shelter panels.

TRUE SPIRIT OF PARTNERSHIP

Over the combined 20+ years of the partnership, from Laurel Outdoor to Vector Media, our New Orleans team has provided RTA with a level of service and attention that is unmatched and cannot be replicated by any other operator.

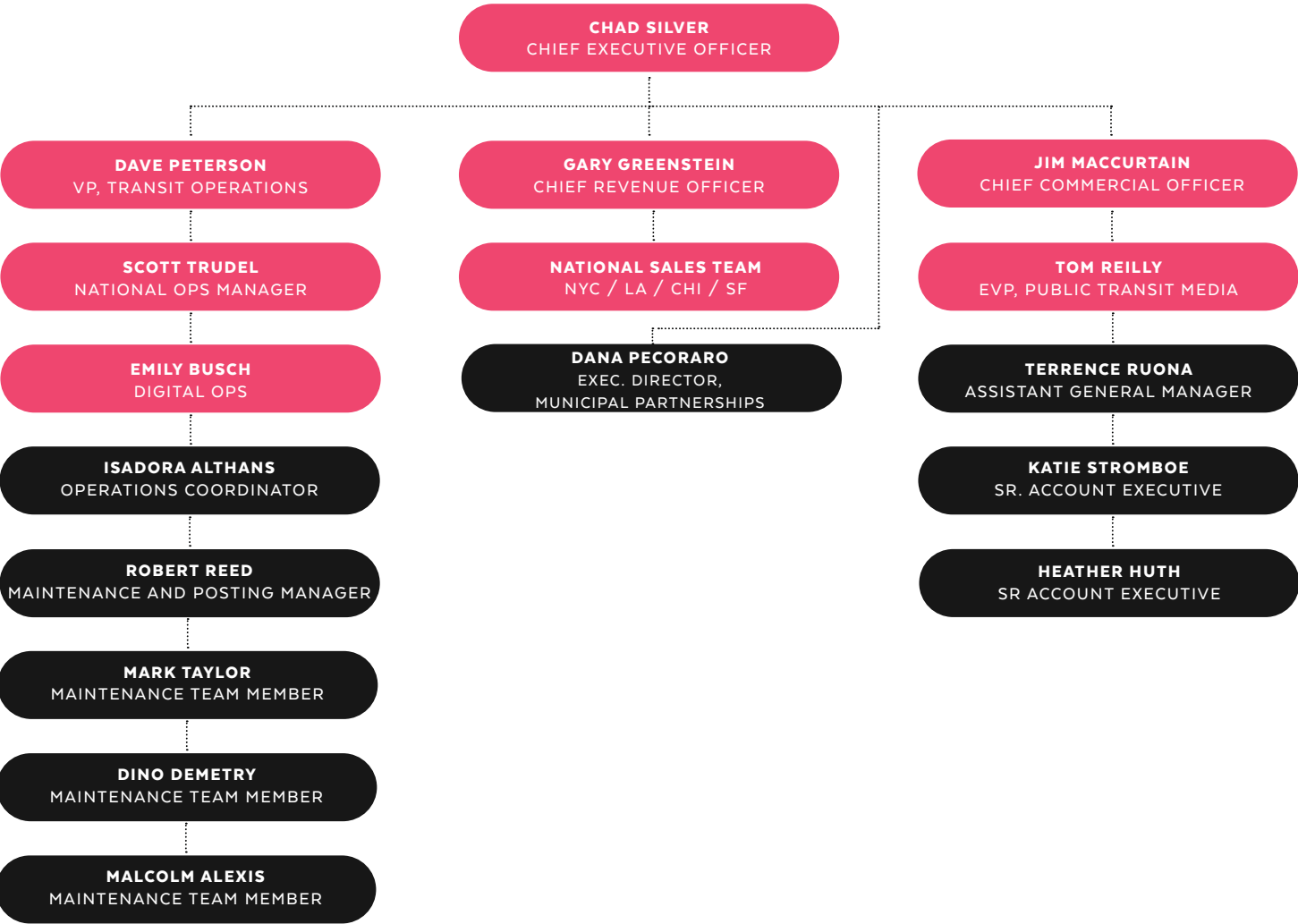
Whether it's coordinating ribbon cutting events, responding to requests for logo printing, volunteering for the annual "Stuff the Bus" drive, we have continually embodied the true spirit of partnership and are excited by the opportunity to continue our partnership with RTA for many years to come.



ORGANIZATION CHART

Included in this section is a summary of current Vector personnel, as well those roles to be hired that will have the most consistent direct contact with RTA during this process and following the awarding of the contract.

While Vector employs over 165 team members, the individuals included below are tasked with executing on the strategies necessary for the successful implementation of the RTA advertising program.



- EXECUTIVE TEAM
- RTA DEDICATED TEAM

EXPERIENCE & REFERENCES



Transit Experience

We are proud of the work we have done on behalf of our public transit partners across the country. The longevity of our partnerships (as indicated below in the years we began working with each) and the new partners we have begun working with in recent years is a testament of our work and our partners' confidence in Vector Media.

1996-
2010

bat



MCDOT

RTA

**BROWARD
COUNTY
Transit**

2011-
2014



HART



TRANSIT



MDOT
MARYLAND DEPARTMENT
OF TRANSPORTATION

2015-
2019



CT transit



SBURT



2020-
2025



**big
blue
bus**



Building on Our Success

New Orleans presents a vibrant market for transit advertising with a high volume of pedestrian and vehicular traffic, a robust tourism industry, and a diverse local business ecosystem. Every market and transit advertising program is unique in its own right. Still, there are many familiar elements between RTA’s advertising program and others where we have had great success.

As you will see on the following pages, Vector is uniquely qualified to maximize value on RTA’s assets including the combination of buses, streetcars, shelters, and ferry terminal. From staffing requirements to sales strategy to operational efficiencies, we understand what it takes to maximize RTA’s transit advertising program and we are excited at the prospect of bringing our passion to New Orleans.

The table below highlights our most comparable scopes of work and on the next few pages, we highlight our successes in four different markets representative of our wide range of experience nationwide and within New Orleans.

MARKET	TRANSIT AUTHORITY	INVENTORY AVAILABLE FOR ADVERTISING
New Orleans, LA	New Orleans Regional Transit	Buses Streetcars Shelters
Los Angeles, CA	City of Los Angeles (StreetsLA)	Bus Shelters Digital Bus Shelters
Orlando, FL	Central Florida Regional Transit Authority (LYNX)	Buses Paratransit Shelters
Baltimore, MD	Maryland Transit Administration (MTA)	Buses Bus Shelters Rail Vehicles Kiosks Station Posters
Santa Monica, CA	City of Santa Monica (Big Blue Bus)	Buses



MARYLAND TRANSIT ADMINISTRATION | BALTIMORE, MD

START DATE

3/1/2004

SCOPE OF WORK

- Buses: 818
- Shelter faces: 368
- Rail Vehicles: 361
- Kiosks: 132
- Station Posters: 380
- Mobility Vehicles: 265

2024 REVENUES

\$6,194,961

CONTACT

Veronica Battisti
6 St. Paul Street
Baltimore, MD 21202-1614
(410) 767-8748
vbattisti@mdot.maryland.gov

APPROACH

When we began our partnership with MTA in 2004, our goals were to reverse the significant decline in revenue caused by the prior vendor and improve the market’s perception of transit advertising. We rebuilt the local sales team, created a national sales positioning strategy, and focused on developing new revenue streams, including Metro SubwayLink, MARC station dominations, MARC platform shelter wraps, and Light RailLink wraps.

RESULTS

From the \$750,000 we inherited in 2004, we grown pre-covid sales to over \$6 million annually. As a result of our work, we are proud to have been awarded an extension of our contract in 2024 through June 2026.

January 10, 2025

To Whom It May Concern:

As Sr. Director for Communications and Marketing, I have directly worked with Vector Media for seven years and I know they have served as the Maryland Transit Administration's vendor for transit advertising for at least 12 years, if not longer.

Vector's sales team works diligently to increase revenue year over year and has created unique advertising options within our system, especially our central business locations, such as station dominations and signage at CFG Bank Arena, Convention Center and Shot Tower, elevator wraps and wallsapes. The team has also done an exceptional job with vehicle wraps, especially on our light rail vehicles. Over the last few years this segment of transit advertising has increased significantly. When we were redeveloping our Camden Yards station, Vector was instrumental in recommending advertising solution that would be effective and profitable.

I would also like to note Vector's commitment to executing agency specific projects has been exceptional. We frequently ask Vector to execute a specialty wrap or place signage with very short notice and turnaround times – their teams always make it happen. We recently completed a wrap of our Customer Service Center at our Mondawmin Transit Hub. Vector provided guidance throughout the entire project from concept to installation.

I strongly recommend Vector Media as a transit advertising vendor/partner.

Sincerely,



Veronica Battisti
Sr. Director, Communications and Marketing

vbattisti@mdot.maryland.gov
410-598-4168



STREETSLA | LOS ANGELES, CA

START DATE

1/1/2022

SCOPE OF WORK

Bus Shelter Faces: 3,722
Digital Shelters: 700

2024 REVENUES

\$25,664,786

CONTACT

Shirley Lau
1149 S. Broadway, Ste 400
Los Angeles, CA 90015
(213) 847-3333
Shirley.Lau@LACity.org

APPROACH

In 2022, Vector was awarded the Los Angeles bus shelter contract by StreetsLA as part of a joint venture with micro-mobility specialist Tranzito. After more than 20 years with its previous advertising partner, the City of Los Angeles sought a fresh, innovative vision to transform its transit infrastructure.

Under this program, Vector oversees the sale and maintenance of advertising across more than 2,000 bus shelters and amenity structures. The partnership is also responsible for the design and implementation of 3,000 state-of-the-art bus shelters and other transit amenities citywide. The initiative includes the deployment of approximately 2,000 digital screens, along with a variety of unique, thoughtfully designed elements created by the Tranzito-Vector team.

Since assuming responsibility for the assets, Vector has introduced its signature creative approach, upgrading existing inventory with digital and large-format alternatives. These enhancements have significantly improved unit economics while elevating the overall transit experience for Angelenos.

RESULTS

Despite a last minute transition, Vector hit the ground running in 2022, generating \$25,664,786 in revenue in 2024, resulting in an \$11.2m payment to the City of Los Angeles, an increase of 82% over the prior advertising partner.

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FAX: (213) 847-3300
BSS.BOSS@LACITY.ORG
STREETSLA.lacity.org

To Whom It May Concern:

Vector Media, part of the Tranzito-Vector joint venture, has partnered with the City of Los Angeles Bureau of Street Services since January 2022 to implement and manage the Sidewalk Transit Amenities Program ("STAP").

As part of STAP, Vector is playing an integral role in the buildout of over 3,000 transit shelters, associated amenities, and mobility hubs throughout Los Angeles, including approximately 700 digital transit shelters. Tranzito-Vector transitioned the sales from the prior vendor who had operated the program for over 20 years and provided seamless operations to maintain over 1800 existing bus shelters. Over the past 2 years, Vector also has continually found new and innovative ways to generate revenues by developing 3-D embellishments and build-outs on our existing transit shelters and new passenger amenity kiosks (PAKs).

I highly recommend Vector Media as a partner to advance municipal transit programs and I would be happy to answer any questions you may have about their performance at shirley.lau@lacity.org or at (213)847-3333.

Best regards,

Shirley Lau
Executive Officer, Bureau of Street Services





LYNX | ORLANDO, FLORIDA

START DATE

1/1/2012

SCOPE OF WORK

Shelter Faces: 232

Buses: 367

2024 REVENUES

\$6,179,734

CONTACT

Matt Friedman

455 N. Garland Ave.

Orlando, FL 32801

(407) 254-6206

mfriedman@golynx.com

APPROACH

Upon being awarded the contract with LYNX in 2012, Vector personnel quickly identified key areas for improvement and began maximizing the revenue generated by the existing inventory. Our strategy was three-fold: 1) emphasize large, high-impact signature displays, 2) develop a station domination program, and 3) design and implement a street-level kiosk program.

RESULTS

Our work resulted in unprecedented levels of revenue for LYNX. Prior to Covid, we had quadrupled annual sales from \$1.5 million to over \$8 million annually. These results are reached with 4 local account executives each generating on average \$1.5m per year, with national sales adding the rest.

In December 2021, LYNX extended our contract for 6 years as a result of our work.



October 31, 2022

To Whom It May Concern:

We are happy to provide this letter of recommendation for Vector Media, They have been operating the transit advertising program for LYNX since 2011. Vector has continued to be an invaluable partner for us. As a result, earlier this year we decided to extend our contract for another five years through 2026.

As our partner, Vector has consistently produced despite unprecedented challenges. Their dedication to transit advertising and ability to build strong local sales teams sets them apart from other OOH operators. Working with their team in Orlando has been a wonderful experience and I understand that the same professionalism can be expected of all Vector teams in markets across the country.

Vector has continued growing revenues on our behalf, including a 25% increase in sales in the last year alone.

We happily recommend Vector Media to anyone considering them as a transit advertising partner and would welcome the opportunity to discuss if it may help.

Sincerely

Matthew P. Friedman
Director of Marketing Communications
mfriedman@golynx.com
407-254-6206



BIG BLUE BUS | SANTA MONICA, CA

START DATE

1/1/2020

SCOPE OF WORK

247 Buses

2024 REVENUES

\$4,805,667

CONTACT

Eric O'Connor
1444 4th St
Santa Monica, CA 90401
(310) 458-1975, Ext 5823
eric.oconnor@santamonica.gov

APPROACH

We were awarded the contract for Big Blue Bus in Santa Monica which commenced January 1, 2020. Prior to our engagement, Intersection Media was responsible for national advertising sales while the City managed local sales.

Despite being located within the Los Angeles DMA, we discovered that national advertisers often overlooked Santa Monica. Through our multi-channel sales approach, Vector's national sales team launched a strategic outreach to the Top 20 national ad agencies, elevating Santa Monica's unique position in reaching the LA market. At the same time, we implemented our local sales strategy by hiring experienced local sales talent to focus on long-term commitments from local businesses, such as Hospital Systems, to balance out the intermittent national demand.

RESULTS

In our first year as their partner, despite the advertising recession caused by global pandemic, we exceeded total sales revenues from the prior year. In 2021, we grew revenues by 87% while transit advertising revenues across the country were down over 60%.

As a result of our success, we were awarded a new contract beginning January 1, 2025.



City of
Santa Monica™

January 16, 2025

To Whom It May Concern:

We are happy to provide this letter of recommendation for Vector Media. They have been operating our transit advertising program for the last five years since January 2020. Last year, the Department published an RFP for the same program and Vector Media was selected as the preferred vendor and was awarded a new contract in December 2024.

Vector's operations and sales teams have been professional, reliable, responsive, and have consistently produced from a revenue aspect while maintaining strong adherence to the Department's design and advertising guidelines. They have demonstrated to have experience to produce sales on national accounts as well as driving sales in the local markets. Working with Vector Media has been a good experience, and we would recommend them to any agency that is looking for an advertising partner.

Sincerely,

Eric O'Connor
Assistant Director
Department of Transportation

PROPOSAL FOR ADVERTISING SYSTEMS

S Robertson





MOCK-UP

DRIVING REVENUES THROUGH DIGITAL DEPLOYMENT

Expanding Strategic Partnerships

DIGITAL BUS SHELTER NETWORK

We are excited to propose an initial deployment of a digital network at 10 bus shelters at select locations. This network will be dispersed throughout RTA’s service area, providing an opportunity for generating higher revenues while enhancing the rider experience.

Among the many benefits to RTA and its ridership, include:

- **Real-Time Information:** Digital displays provide live updates on bus arrivals, route changes, and service alerts.
- **Way-finding & Maps:** Interactive screens help passengers navigate the transit system and surrounding areas.
- **Weather & Emergency Alerts:** Dynamic messaging keeps passengers informed of severe weather or safety concerns.
- **Sleek, Futuristic Design with Increased Safety:** Digital shelters enhance the visual appeal of riding RTA buses and provide a safer environment for its ridership

INITIAL PROPOSED NETWORK

We have already identified an initial network of 10 locations that we believe will be best suited for the initial deployment and have outlined them below.

- Poydras + Magazine Street
- Poydras + Loyola
- Poydras + Tchoupitoulas
- N. Peters and Canal
- Poydras at the Superdome Location 1
- Behrman Hwy. #2 @ Walmart/ Raising Cane’s restaurant
- Pontchartrain & Allen Toussaint Blvd
- Chef & Gentilly at Walmart #1
- Poydras St. & St. Charles
- Loyola Ave & Girod St



MOCK-UP

DRIVING REVENUES THROUGH DIGITAL DEPLOYMENT

Expanding Strategic Partnerships

DEPLOYING NATION'S FIRST DIGITAL NETWORK ON PUBLIC TRANSIT BUSES

We are excited to propose a deployment of LED digital displays for advertising on the rear of RTA's vehicles. We have engaged with VIVID Out-of-Home, the world's premiere provider of LED Bus Display Systems, who will provide the screens and technology that make this possible. Their best-in-class technology provides the ability to create a network effect to disseminate important information, and for targeted location-based messaging enabled via onboard GPS based upon routes and other Points of Interest (POI).

The photo above is a mock-up of what a digital exterior may look like and we have provided an overview of their technical capabilities on the following pages.

We would propose an initial pilot program with these digital screens with the goal of expanding the program as it gains traction in the market.

DIGITAL EXTERIOR TECHNICAL OVERVIEW

TECHNICAL SPECS PROVIDED BY VIVID OOH



Digital and Sustainable Transformation for Outdoor on the Move

Digital Rear RFP Dec 17th 2024



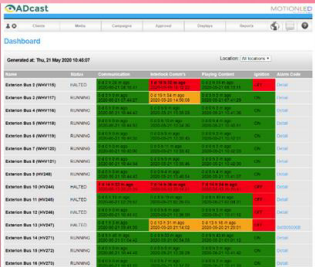
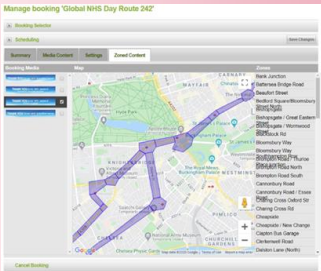
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About VIVID Out of Home Ltd

The VIVID team has over 20 years' experience specifically developing, manufacturing and operating LED Bus display systems and associated proprietary Content Management Software. The BusLED R&D was carried out under the MotionLED Technology (MLT) banner by the VIVID executives and engineers. MLT has vested the exclusive global rights for all its BusLED technology in VIVID.

The BusLED patented automotive grade technology is the only fully compliant and fully tested Digital Bus system designed from the ground up to meet the demands of the uncompromising physical environment and provide operational assurance for media partners. A four-year real-world test of both hardware and software on TfL routes in London resulted in zero system failures.



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DIGITAL EXTERIOR TECHNICAL OVERVIEW

TECHNICAL SPECS PROVIDED BY VIVID OOH



VIVID LED System Characteristics



Ultra Slim & Lightweight patented LED tile and system design – panel only 21mm (13/16")

Multiple pixel pitch sizes available

Designed for ease of integration into vehicle infrastructure

Experienced bespoke engineering for conventional, Hybrid and EV bus models

UL, CE & FCC approved system components

Proven environmental performance to, -20c to +75c

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VIVID LED System Characteristics

Transit Authority regulation approvals – VOSA, TfL

Moisture proof and waterproof, rated to IP66

Long lifetime and maintenance free - Over 50,000 hours

Low Power Consumption

Eco-friendly product – sustainable Digital Transformation

24/7 onboard diagnostics

Highest quality and approved automotive grade parts



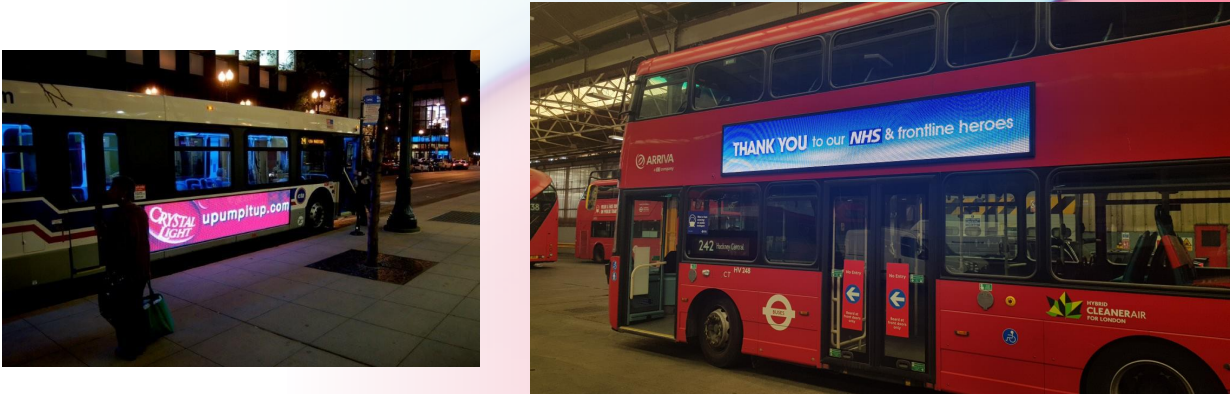
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DIGITAL EXTERIOR TECHNICAL OVERVIEW

TECHNICAL SPECS PROVIDED BY VIVID OOH



VIVID BusLED Transit Display System



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VIVID Digital Rear LED Display Specification

P2.5mm Bus Digital Rear	
Physical Dimensions (L x W x H)	Draft 1600mm x 636mm x 21mm (63" x 25 1/16" x 13/16")
Enclosure	3mm (1/8") polycarbonate cover and powder coated Stainless-steel frame
Weight	25Kg (55lb) Approx.
Environmental	Operating Temp -20C to +75C, IP66
Power	18v to 35v input voltage Day-time Average Power 15A Night-time Average Power 8A
Image Display Area (W x H)	1536mm x 576mm (60 1/2" x 22 11/16")
Display Resolution	P2.5mm: 576 x 216 pixels
Brightness	Over 5,000 NITS
Refresh/Frame Rate	3840Hz/60Hz
LED Type	P2.4: SMT1921

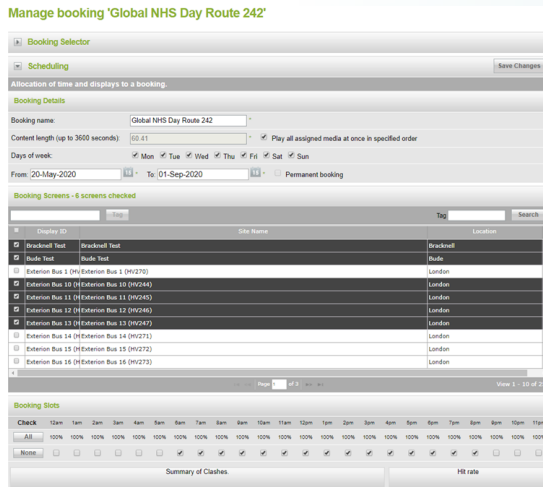
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DIGITAL EXTERIOR TECHNICAL OVERVIEW

TECHNICAL SPECS PROVIDED BY VIVID OOH



VIVID BusLED AdCast CMS



Comprehensive industry leading solution

Client Account Manager

Content Management and Services

Diagnostics for Maintenance

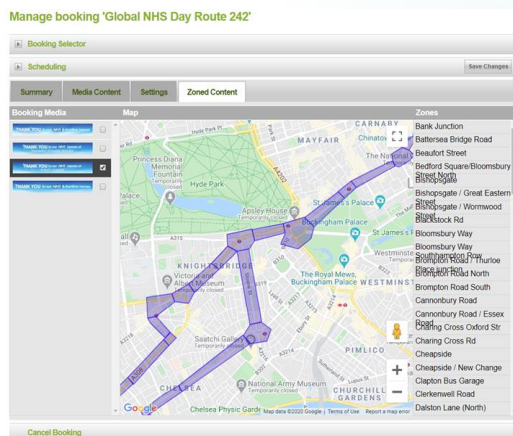
Reporting and Analytics

Geo fencing and Geo location

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VIVID BusLED AdCast CMS



Managing the Media

Time specific booking to the hour

Convenient media selection

Geo fencing and Geo location services

Multiple Impression per site

Junction static content control

Over speed content control

Route directional messaging

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DIGITAL EXTERIOR TECHNICAL OVERVIEW

TECHNICAL SPECS PROVIDED BY VIVID OOH



VIVID BusLED AdCast CMS

ADcast MOTIONLED

Dashboard

Generated at: Thu, 21 May 2020 10:45:07 Location: All locations

Name	Status	Communication	Interlock Comm's	Playing Content	Ignition	Alarm Code
Exterior Bus 2 (WHV115)	HALTED	0 0 0 0 0 m ago 2020-05-21 10:10:41	1 0 10 8 02 m ago 2020-05-21 10:12:30	0 0 0 0 0 m ago 2020-05-21 09:15:11	OFF	Detail
Exterior Bus 3 (WHV117)	RUNNING	0 0 0 0 0 m ago 2020-05-21 10:44:27	0 0 19 5 4 m ago 2020-05-21 10:50:08	0 0 0 0 0 m ago 2020-05-21 07:41:25	ON	Detail
Exterior Bus 4 (WHV116)	RUNNING	0 0 0 0 0 m ago 2020-05-21 10:44:49	0 0 0 0 0 m ago 2020-05-21 10:38:45	0 0 0 0 0 m ago 2020-05-21 10:41:36	ON	Detail
Exterior Bus 5 (WHV118)	RUNNING	0 0 0 0 0 m ago 2020-05-21 10:44:53	0 0 0 0 0 m ago 2020-05-21 10:34:36	0 0 0 0 0 m ago 2020-05-21 10:40:51	ON	Detail
Exterior Bus 6 (WHV119)	RUNNING	0 0 0 0 0 m ago 2020-05-21 10:44:36	0 0 0 0 0 m ago 2020-05-21 10:30:43	0 0 0 0 0 m ago 2020-05-21 10:42:01	ON	Detail
Exterior Bus 7 (WHV120)	RUNNING	0 0 0 0 0 m ago 2020-05-21 10:44:00	0 0 0 0 0 m ago 2020-05-21 10:31:40	0 0 0 0 0 m ago 2020-05-21 10:42:00	ON	Detail
Exterior Bus 8 (WHV121)	RUNNING	0 0 0 0 0 m ago 2020-05-21 10:44:34	0 0 0 0 0 m ago 2020-05-21 10:30:46	0 0 0 0 0 m ago 2020-05-21 10:42:00	ON	Detail
Exterior Bus 9 (HV248)	RUNNING	0 0 0 0 0 m ago 2020-05-21 10:44:03	0 0 0 0 0 m ago 2020-05-21 10:30:52	0 0 0 0 0 m ago 2020-05-21 10:41:07	ON	Detail
Exterior Bus 10 (HV244)	HALTED	0 0 14 5 22 m ago 2020-05-21 10:27:28	0 0 14 5 02 m ago 2020-05-21 10:14:21	0 0 14 5 04 m ago 2020-05-21 10:20:41	OFF	Detail
Exterior Bus 11 (HV245)	HALTED	0 0 0 0 0 m ago 2020-05-21 10:20:57	0 0 0 0 0 m ago 2020-05-21 10:20:55	0 0 0 0 0 m ago 2020-05-21 10:20:53	OFF	Detail
Exterior Bus 12 (HV246)	HALTED	0 0 0 0 0 m ago 2020-05-21 10:44:50	0 0 0 0 0 m ago 2020-05-21 10:31:02	0 0 0 0 0 m ago 2020-05-21 10:41:10	OFF	Detail
Exterior Bus 12 (HV247)	HALTED	0 0 0 0 0 m ago 2020-05-21 10:44:38	0 0 12 0 31 m ago 2020-05-20 21:14:02	0 0 12 0 16 m ago 2020-05-20 21:29:01	OFF	bu00000008
Exterior Bus 14 (HV271)	RUNNING	0 0 0 0 0 m ago 2020-05-21 10:44:40	0 0 0 0 0 m ago 2020-05-21 10:34:35	0 0 0 0 0 m ago 2020-05-21 10:40:13	ON	Detail
Exterior Bus 15 (HV272)	RUNNING	0 0 0 0 0 m ago 2020-05-21 10:44:48	0 0 0 0 0 m ago 2020-05-21 10:30:29	0 0 0 0 0 m ago 2020-05-21 10:41:42	ON	Detail
Exterior Bus 16 (HV273)	RUNNING	0 0 0 0 0 m ago 2020-05-21 10:44:40	0 0 0 0 0 m ago 2020-05-21 10:30:22	0 0 0 0 0 m ago 2020-05-21 10:41:33	ON	Detail

Diagnostics for Maintenance

At a glance dashboard

Rules based fault monitoring

Real time diagnostics

Valid playlist check

Remote diagnostics login

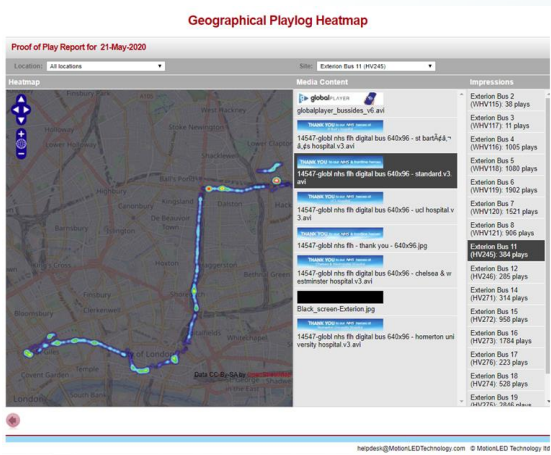
Escalation procedure

System status

STRICTLY CONFIDENTIAL April 2024



VIVID BusLED AdCast CMS



Campaign Monitoring

GPS Heat Map

Plays per bus per location

Colours show density of playback

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DIGITAL EXTERIOR TECHNICAL OVERVIEW

TECHNICAL SPECS PROVIDED BY VIVID OOH



VIVID BusLED Display Warranty and Support

3-year display warranty on all parts extendable to 5 years
(Matched binning LED tiles spares inventory and communication boxes)

Provision of remote diagnostic support

Provision of physical Support and Maintenance TBA

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VIVID BusLED Installation

VIVID provision of detailed bus model/s installation guide

Full training of designated installation team

VIVID overseeing installation and sign off

STRICTLY CONFIDENTIAL April 2024

DIGITAL EXTERIOR TECHNICAL OVERVIEW

TECHNICAL SPECS PROVIDED BY VIVID OOH



VIVID BusLED Delivery

Delivery lead times from receipt and acceptance of purchase order:

- 2.5mm VIVID Digital Rear LED displays: Phased delivery starting at 9 months.

Subject to payment terms, bus surveys, installation sign off and regional compliance.

STRICTLY CONFIDENTIAL April 2024



MOCK-UP

DEVELOPING A NAMING RIGHTS PROGRAM

Finding the Right Partners for RTA

We are excited to develop a Naming Rights program for RTA. We are fortunate to have Jim MacCurtain, our CCO, on our team who has years of experience selling sponsorships sales at the National Basketball Association & US Tennis Association and broadcast, digital, and sponsorship sales for the Olympics at NBC Universal. He will take the same creative approach to create a “Signature Partner Program” for RTA.

OUR APPROACH

The program will entice corporations in and around New Orleans to partner with RTA on multi-year sponsorship agreements. Specifically, we will utilize RTA’s intellectual property, dynamic advertising assets, and creative marketing and community initiatives to build a “Signature Partner Program,” targeting up to 15 street car station partners, each partner making a minimum annual commitment to RTA of \$20,000.00 for a 3-5 year term.

PROGRAM ELEMENTS

A well-developed sponsorship and naming rights program must offer prospective sponsors the ability to benefit from an association with the sponsored organization via licensed, approved use of the organization’s Intellectual Property, unique and “ownable” media assets and opportunities to develop co-branded promotions and special events to help promote the partnership broadly to the community and its citizens. To maximize appeal, the sponsorships must be limited in number and include category exclusivity.

In Tampa, we recently created and launched a Naming Rights program, resulting in two TECO Streetcar Stations being renamed to local organizations. Those Naming Rights agreements included updating signage, system-wide updates to station maps, mobile apps and HART’s website and audio announcements before each stop.

We have already identified 15 streetcar stops, that would be candidates for a Naming Rights partner.

SALES & MANAGEMENT APPROACH

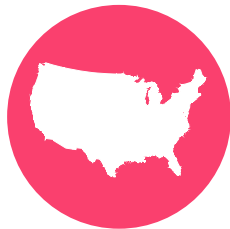


OUR SALES APPROACH

Local Roots, National Reach



Establish Deep Local
Roots



Leverage Nationwide
Reach



Approach Brands Directly

Our sales approach is centered on building a foundation in local and regional sales, and uncovering new, untapped advertising budgets through national and brand-direct sales. Additionally, by adding a digital network to the RTA offering, we will be able to drive even higher revenues via programmatic channels.

This three-pronged strategy, combined with our 25 years of transit-focused experience, our ability to consistently hire and retain top-tier local talent, our data-driven tools for measuring campaign performance, and Vector’s renowned creativity around developing new revenue-generating assets for partners, has in large part driven Vector’s out-sized success year after year. We look forward to developing new, creative formats throughout the entire service area, as we have done in other markets.

95%

RENEWAL RATE OF
LOCAL ADVERTISING
CONTRACTS DURING
COVID

75%

PUBLIC TRANSIT
REVENUE GENERATED
BY LOCAL SALES

~50%

% OF LOCAL SALES
SOLD AS ANNUAL
CONTRACTS

12

YRS AVERAGE
TENURE OF LOCAL
SALES PERSONNEL

\$68M

TRANSIT SALES
REVENUE BY
NATIONAL TEAM AND
BRAND-DIRECT IN
2024

12

YRS AVERAGE
TENURE OF
NATIONAL SALES
TEAM

OUR SALES STRATEGY

The Advantage of a Transit-Dedicated Advertising Partner

At Vector Media we believe that transit advertising deserves **specialized expertise, unwavering focus, and a dedicated sales strategy** that maximizes its unique value. Unlike larger out-of-home (OOH) companies that divide their attention between billboards, digital displays, and other advertising formats, **our sole focus is on transit advertising**—ensuring that RTA receives the full benefit of a committed partner.

Our dedicated focus on transit, New Orleans sales team with decades of experience in the market and our talented national sales team with deep relationships with every major national brand and agency are the perfect recipe for maximizing revenues for RTA.

1. Unparalleled Commitment to Transit Revenue Growth: Unlike companies that manage multiple OOH assets and prioritize their own billboards, our team is **100% dedicated to selling and optimizing transit advertising**. Every advertising dollar we secure is directed toward enhancing the visibility, profitability, and utilization of your streetcars, buses, and shelters.

2. Transit-Specific Sales Expertise: Selling transit advertising is different from selling static billboards. It requires understanding **commuter behavior, ridership demographics, and movement patterns** that impact ad effectiveness. Our team specializes in positioning transit assets as premium advertising opportunities, ensuring advertisers see the value of reaching a **highly engaged, mobile audience**.

3. Stronger Local and National Advertiser Relationships: Because we focus exclusively on transit, we have built strong relationships with **local businesses, national brands, and agencies** looking specifically for **transit-based advertising solutions**. Our approach ensures that your assets are front and center in conversations, rather than being an afterthought to more traditional OOH formats.

4. Customized Marketing and Sales Strategies for Transit: We develop and execute strategies that are **tailored specifically to transit advertising**, leveraging data-driven insights on rider behavior and audience engagement. This enables us to craft campaigns that drive higher ROI for advertisers while **maximizing revenue for the transit authority**.

5. A Partnership Aligned with Transit's Success: Our success is directly tied to yours. Because we don't own competing OOH assets like billboards, there's no incentive for us to divert ad dollars away from transit. Every campaign we sell directly benefits your transit system—driving more revenue, increasing advertiser satisfaction, and **enhancing the public transit experience** through well-integrated advertising solutions.

6. Community-Focused Advertising Approach: Transit systems serve as a **lifeline for communities**, connecting people to work, school, and essential services. Our local sales teams understand this, working closely with community stakeholders, small businesses, and public agencies to ensure **transit advertising strengthens the local economy and supports regional growth**.

LOCAL SALES PLAN

A Resilient Local and Regional Foundation

The pandemic shook the outdoor advertising industry in 2020. But through it all, we continued to outpace our peers. While transit advertisers faced downturns, we beat the industry sales average by 30% for four consecutive quarters. While advertisers slashed their budgets, 95% of our local sales partners renewed their contracts. And while the uncertainty caused by the pandemic impacted every (OOH) company, we weathered the storm.

How? By understanding that the foundation of a successful and sustainable transit advertising program is strong local sales. Across the country, 75% of our public transit revenues come from local sales, nearly half of which are sold as annual contracts. Signing advertisers to annual deals gives our team more time to seek new business opportunities to enhance revenues for our partners. In New Orleans, a strong local client base will be the foundation of our success—and **we have the record and experience to continue building upon that foundation.**

ASSEMBLE THE RIGHT TALENT AND ENGAGE WITH THE LOCAL COMMUNITY

We pride ourselves on our ability to attract and retain the industry's best talent. The average tenure of our local sales reps is 12 years. This has been key to helping us forge deeper relationships with our transit partners and the communities we serve. **In New Orleans, our local and regional sales efforts will be led by Terrance Ruona, Katie Stromboe, and Heather Huth, who combine for over 45 years of sales experience in the New Orleans market and are actively engaged in the community.**

SELLING TRANSIT AGAINST COMPETING FORMATS

To effectively sell transit OOH, it is imperative to be able to effectively position transit against other formats, which cannot be done while simultaneously selling those competing formats. Our team has successfully positioned transit against other formats such as billboards, airports, TV, and radio by highlighting reach, frequency, cost effectiveness and creative capabilities that create long-lasting impressions on their target audience that those formats simply cannot match.

CONDUCT TARGETED OUTREACH

Our New Orleans team will continue to identify and target local and regional businesses with a two-pronged approach – local businesses and verticals that benefit from market-wide coverage and businesses within a geographic radius of New Orleans.

Among the list of categories and verticals that our team will continue to target are tourism and hospitality, healthcare, retail, automotive, education, financial services, and government PSA messaging, among many others.

We will also lean on our many resources and databases to generate new leads and prospects that we will reach through tried and true practices (cold calling and relationship building, referrals, networking and community involvement, inbound and outbound marketing).

No one can match our team's experience and relationships within New Orleans and we are excited to continue building upon those relationships for many years to come with RTA.

The following pages are a small sampling of our work with local and regional clients on RTA's behalf.



LOUISIANA LOTTERY



WESTERN GOVERNOR'S UNIVERSITY



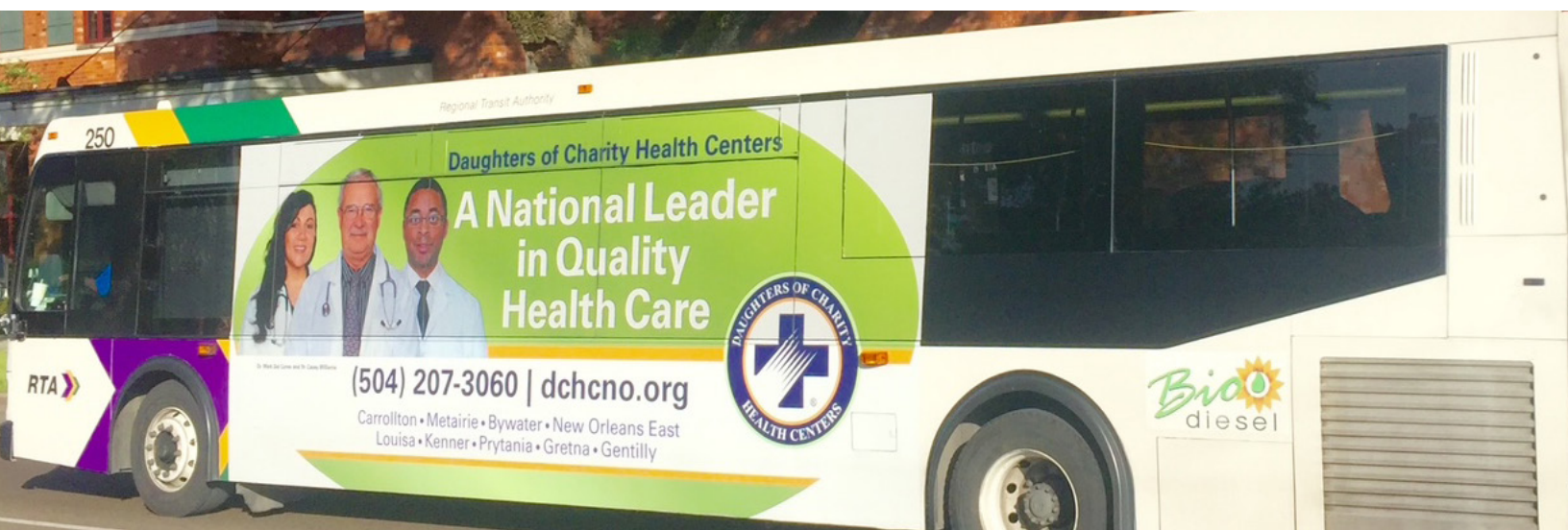
GENENTECH



RAISING CANES TODD GRAVES SUPER BOWL HOST COMMITTEE



CREOLE HOUSE



DAUGHTER'S OF CHARITY HEALTH CENTERS

NATIONAL SALES PLAN

Outperform with National & Multi-Channel Sales

RTA's fleet, combined with our other transit offerings in and around New Orleans offers an ideal opportunity for advertisers looking to reach a wider audience. By combining RTA's current inventory of buses, streetcars, and shelters as part of larger campaigns getting market-wide coverage, we will continue to generate higher revenues for RTA than have been experienced previously.

LEVERAGE RELATIONSHIPS WITH TOP NATIONAL AGENCIES

Much like our local sales teams, our national account executives are experienced, top-tier sales professionals, who are deeply integrated into the advertising industry nationwide. Our national sales team members are based in cities across the country, including New York, Chicago, Los Angeles, and San Francisco. Thanks to this national reach, and our recently expanded presence in Los Angeles, we're consistently top of mind for the largest national agencies in the industry and we plan to continue to leverage this reach for RTA.

FIND NEW BUDGETS WITH BRAND DIRECT SALES TEAMS

In addition to our national sales team, Vector is one of a small number of outdoor media companies with a highly successful brand direct team. Rather than working through advertising agency buyers, our brand direct team sells directly to national brands to improve margins and build more lucrative campaigns.

As large portions of the economy have shifted away from legacy brands and toward newer direct-to-consumer ("DTC") and tech-enabled companies, brand direct has become an indispensable component of our business. Most of these emerging companies don't work with large advertising agencies and have only advertised in the digital world, allowing us to access untapped budgets for OOH.

Brand Direct sales represent 10% of all sales at Vector. Since the team's inception in 2018, it has generated over \$50 million in direct revenue from brands across industries, including consumer packaged goods, beauty and fashion, technology, cryptocurrency, healthcare, and wine and spirits. This is all revenue that, but for our Brand Direct Team, would likely not have been spent in OOH and would certainly not have been spent on our transit partners' assets.

PROGRAMMATIC SALES PIPELINE

Programmatic advertising refers to the automated buying, selling and placement of digital ad space. Through new programmatic sales platforms, advertisers who have traditionally invested in Online advertising are learning about DOOH (Digital Out-of-Home) opportunities. DOOH is now sold on the same marketplaces where advertisers buy Online advertisements, providing Vector access to the much larger base of spend associated with digital advertising. It is growing at an annual rate of 36% and expected to reach over 25% of total channel ad spending in 2025.

Vector is proud to partner with industry-leading programmatic platforms such as Place Exchange, Vistar Media, and Broadsign. **Programmatic sales will complement our local and national sales efforts and provide an opportunity to sell the expanded digital network that we will be proposing for RTA's consideration.**



TOSTITO'S SUPER BOWL



COCA-COLA



DRAFTKINGS



DR. PEPPER



BOOHOO MAN



FANDUEL SPORTSBOOK



CROSS-PROMOTIONS AND COMMUNITY MESSAGING

Promoting RTA and Enhancing Rider Experience

While revenue generation is an important goal for our transit partners, we believe we have an additional responsibility – to promote our partners’ initiatives, share community messages, and enhance the riders’ experience.

As you can see in the photo above, we worked with Whataburger in Jacksonville to provide free rides to and from the Jacksonville Jaguar’s game on JTA’s “Game Day Express” bus. We have also found many other creative ways for brands to enhance ridership experiences. For instance, in Orlando, we worked with Chick-fil-A to offer free breakfast biscuits and rides to passengers at the LYNX Central Station. In Charlotte, we helped install Pepsi machines at transit stations. Whether it is finding partners to sponsor free “Game Day” rides to the Superdome, handing out samples to your passengers or seeking vendors for your stations, we will prioritize partnerships that promote RTA and enhance the ridership experience.

We have also proudly helped our transit partners execute their own initiatives, like celebrating Martin Luther King Jr. Day, Pride Day, Transit Appreciation Day, and Earth Day. During the holiday season, we have spread cheer with illuminated buses in Tampa and Santa Monica, and promoted free ride initiatives. We look forward to working with RTA to create and deploy new and similar campaigns.



TRIBUTE TO FREEDOM RIDERS



PUBLIC ART PARTNERSHIP WITH B. MIKE ODUM



RTA PSA MESSAGING



GENERATING BUZZ AND STRATEGIC CROSS-PROMOTIONS

As we have done for our partners across the country, we will collaborate with RTA to develop creative campaigns that can generate positive headlines and promote RTA initiatives.

MasterCard partnered with DART to offer a new money back incentive for card holders, where consumers can earn a \$2.50 statement credit for \$10 spent on public transit. In order to drive awareness for this promotion, MasterCard ran a 4 week OOH campaign across DART inclusive of bus exteriors, light rail wraps, and interior cards. MasterCard saw the value in their investment in public transit advertising after we provided them with survey data showing OOH ad messages for financial services that are most likely to engage consumers are those that offer rewards / benefits or promotions and deals - aligning with their money back initiative. Additionally, 73% of consumers who saw a financial services OOH ad engaged/took action (visited website, downloaded app, shared info with others by word of mouth, took a photo of the ad etc.)

In Tampa, we worked with HART to promote their roll-out of their "Tap to Ride" capabilities, allowing riders to pay their fares with the Cash App on their mobile phones.

WORK PLAN & SCHEDULE



OPERATIONS AND ACCOUNTING OVERVIEW

Quality Assurance & Revenue Reporting Integrity

With over 70 years' of combined experience, Executive Consultant of Operations Magnus Acheampong-Quaye, VP of Operations Dave Peterson and Sr. Director of Operations, Tina Padilla helm our operations teams across the country. Our local operations are managed Isadora Althans, Operations Coordinator, who works with our team of four (4) installers. Our local team reports to Dave Peterson and plays an integral role in the production, installation, and maintenance of advertising on RTA's assets.

CHARTING TEAM

Unightly, damaged, or outdated copy gives the appearance of neglect, leading to complaints from ridership, the community, and others. Vector understands this, and our Charting Team makes sure that all copy is appealing, crisp, and up-to-date.

The team is led by Christina Chan, who has served as National Inventory Manager at Vector for 16 years. Christina oversees inventory management for all of our markets across the country. Her team provides detailed work orders for accurate placement of advertising copy, ensures the prompt removal of dated copy, and charts out space throughout the year for RTA to support branding and initiatives while maintaining revenue. Our inventory management system, Billboard Planet tracks availability, campaign run dates, ad formats, client creative material, and more.

INVENTORY AUDITING PROCESS

Our experienced Vector operations team surveys RTA's fleet and shelters, mapping out a cleanup process to remove and replace old advertising along with a physical inventory assessment. As part of this survey, the team records and catalogs any damage or defects and share this information with the RTA.



"MTA's experience with Vector Media and their installers has been positive. The installers are professional, safety conscious, efficient and always clean their work area after completing the job. We at MTA look forward with working with Vector Media in the future."

BARRY AMES-Supervisor Service & Inspection,
Maryland Transit Administration

OPERATIONS AND ACCOUNTING OVERVIEW

Quality Assurance & Control



ART AND PRODUCTION TEAM

Our Art and Production team is led by Tina Padilla, who has managed this role for six years. Tina ensures all artwork and materials are received on time and meet specification requirements. The team works with RTA to receive pre-approval on any ad copy that may be required and then tracks shipments to ensure prompt installation.

QUALITY CONTROL FOR MATERIALS AND AUDITS POSTED GRAPHICS

Our teams ensure that all postings meet a rigorous standard of quality and maintenance throughout the advertising campaign. Staff report any damaged or missing posters encountered during daily postings and removals, providing on-site repairs or replacements for damaged ads.

For large-format ads and wraps, we photograph damaged areas so that replacement panels can be quickly found and installed. We remove dated and seasonal campaigns promptly at the campaign’s end. Teams perform full audits quarterly or as needed.

Our teams have long-standing relationships with leading vinyl wrap manufacturers, including 3M, FLEXcon, and General Formulations. Our material specifications meet or exceed all industry standards and we work with each of our transit partners to ensure all materials perform as expected.

OUR FIRST 90 DAYS

Our Roadmap for Success in New Orleans

Due to our team's decades of experience in New Orleans, in addition to our experience around the country, we understand how to best position RTA's program for success and manage the deployment and maintenance of our proposed digital deployment throughout RTA's system.

In addition to our ongoing sales and marketing efforts throughout the term of our contract, upon being awarded the new contract, we will conduct a PR and communications blitz announcing our continued partnership, create new marketing materials, and begin laying the groundwork for the digital deployment project, which will be overseen by Dana Pecoraro, a licensed contractor in the state of Louisiana.

Below is a brief overview and timeline of the work that will begin in the first 90 days of the new contract:

DIGITAL AND BUS SHELTER INFRASTRUCTURE DEPLOYMENT

- Work will begin immediately upon award with an estimated timeline of 9 to 12 months
- Engage RTA to mutually agree upon digital assets and locations, along with new infrastructure for bus shelters (e.g. BusPas)
- Work with subcontractors (engineering, electrical, and construction) to begin site-by-site inspections and surveys (including surveys for fiber deployment)
- Order and receive digital screens from screen providers (Media Resources Inc., VividOOH)
- Engage Tolar Manufacturing for any retrofitting required of existing shelters
- Apply for all required local and state permits
- Once screens are received and all required permits (construction, zoning, DOT, etc.), construction will begin (trenching, installation/upgrades of electrical/fiber, retrofitting shelters, screen installation and testing, engineering inspections, enabling advertising CMS)

OUTBOUND OMNI-CHANNEL MARKETING AND PUBLIC RELATIONS

- Announcement email blast to 2,000+ advertiser contacts
- Formal press release to wire services
- Industry publications announcements (OOH Today, Billboard Insider, MarketWatch etc.)
- Outreach to local New Orleans publications
- Website announcement and splash page
- Social media posts across all Vector accounts
- Google Ads paid search strategy
- Mobile-retargeting campaign

REFRESHED COMPREHENSIVE SELL KITS

- Go-to-market launch deck for digital network
- New, fresh professional photography for existing and new formats
- Custom interactive media maps
- Data-driven audience analysis
- New advertiser category sell sheets and market overviews

REVENUE MODEL



REVENUE MODEL

Commitment to RTA's Advertising Program

REVENUE MODEL

We are excited to present the following revenue proposal for RTA's consideration. In our proposal, we will pay to RTA the greater amount of the MAG or the total share of revenues, as calculated below.

CONTRACT YEAR	MINIMUM ANNUAL GUARANTEE (MAG)	BUS / STREETCAR REVENUE SHARE %	BUS SHELTER REVENUE SHARE %
1	\$1,750,000	60%	50% / 65%*
2	\$1,805,000	60%	50% / 65%*
3	\$1,860,000	60%	50% / 65%*
4	\$1,915,000	60%	50% / 65%*
5	\$1,970,000	60%	50% / 65%*
TOTAL	\$9,300,000		
6	\$2,030,000	60%	50% / 65%*
7	\$2,090,000	60%	50% / 65%*
8	\$2,150,000	60%	50% / 65%*
9	\$2,220,000	60%	50% / 65%*
10	\$2,285,000	60%	50% / 65%*
TOTAL	\$10,775,000		

*REVENUE SHARE

As noted in the table above, the share of revenues for the bus and streetcar exterior/interior formats will be calculated and paid based upon 60% of revenues sold and collected.

For purposes of calculating and paying the share of revenues for the bus shelters and ferry terminal, we will pay to RTA 50% of the first \$1,500,000 in revenues sold and collected. RTA would then be paid 65% of revenues sold and collected exceeding \$1,500,000. We provide estimated revenues and estimated payments to RTA based upon those projections on the following page.

REVENUE MODEL

Commitment to RTA's Advertising Program

REVENUE MODEL

As part of RTA's evaluation of the guaranteed revenues over the life of the contract, we believe it is important for RTA to understand what the percentage of revenue may represent based upon our projected revenues in each year. These projections do not account for the additional revenues we would project as part of the newly deployed digital network.

CONTRACT YEAR	EST. REVENUES BUS/ STREETCAR	EST. REVENUES BUS SHELTERS		MINIMUM ANNUAL GUARANTEE (MAG)	EST. OVERAGE PAYMENT FOR REV SHARE	EST. TOTAL ANNUAL PAYMENT TO RTA (MAG + REV SHARE)
1	\$2,500,000	\$1,500,000		\$1,750,000	\$500,000	\$2,250,000
2	\$2,575,000	\$1,545,000		\$1,805,000	\$519,250	\$2,324,250
3	\$2,652,250	\$1,591,350		\$1,860,000	\$540,728	\$2,400,728
4	\$2,731,818	\$1,639,091		\$1,915,000	\$564,499	\$2,479,499
5	\$2,813,772	\$1,688,263		\$1,970,000	\$590,634	\$2,560,634
6	\$2,898,185	\$1,738,911		\$2,030,000	\$614,203	\$2,644,203
7	\$2,985,131	\$1,791,078		\$2,090,000	\$640,279	\$2,730,279
8	\$3,074,685	\$1,844,811		\$2,150,000	\$668,938	\$2,818,938
9	\$3,166,925	\$1,900,155		\$2,220,000	\$690,256	\$2,910,256
10	\$3,261,933	\$1,957,160		\$2,285,000	\$719,314	\$3,004,314

PROPOSAL FOR FINANCING DIGITAL INFRASTRUCTURE | ASSIGNMENT OF OWNERSHIP OF BUS SHELTERS

Vector Media is also willing to finance the capital expenses needed for a mutually agreed upon digital and shelter infrastructure deployment. We welcome the opportunity to discuss the details of this arrangement.

Additionally, as RTA is aware, Vector Media owns 18 of the bus shelters in the RTA system. At the end of our agreement, RTA or a prospective new operator is required to purchase the bus shelters from Vector Media if RTA wishes to continue using them.

If Vector Media is awarded the new contract as part of this RFP, we would be willing to assign ownership of the bus shelters to RTA without further compensation - an estimated \$705,000 in value.



**REGIONAL TRANSIT AUTHORITY
SOLICITATION FOR EXCLUSIVE RIGHT TO MARKET ADVERTISING SPACE**



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REGIONAL TRANSIT AUTHORITY

SOLICITATION FOR EXCLUSIVE RIGHT TO MARKET ADVERTISING SPACE

STATEMENT OF WORK

Objective:

The New Orleans Regional Transit Authority (RTA) is seeking qualified contractors for an exclusive right to market and manage advertising space across its transit system, which includes buses, streetcars, ferries, and properties. The RFP aims to modernize RTA's advertising by integrating innovative technologies, such as digital displays and geotargeted ads, to maximize revenue, enhance rider experiences, and improve the visibility of RTA's assets. The contract will encompass various advertising formats with a focus on flexibility, compliance, safety, and effective management.

The selected contractor(s) will be expected to:

- Manage advertising sales, display, installation, maintenance, and removal across multiple RTA platforms.
- Implement best-in-class design and innovative advertising strategies.
- Adhere to RTA's safety and compliance guidelines, including a detailed risk management plan.
- Provide transparent revenue reporting, including real-time access and regular audits.
- Participate in pilot programs to test new formats and technologies.

At present, the RTA does not have an established digital advertising network, and seeks a comprehensive and holistic approach to digital, next generation, and immersive advertising for RTA's System. The quality and innovativeness of RTA's advertising and customer information displays should be reflective of New Orleans' reputation as a cultural treasure and destination capital of the world.

RTA emphasizes a seamless integration of advertising with transit operations, ensuring that commercial content does not interfere with essential transit information. This initiative is part of RTA's effort to modernize and expand its advertising footprint while maintaining a high standard of safety and customer experience.

Through this RFP, RTA seeks to partner with experienced contractors capable of leveraging technological advancements to drive revenue and enhance the system's appeal, while also complying with RTA's core mission of service and sustainability.

Site visits with RTA and Contractor representatives, and others, may be required to evaluate proposed advertising locations and shall be at RTA's discretion.

**Goal:**

To secure the most qualified and capable vendor to maximize the net revenues to the RTA. During the Contract life, the Advertising Company will have the limited exclusive commercial advertising rights and privilege to solicit, sell, and display advertising on the exterior of designated vehicles operated by RTA, where allowed by RTA. The Contractor shall operate to maximize the revenue generated from such advertising.

Value Statement:

The RTA is committed to providing opportunities to businesses owned, managed, and controlled by socially and economically disadvantaged persons and is charged with ensuring their meaningful participation in contracting activities.

I. INTRODUCTION**1.1. Overview of RTA:**

The New Orleans Regional Transit Authority (RTA) is a sales tax supported operating entity responsible for the development, operation, and maintenance of a regional public mass transportation system for the benefit of the citizens of Jefferson, Orleans, and St. Bernard Parishes. RTA is governed by a Board of Directors which consists of eight (8) members. The RTA covers the New Orleans Metropolitan Area and operates independently of but connects seamlessly with Jefferson Transit (JeT) and St. Bernard Urban Rapid Transit (SBURT). The Regional Transit Authority gets people moving around New Orleans. Our transit services bring hard-working commuters to their jobs, students to their schools and fun seekers to entertainment, shopping areas, and restaurants.

Nearly 400,000 people live, work, and play within the bus, streetcar, ferry, and paratransit service area. We provide mobility to residents of the city as well as tourists, taking them to and from their hotels to historical neighborhoods and countless attractions. RTA's system includes five streetcar lines, 29 bus routes, two ferry routes, and paratransit services. Our passengers take more than 19 million rides every year. This includes the St. Charles Streetcar Line, our system's most highly traveled line and the longest continually operating streetcar in the country, founded in 1835.

New Orleans is consistently named one of the top travel destinations in the US and in 2019 was listed #2 on Forbes Top 50 Places to travel in the world. In 2023, New Orleans welcomed 19 million visitors – solidifying a significant market reach. This represented a 4.29% increase compared to 2022. Visitor spending in 2023 amounted to \$8.3 billion, which was a 3.91% increase from the previous year's \$7.4 billion. Over two-thirds of total visitors to Louisiana (70%) do not have children in their household and have an average household income of \$108.5K. Visitors that come to Louisiana have a slightly higher average household income than visitors to the average U.S. leisure destination (US = \$105.4K vs LA = \$108.5K). New Orleans hosts more than 135 festivals annually, which equates to roughly one festival



every three days. There are over 22,000 hotel rooms downtown and over 38,000 in the greater metro area. In 2023, the Port of New Orleans reported 1.2 million cruise passenger movements, surpassing pre-pandemic levels.

1.2. Purpose of the solicitation:

This Statement of Work (Work) is intended to provide a description of the Work to be accomplished by the Contractor in accordance with the Contract. It is not the sole contractual obligation or requirement upon which the Work is based and by which it shall be accomplished. The New Orleans Regional Transit Authority (RTA) requires Contractor to provide management of sales, display, installation, maintenance, and removal of advertising on RTA's transit system as described below. Contractor shall perform Work at no cost to RTA. To the extent authorized by RTA, Contractor shall be responsible for the Work listed throughout this Statement of Work.

Contractor shall not commence any work under this Contract until and unless it receives an Approved Work Plan and approved Budget in writing from RTA.

RTA buses and streetcars include a Public Information Display System (PIDs) called Clever Vision which allows delivery of highly targeted advertising and other types of dynamic content directly to monitors installed on the fleet. The cloud-based Content Management System (CMS) is triggered by such factors as time, date, stop and/or location enabling advertising content to be delivered at a precise time for the highest potential impact. The Public Information Display System data on RTA's bus and streetcar system is driven by Clever Devices and includes audio announcements to coincide with arrival/departure information. RTA will remain responsible for the maintenance of Clever hardware.

RTA desires to increase the number of monitors and signs to various locations throughout the system with new a new advertising contract or contracts (Contract) with advertising Contractor(s) (Contractor or Advertising Company). RTA is amenable to the contractor installing and operating a separate, but similar content management system (CMS). In selecting another CMS, RTA does not plan to abandon the current installations. RTA's proposed Statement of Work (SOW) provides guidance and direction to potential Contractors as to the volume and reach of RTA's desired PIDs program, including digital advertising. The successful Contractor(s) will collaborate with RTA on equipment, design, manufacture, installation, testing, and ongoing support, display control system, and content management system. The successful Contractor will be responsible for integration with associated hardware and software and ensure that any new CMS aligns with existing content.

The Advertising company (Contractor) should use innovative and best-in-class design in every aspect of its work, to ensure and to maintain a superlative customer experience. Proposals for incorporating advertising shall be reviewed by RTA departments. Site visits with RTA and Contractor representatives, and others, may be required to evaluate proposed advertising locations and shall be at RTA's discretion.



II. SCOPE OF SERVICES

2. AVAILABLE CONTRACTS

2.1. Advertising Spaces

On-Vehicle Advertising – Overview

RTA utilizes interior and exterior spaces on its transit vehicles for commercial, RTA, and public service advertising. The primary objective is to maximize net revenues, within policy guidelines. The Advertising Company will have limited exclusive rights to exterior ads and non-exclusive rights to interior ads on designated vehicles, with flexibility for future expansion. This contract will initially be for five years, with an option to renew for another five.

Types of Advertising Systems

RTA seeks proposals for the following advertising systems. Proposers may submit bids for any or all systems. Contracts may be awarded to one or multiple contractors, as deemed advantageous to RTA. If the Advertising System listed as an optional deliverable, it is incumbent on the proposer to determine what to include in their Proposal:

1. **On-Vehicle Advertising:** Ads on buses, streetcars, and paratransit vehicles (pending approval).
2. **Digital System Advertising:** Digital monitors inside buses and streetcars, with potential for various digital locations to be established throughout the transit system, including on ferries.
3. **Ferry System Advertising:** Ads on ferry vessels and terminals.
4. **RTA Shelter Advertising:** Ads at 243 city-permitted advertising shelters, with RTA acquiring 18 more from Vector Media. There are 103 non-advertising shelters.
5. **RTA Shelter Maintenance:** System-wide maintenance of shelters.
6. **Property Advertising:** Ads at bus stops, streetcar platforms, transit hubs, and other approved properties.
7. **Partnerships & Sponsorships:** Partnerships and sponsorship agreements approved by RTA.
8. **Le Pass App Advertising (Optional):** Ads on RTA's Le Pass application, subject to feasibility.
9. **Website Advertising (Optional):** Ads on RTA's website, subject to feasibility.
10. **System-Wide Advertising:** Integration of all advertising systems across RTA's network.

Contractor will not commence any Work under this Contract until and unless it receives a fully executed Contract and Notice to Proceed in writing from RTA. RTA must approve the Contractor's Work plan prior to commencement of Work.

2.2. Advertising Rights/Exclusivity

During the contract term, contractors will have limited exclusive rights for exterior advertising and non-exclusive rights for interior spaces. Exclusive rights will extend to RTA properties as determined by RTA.



These rights are subject to compliance with the requirements for timely payments and all other terms, conditions and restrictions as specified herein.

2.3. Policy / Objective

RTA permits use of advertising spaces on transit vehicles, shelters, properties, and digital platforms to:

- Generate revenue for transit infrastructure and services. ("Commercial Advertising")
- Provide public information related to RTA and its products and services, including co-sponsorships with commercial or governmental third parties that are intended by RTA to increase ridership or otherwise support RTA's mission ("RTA Advertising")
- Support federal, state, and local public service campaigns, including advertising from non-profit organizations that are partnering with such entities ("Government Communications").

2.4. Organizational Structure of RTA's Commercial Advertising Program

RTA operates its program through a dedicated Advertising Company responsible for sales, promotions, partnerships, signage management, and compliance with RTA policies. The basic requirements of each party involved with RTA's commercial advertising program is shown below:

2.4.1. Advertising Contractor will:

- Promote RTA's Commercial Advertising Program;
- Sell RTA's advertising services;
- Assist advertiser(s) with production of advertising material;
- Identify new revenue generating opportunities;
- Create partnerships and packages;
- Assess and increase advertising rates annually as dictated by demand;
- Prepare contracts and change orders;
- Perform initial screening of form and content of ads for compliance with RTA standards;
- Indemnify the RTA regarding the conduct of its employees or agents;
- Prepare and submit RTA mandated submissions;
- Maintain RTA specified records;
- Maintain perpetual inventory of advertising space;
- Coordinate scheduling of ad sign installation and removal with RTA (Because of operational requirements, installation and removal may have to be performed when vehicles are available, i.e., at nights or on weekends);
- Additionally, coordinate with appropriate city or parish departments to ensure code/ordinance compliance for sign installation (specific to RTA shelter and property advertising, as described above).
- Prepare, install, remove, and store Signage (when appropriate);
- Dispose of Signage (through RTA's approved method for disposition of rubbish or recycling



- when available);
- Review signage condition;
- Provide preparation materials to include advertising sign preparation materials (i.e., Coroplast boards);
- Invoice customers;
- Route all payments pertaining to advertising on RTA rolling stock to RTA accounts receivable for revenue reconciliation;
- Provide RTA client access to vendor's advertising inventory management system;
- Adhere to RTA's Advertising Revenue Verification policies and procedures;
- Provide required monthly reports to the RTA;
- Provide audit information upon request;
- Ensure payment for all advertising sold, including legal action against seriously delinquent advertisers; and
- Perform repair and maintenance of streetcar ad sign frames within a reasonable time after damage has occurred to keep them in good appearance and working conditions.
- Perform replacement of advertisements within a reasonable time after damage has occurred to keep them in good appearance and working conditions.
- Perform repair and maintenance of shelters within a reasonable time after damage has occurred to keep them in good appearance and working conditions.
- Handle the permitting process of advertising shelters installed by the Contractor.

Sales and Management Approach

- **Sales Efforts:** Proactive prospecting, consultative selling, relationship-building, and clear value proposition communication.
- **Account Management:** Customer retention, upselling/cross-selling, strategic planning, and customer advocacy.
- **Reporting and Analysis**
 - Market analysis: Regularly analyzing market trends, sister transit agency activities, and customer preferences is essential for identifying new opportunities.
 - Pricing strategy development: Conducting thorough market research and cost analysis to determine optimal pricing strategies that balance profitability with competitiveness and perceived value.
 - Sales performance tracking: Utilizing key performance indicators (KPIs) such as sales revenue, conversion rates, customer acquisition cost (CAC), and customer lifetime value (CLV) to measure the effectiveness of sales efforts and identify areas for improvement.
 - Data-driven decision-making: Leveraging sales analytics and reporting tools to generate actionable insights, optimize sales processes, and allocate resources more efficiently.



- **Innovation and Strategy:** Contractors should propose strategies to innovate and maximize transit advertising revenue through:
- **Market Analysis and Strategy Development:** Conduct a thorough analysis of current transit advertising trends and consumer behaviors to develop a strategic innovation roadmap.
- **Technology Upgrades:** Partner with agency in upgrading transit infrastructure with digital screens, interactive kiosks, and other necessary technologies.
- **Partnerships:** Form partnerships with tech companies, data analytics firms, and creative agencies to enhance ad offerings.
- **Pilot Programs:** Launch pilot programs for new ad formats and technologies in select markets to gather insights and refine strategies.
- **Training and Development:** Provide training for sales and operations teams on new technologies and innovative ad strategies.
- **Full Deployment:** Roll out successful innovations across all transit systems, scaling up based on pilot program results.
- **Continuous Monitoring and Optimization:** Regularly monitor the performance of new ad formats and strategies, using data to make ongoing improvements.
- Consider innovations such as Digital Screens and Displays, Geo-Targeting based on the specific routes, neighborhoods, or demographics of transit riders, Behavioral Targeting, Interactive Kiosks, 3D and Holographic Displays, Experiential Marketing, mobile-based coupons, QR codes, and special offers that commuters can redeem on their smartphones, Wi-Fi Sponsorship, other transit sponsorship opportunities.

2.4.2 RTA's Role; RTA will:

- Coordinate advertising programs;
 - Approve ad content and installation (as needed);
 - Review ad signage to ensure it is in acceptable condition; and
 - Conduct audits at RTA's discretion.
 - Review ad content as needed to ensure adherence to RTA Advertising Content Policy;
 - Deliver instructions to contractor if either modifications or removal is necessary based on audits.
-
- Provide transit stop locations and guidance on permissible advertising spaces. Provide guidance on new advertising shelter locations.

2.5. Technical Capabilities Summary for RTA Advertising Contract

2.5.1. Digital Advertising Technology

- Implementation of digital screens and interactive displays on buses, streetcars, ferries, and at transit hubs.
- Integration of real-time data for geo-targeted ads, enabling precise location-based marketing.
- Use of a cloud-based Content Management System (CMS) for seamless, dynamic ad delivery



and scheduling.

2.5.2. System Integration and Infrastructure

- Compatibility with existing RTA infrastructure (e.g., Clever Vision) for digital ad delivery.
- Future-proof architecture supporting innovative solutions like AR, mobile app integration, and digital kiosks.

2.5.3. Installation, Maintenance, and Operations

- Expertise in installing and maintaining digital and static ads without disrupting transit services.
- Regular monitoring and maintenance of displays to ensure optimal performance and safety.

2.5.4. Data and Analytics

- Real-time analytics and reporting on ad performance, engagement, and customer reach.
- Secure data handling practices to protect RTA's and advertisers' data integrity.

2.5.5. Flexibility and Scalability

- Ability to scale and expand digital advertising systems to new locations, as RTA introduces more transit services and assets.
- Modular setup allowing easy upgrades and additions without significant service disruption.

2.5.6. Compliance and Safety Standards

- Adherence to all safety and regulatory standards, including ADA compliance for accessibility.
- Provisions for emergency override capabilities on digital systems to display urgent information.

III. GENERAL

3.1. LICENSE AND PERMITS

Contractor will act as a licensee and not as agent for RTA to sell and maintain advertising space on RTA properties.

Contractor shall perform all services necessary to obtain necessary permits and approvals required to develop, design, install, maintain, and sell out of home advertising on RTA property and vehicles in accordance with the requirements of local governing jurisdictions.

Contractor shall manage the licensing/permitting process on behalf of RTA throughout the Contract term. Throughout the Contract's term, the Contractor will cooperate with RTA monthly for an orderly transition of licenses/permits to RTA or its designee.

3.2. SAFETY

The Contractor will be responsible for safety-related aspects of the Work including adherence to all RTA workplace safety policies and procedures. The Contractor will obtain and adhere to all



state and local health, fire, and other relevant safety regulations, work practices, and procedures prescribed by law and will ensure that the Contractor's employees and subcontractors' employees are notified of, understand, and always abide by them.

The Contractor will promptly report all accidents, safety incidents, injuries, and environmental incidents on RTA property and when performing Work to government authorities as required by law and to report either to the contract manager or to the Operations Control Center (OCC) at 504-827-8444. Identify yourself, company name, location, and the nature of the incident.

At any reasonable time, RTA may inspect a Work site and appropriate records regarding the Contractor's safety procedures to ascertain compliance with the safety requirements of this Contract.

The Contractor will stop Work when an imminent hazard to persons, property, or the environment is identified and will immediately notify RTA that Work has stopped, providing the reasons for stopping the Work and an estimate of when the Work will resume.

Notwithstanding any other provision of this Contract, RTA has the right to immediately suspend the performance of the Work if RTA, in its sole judgment, determines that any employee of the Contractor or subcontractors is failing to comply with RTA safety requirements or applicable safety laws and regulations while performing the Work, or if the safety of RTA employees or patrons is at risk or RTA operations are at risk.

The Contractor will communicate with RTA any identified risks or hazards for any proposed work to be performed. This may be in the form of a process hazard analysis, job safety analysis or job hazard analysis, or written correspondence with the contract manager.

The Contractor will be responsible for conducting and delivering designs, drawings, plans, schematics, assessments, or other documents as deemed necessary by RTA in accordance with its Safety and Security Certification depending on work scope, location, and other factors.

Access to RTA Streetcar Right of Way requires notification and permission from the RTA's Chief of Safety.

Any work that requires access to or temporarily fouls (for any amount of time) the RTA "Safety Zone," defined as the area within 15 feet of the centerline of any RTA Streetcar track, requires a Right of Way (ROW) permit application to be sent to RTA via ROWpermits@taforward.org for RTA review and processing. The required permit application is included as *Exhibit: 9 Right of Way (ROW) permit application*. As part of its review of the requested access or work, RTA may stipulate additional safety requirements as conditions to the approval. The Contractor is responsible for receiving, understanding, and adhering to all stipulations or other written instructions on the final, approved permit. Additional information on the ROW permit procedure will be provided to the Contractor.



The Contractor shall coordinate with RTA Operations and Maintenance Divisions to gain access to

vehicles to install advertisements. RTA security department shall provide Contractor with visitor badges from the security officer at the appropriate entry location when entry into the building is a requirement to perform their duties. The Contractor will be issued a temporary (stick on badge) when access to the building is not required to perform their duties. The Security Officers will annotate the visitor's logbook for all visitors entering the facility

The Contractor must follow all RTA safety rules and procedures related to yard or lot safety while accessing RTA vehicles for installation/removal. This includes but is not limited to: Personal Protective Equipment (PPE) requirements (approved reflective safety vest is required) and no usage of cell phones while on any RTA lot. The Contractor must exercise good judgement and remain aware of their surroundings while entering or traveling on any RTA lot.

3.3. EQUIPMENT AND INSTALLATION

Contractor shall install, maintain, and remove advertising, at no cost to RTA, including in those spaces used for RTA messaging. Contractor shall be responsible for the purchase, installation, maintenance and replacement of equipment used for advertising during the life of the contract.

The Contractor will agree to assume the existing advertising equipment on the RTA transit system (i.e., map cases, brochure cases, bus car card spacers and brackets, bus brochure cases, shelter cases, etc.) in an 'as is' condition. Should the Contractor choose to upgrade, refurbish, or replace existing advertising displays, it will be done at no cost to RTA.

Construction, installation, maintenance work, and removal by the Contractor shall not disrupt RTA operations service.

The Contractor shall work with RTA to establish a revised standard specifications and standard ad sizes for the duration of the Contract. Every vehicle and property are labeled with operational information that must be visible at all times; these elements may include the vehicle numbers, service name, decals, agency logo, and such other items that RTA may later designate as necessary operational information to be affixed to its fleet of rolling stock.

The Contractor shall coordinate with RTA to establish placement standards in Bus, Streetcar, and Property to ensure that critical system information, fire life safety equipment, and artwork is not obscured by ads, and that ads do not create distractions that may create safety hazards for transit station customers.

3.4. DAMAGE, REPAIRS, AND MAINTENANCE



Contractor is responsible for the maintenance and upkeep of all advertising displays. Contractor shall be responsible for all repair costs as determined by RTA, from damage(s) to RTA vehicles and property, as a result of the installation or removal of advertising materials and adhesive process and shall fully reimburse RTA for damages.

Contractor shall conduct inspections of all advertising installations under this Contract at least once per month, and shall remove or replace damaged or missing displays, including RTA messaging, within three business days of discovering or receiving a report of such damaged or missing material.

Contractor shall be responsible for the cleaning, maintenance, and repairs of all transit shelters with advertising displays. Should shelters be damaged beyond repair and require replacement, Contractor will notify RTA to do said replacement.

3.5. POSTINGS, STOCKING, AND REMOVAL

Contractor shall be responsible for posting, maintaining, and stocking related RTA messaging in streetcars and buses, including posters and take-one brochures.

Contractor shall replace missing RTA bus and streetcar cards according to the posting schedule (provided by RTA) whenever posters and cards are being installed on any vehicle. RTA will supply Contractor with a sufficient quantity of bus and streetcar cards for this purpose.

Advertisements with dated content shall be removed by Contractor within one week (5 business days) of the expiration or obsolescence of the ad content. Accordingly, Contractor shall ensure there is a removal plan in place prior to installation to ensure the timely removal of obsolete ads.

IV. SHELTER MAINTENANCE

4. SHELTER MAINTENANCE

4.1. Maintenance and Upkeep:

The Contractor is responsible for the maintenance and upkeep of all advertising displays and shelters. This includes all repair costs for damage to RTA vehicles and property resulting from the installation or removal of advertising materials and adhesive processes. The Contractor shall fully reimburse RTA for such damages.

4.2. Inspections and Repairs:

The Contractor shall conduct inspections of all advertising installations at least once per month. Damaged or missing displays, including RTA messaging, must be removed, or replaced within three



business days of discovery or report.

4.3. Transit Shelter Maintenance:

The Contractor is responsible for the cleaning, maintenance, and repairs of all transit shelters with advertising displays. Repairs shall include transport of shelter placement, resetting breakers, replacing photocells, ballasts, panels, light bulbs and light bars for solar shelter, etc. If shelters are damaged beyond repair and require replacement, the Contractor will notify RTA of any additional costs for replacement.

4.4. Shelter Repairs and Maintenance:

The Contractor shall repair RTA non-advertising shelters when damage, vandalism, or other incidents occur. RTA will provide routine maintenance on non-advertising shelters, such as grass cutting, pressure washing, and transit stop cleaning, unless specifically requested. The Contractor shall maintain all advertising shelters and is solely responsible for cleaning, repairing, or replacing any parts on all shelters. If the Contractor furnishes replacement parts or repairs for RTA non-advertising shelters, RTA will reimburse the Contractor for such expenditures. For repairs beyond routine maintenance, the Contractor will provide RTA with a cost estimate. Upon RTA's approval, the Contractor will carry out the repair, and RTA will reimburse the Contractor. Reimbursements may be handled as an offset of fees due to RTA.

4.5. Replacement of Damaged Items:

Damaged panels, benches, lights, or other shelter items on Company shelters shall be replaced within one week of written notification or discovery, or within seven days of receipt of parts if replacement parts need to be ordered. For RTA shelters, replacements shall occur within one week of RTA's approval or within seven days of receipt of parts after approval.

4.6. Emergency Repairs:

If shelter damage, vandalism, or profane graffiti creates a safety hazard, the Contractor will repair, replace, or remove the issue within 24 hours of notification. If the Contractor fails to address the emergency within five working days, RTA may remedy the situation and assess the cost against the Contractor.

4.7. Monthly Reporting:

The Contractor shall provide RTA with a monthly narrative summary of maintenance operations, noting problem areas and corrective actions.

4.8. Illumination Costs:



The Contractor will bear the cost of illumination/lighting for all advertising shelters.

4.9. Chronic Vandalism:

If an RTA shelter is subject to chronic vandalism, the RTA may repair or remove the shelter. RTA will restore or request the contractor to repair the sidewalk, walkway, or curb to its original condition at its own cost.

V. FINANCE AND REPORTING

5.1. REVENUE PAYMENT MODELS

5.1.1. Revenue Model

The Contractor is required to pay RTA a Minimum Annual Guarantee (MAG) plus a revenue share for any gross revenue above the MAG. Payment specifications are described in detail in the Contract and summarized below:

- Contractor shall agree to MAG revenue payments which will be paid each month to RTA. This amount to be paid each month by contract is calculated as 1/12th of the MAG.
- 60% of Contractor's gross advertising revenue beyond the MAG shall be paid to RTA at each year end for the duration of the contract.
- Contractor shall allow RTA full financial audit access, and Contractor shall have detailed reporting requirements.
- Contractor shall adhere to RTA's Advertising Revenue Verification policies and procedures and contractor shall grant RTA client access to their advertisement inventory management software for revenue verification purposes.
- A performance audit shall be conducted at the end of every year.

5.1.2. Payment Terms

- Monthly Payments: Contractor will submit MAG payments each month.
- Annual Revenue Reconciliation: Additional revenue share payments will be reconciled and paid annually, following a performance audit.

5.1.3. Revenue Reporting and Transparency

- Real-Time Revenue Access: Contractor will provide RTA with access to its advertising inventory management system, ensuring transparency and real-time insights into sales.
- Monthly Reports: Detailed financial reports will be submitted, covering all revenue from various advertising channels (bus, streetcar, ferry, shelters, digital, etc.).

5.1.4. Financial Audits

- Annual Audits: RTA will conduct annual performance audits to ensure adherence to revenue models, transparency, and compliance.
- Compliance Monitoring: Regular reviews of contracts, sales receipts, and payments will be



conducted to verify accuracy and ensure the integrity of financial transactions.

5.1.5 Payment Escalation Clause

- Performance-Based Escalation: MAG will be subject to periodic reviews and may increase based on growth in advertising revenue, demand, and market expansion. This ensures the financial agreement adapts to increased performance and opportunities.

5.1.6. Penalties for Non-Compliance

- Late Payment Penalties: Any late payments on MAG or revenue share will incur a fee, ensuring timely compliance.
- Non-Adherence to MAG: Consistent underperformance may lead to penalties, contract reviews, and potential restructuring of terms.

5.1.7. Optional Provisions

- Expansion Revenue Opportunities: Contractor may propose optional services (e.g., digital, AR, real-time geo-targeted ads), with separate revenue-sharing models to be negotiated. These services will be integrated into the revenue report and subject to the same transparency measures.

5.1.8. MAG Escalator Clause

- The MAG will be subject to annual performance reviews and may increase based on the contractor's revenue generation and market demand.
- Conditions for Escalation: If advertising revenue exceeds the MAG by a predetermined percentage (e.g., 20% or more) for two consecutive years, the MAG will be increased by a pre-negotiated percentage for the following year.
- Escalation is determined by factors such as market demand, transit system growth, and revenue from additional advertising opportunities (e.g., digital, AR, geo-targeted ads).

5.2. HISTORICAL DETAIL AND REVENUE

A transit advertising contract with Laurel Outdoor had been established on January 1, 2018, and provides RTA with fixed revenues. In March of 2019 Laurel Outdoor transitioned ownership of its existing contract to Vector Media. The contract includes bus, streetcar, and shelter advertising revenue. Exterior bus advertising space includes kings, ultra kings, full wraps, and tails. The interior bus advertising space includes car cards. Exterior streetcar advertising space includes kings and hips (Canal St. streetcars) and kings only (St. Charles streetcars). Thus, historical revenue data only reflects static vehicle advertising and shelter advertising as described herein. Subsequently, there is no historical revenue data for digital ads, ferry, ferry terminal ads, transit hubs, or properties.



Gross billing for 2022 – 2024
for Advertising:

Year	Amount
2022	\$ 2,759,687.03
2023	\$ 2,148,338.77
2024	\$ 2,171,816.89

5.3. REVENUE REPORTING

The Contractor shall provide monthly revenue reports on the status of all RTA advertising revenues. The report should provide revenue information, net 45 days, for the following assets below, as applicable.

Contents of this report may be subject to change or modification, as RTA may deem necessary to meet its needs.

- Bus System
 - Bus vehiclerevenue
- Streetcar System
 - Streetcar vehiclerevenue
- Ferry System
 - Ferryrevenue
 - Ferry Terminals
- Shelter System
 - Advertising shelter revenue
- Property System
 - Facility Buildings
 - Transit Hubs
 - Bus Stops
 - Streetcar Platforms
 - Other properties as available
- Digital Revenue

5.4. REVENUE REPORTING & TRANSPARENCY

The successful proposer will provide RTA with real-time access to the vendor's revenue management systems to improve transparency and allow for more frequent revenue reconciliation.

5.5. REQUIRED REPORTS

The successful proposer will provide, at a minimum, the following documents and information to RTA. Specific details of the documents/reports to be provided will be finalized with the successful

proposer and the RTA Project Manager at the start of the contract term:

Documents	Frequency
Updated Client List Year to Date, <i>EXHIBIT 04: SAMPLE</i>	Monthly
List of Contracts Initiated, <i>EXHIBIT 05: SAMPLE</i>	Monthly
Billing Report	Monthly
Copy of advertising contracts initiated	Monthly
Advertising Revenue Report, <i>EXHIBIT 06: SAMPLE</i>	Monthly
Advertising Installation / Inventory Report for all Rolling Stock To include inventory of RTA signs in storage / not installed. Alternative means for tracking on-vehicle advertising inventory may be proposed to RTA. <i>EXHIBIT 07: SAMPLE</i>	Twice Monthly
List of payments sent directly to Advertising Company	Monthly
Shelter maintenance activity and associated costs	Monthly
Reconciliation with RTA of all payments	Monthly
Inspection/audit of records and financial data involved in the operation of vehicle advertising during the regular business hours and at other times upon one (1) day's written notice.	As requested
A revenue report: all contracts in effect, billings for the month, past due amounts, total remaining balances on accounts, and contract expiration dates.	As requested

Electronic reports sent to:
Contract Administrator, Marketing Director
Supervisor, Finance/Accounting
Chief Asset Management Officer

5.6. AUDITS AND ADJUSTMENTS



5.6.1. Performance Audit

RTA will conduct a performance audit at the end of every year in order to evaluate whether

project statement of work and deliverables is meeting customer needs, keeping with relevant technology, and aligned with advertising market rate. If appropriate, a contract modification may be developed and executed in order to perform any necessary adjustments to meet these goals.

The Contractor(s) may also perform their own mid-contract audit with recommended findings on customer needs, relevant technology, and advertising market rate.

5.6.2. Financial Audits

RTA reserves the right to hold financial and physical audits of the entire advertising inventory awarded as a result of this Contract, including without limitation, all transactional receipts related to this Contract. Audits will reconcile all Contractors' sales receipts against payments to RTA for the same time period. Audits may serve to ensure that each Party has received its appropriate share of revenue. Audits may also serve as an assessment of the Contractors' performance in compliance with the terms and conditions of the Contract. RTA reserves the right to conduct the audits at will and will inform the Contractor in writing of intended audit activity and period.

The physical audit will be a visible count of all advertising placed in and on RTA's facilities and fleets. Fiscal audits will constitute a detailed review of the Contractors' sales and will include the collection of sales and billing records for the purpose of determining that sales were executed at the established rates, what discounts were provided (if any), and to validate that the amount of advertising space and time allocated to the advertiser match the recorded amount sold, and that the amounts collected were in accordance with the rates approved by RTA.

The results of both audits shall be compared with the Contractors' billings and any deficiencies or irregularities shall be corrected by Contractor in the Contractors' billing statements within 45 business days of notification by RTA. Any net underpayment to RTA disclosed by the audit shall be due and payable to RTA Accounts Payable.

The rights provided in this Section are not exclusive and are in addition to any other rights provided by law and in the Contract.

VI. CAPITOL

6. EXPANSIONS AND NEW ASSETS

During the lifetime of this Contract, several capital projects are anticipated for completion and to enter revenue operation, thus, expanding RTA's transit network even greater.



Where possible, RTA will coordinate preview of new transit service for additional advertising opportunities by Contractor(s). All new commercial advertising opportunities must be submitted, reviewed, and approved by RTA departments at the discretion of RTA.

Upon approval, implementation may commence to add commercial advertising to new transit service and facilities.

Projects and anticipated completion dates are subject to change and listed as a reference. RTA will provide revised construction schedules and completion dates as they change.

Project	Anticipated Completion	Type
2.1 Algiers Terminal Rehabilitation	December 2025	Ferry Terminal
2.2 Downtown Transit	December 2027	Transit Hub
2.3 Transit Hubs	December 2026	Transit Hub

VII. EXCEPTIONS

7. EXCEPTIONS AND EXCLUSIONS

The following assets and locations are excluded from the Contract(s):

At RTA's sole discretion, RTA properties that are designated for joint development and properties that are or will be leased or licensed to third parties are not Approved Properties are not included in this Contract.

RTA further reserves the right to add to, modify, or delete from the list of Approved Locations subject to this Contract, from time to time, in RTA's sole discretion.

7.1. FACILITIES BUILDINGS [OPTIONAL DELIVERABLE]

RTA Facilities currently do not have advertising. Currently, there are 4 facilities owned by RTA.

The Contractor may propose a holistic advertising plan for Facility Buildings owned by RTA. The Contractor may recommend traditional, new media, or new technology advertising for the exteriors.

RTA wishes to maximize capital assets to generate revenue and understands some properties may not be suitable for advertising due to location and/or lack of demand.

Proposals for incorporating advertising will be reviewed by RTA departments. Site visits with RTA and



Contractor, and others, may be required to evaluate proposed advertising locations and will be at the discretion of RTA.

7.2. ADVERTISING ON RTA FACILITIES [OPTIONAL DELIVERABLE]

The Contractor will perform all services to obtain the necessary permits, approvals, and any other entitlements required to develop, design, install, maintain, and sell out of home advertising on RTA property in accordance with local governing jurisdiction.

7.2.1 GUIDELINES FOR ADVERTISING PLACEMENT ON RTA FACILITIES

Do not inhibit functional use, operation, and maintenance of building or facility; existing informational signage, wayfinding, safety, and branding elements.

Do not block any site lines that may cause security concerns or obscure visibility to users, transit vehicle operators, security personnel or the public.

VII. MEDIA

8.1. MEDIA TRADE

The RTA will have the right to utilize its reserve space for cooperative advertising, media trades and for other trade options such as goods and services at its sole discretion.

The RTA is permitted to make trades in-kind with advertisers who have not bought bus exterior sign space for the last twelve (12) month period.

8.2. UNSOLD SPACE

Unsold space will be defined as any exterior advertising space which is not under valid, signed contract for a period of two calendar weeks from the date of expiration of last contract governing said space.

All additional unsold exterior advertising space will be allocated to the RTA for its own advertising usage. All identified unsold space will be filled with RTA-provided signs until such time as sold space is installed.

8.3. NO EMPTY SPACES

The Advertising Company will commit to a policy of "No Empty Spaces." Those spaces not filled by paid advertisements will be filled with RTA provided self-promotion material, or promotion material for ads on buses.



IX. SPECIAL EVENTS

9. SPECIAL EVENTS

The city of New Orleans ("city") hosts several major events and festivals throughout the year during those Special Event Periods:

9.4.1. Contractor shall execute a binding option agreement for all or some of the RTA Bus, Streetcar, Ferry, Digital and/or Property System that is subject to this Contract ("Ad Space") during the Special Event Period (defined below).

9.4.2. The RTA, at its sole discretion, may impose restrictions on the parties who may advertise on the Ad Space and/or the nature of advertising that will be allowed during the Special Event Period.

9.4.3. The "Special Event Period" means the period two weeks prior to the Event, through two weeks after the conclusion of the Event (to be finalized based on the actual dates established for the Special Events).

9.4.4. In the event that it is the customary practice of Contractor to sell a particular format of ad space only on a calendar month basis, then, if the Special Event Period would otherwise not begin on the first of a calendar month and/or end on the last day of a calendar month, the Special Event Period shall be adjusted for all applicable Ad Space customarily sold on a calendar month basis to begin and end on the first day or last day of the calendar month, as applicable.

The RTA maintains the absolute right to sell and display advertising on any RTA property not subject to this Contract, which right may be delegated by RTA.

X. CONTENT RESTRICTIONS

10. RTA SYSTEM ADVERTISING POLICY

Guidelines and content restrictions, as defined in *EXHIBIT 01: RTA ADVERTISING CONTENT POLICY*, apply to all forms of advertising on RTA's system. RTA reserves the right to revise the RTA Content Advertising Policy as deemed necessary. Any RTA Board of Directors ("RTA Board") adopted changes to RTA's Advertising Policy will be provided to Contractor for their information and use. If Contractor



believes the policy changes may have an impact upon the contract revenue stream, Contractor shall have the right to proceed under General Conditions-9 Modifications clause.

10.1. RIGHT OF REJECTION

In addition to and consistent with the above, Contractor may review advertising content according to its own guidelines of acceptability.

RTA reserves the right to reject any advertising content submitted for display on its properties and/or to order the removal of any advertising posted on its properties.

RTA Marketing Department makes decisions regarding the rejection or removal of advertising based upon the criteria in RTA's policy statement. Upon notice by the Marketing Department designee that an advertisement must be removed, the Contractor shall immediately uninstall such advertisement within 24 hours after such initial notification. Upon request, RTA will furnish written confirmation of the order to remove.

10.2. AGENCY MESSAGING AND USAGE - STATIC ADVERTISING

RTA's ability to directly reach customers is crucial in order to provide transit/travel and agency information. RTA's Marketing/ Communications Department administers the use of these unique distribution channels as part of its overall responsibility for customer communication.

- 10.2.1 RTA reserves the right to designate the allocation of system space including the use of an entire bus or streetcar vehicle or multiple bus or streetcar vehicles as needed. Any unused advertising space shall be occupied by RTA advertising/messaging.
- 10.2.2. RTA reserves the right to occupy, free of charge, for the purpose of RTA transit/travel and agency information, the distribution channels listed below. The Contractor is responsible for installing, maintaining, and removing RTA information/messaging.
- 10.2.3. The Contractor may provide 'black-out dates' where demand for advertising space is high, and that period is used by the Contractor to generate maximum revenue. The Contractor shall credit RTA for 'black-out periods' with additional usage elsewhere in the schedule.
- 10.2.4. Unless stated, the Contractor will be responsible for all production costs of RTA advertising materials for each application below. Production cost includes the materials, printing, and delivery of advertising content.
- 10.2.5. RTA is entitled to exclusive use up to 50% of interior car cards in bus and streetcar vehicles per



month, each month, the Contractor may sell advertising for the remaining 50%. RTA will be responsible for the production cost of car cards with agency advertising/messaging.

10.2.6. RTA is entitled to exclusive use of up to 10% of exterior bus vehicle king ads per month, each month; the Contractor may sell advertising for the remaining 90%.

10.2.7. RTA is entitled to exclusive use of up to 10% of exterior bus vehicle tail ads per month, each month; the Contractor may sell advertising for the remaining 90%.

10.2.8. RTA is entitled to exclusive use up to 10% of exterior streetcar vehicle ads per month, each month; the Contractor may sell advertising for the remaining 90%.

10.2.9. RTA is entitled to exclusive use of up to 10% of exterior bus vehicle wrap ads annually (10% of previous years' total bus wraps sold); the Contractor may sell advertising for the remaining 90%.

10.2.10. RTA is entitled to exclusive use up to 25% of RTA owned ferry terminal, shelter, stops, facilities and property advertising annually; the Contractor may sell advertising for the remaining 75%.

10.3. AGENCY MESSAGING AND USAGE – DIGITAL ADVERTISING

RTA's ability to directly reach customers is crucial in order to provide transit/travel and agency information. RTA's Marketing/ Communications Department administers the use of these unique distribution channels as part of its overall responsibility for customer communication.

10.3.1. RTA reserves the right to designate the allocation of system space, including the use of entire stations or facility, as needed. Any unused advertising space shall be occupied by RTA advertising/information.

10.3.2. In the case of an emergency, RTA will have the right to immediately display emergency content on up to 100% of any or all of the digital displays in the Contractors' digital network.

10.3.3. RTA is entitled to exclusive use of up to 10% of digital ads per month, each month; the Contractor may sell advertising for the remaining 90%.

10.3.4. RTA is entitled to exclusive use up to 10% of digital advertising in parking facilities per month, each month; the Contractor may sell advertising for the remaining 90%.

10.3.5. RTA is entitled to exclusive use up to 10% of digital advertising in bus interiors per month, each month; the Contractor may sell advertising for the remaining 90%.

10.3.6. RTA is entitled to exclusive use up to 10% of digital advertising in streetcar car interiors per month, each month; the Contractor may sell advertising for the remaining 90%.



XI. LOCATIONS AND PARAMETERS

11. SIGNAGE & WAYFINDING

11.1. Advertising Restrictions for RTA Ferry Terminals and Transit Hubs/Stations

Safe, clear, and consistently messaged navigation of the RTA transit system is of prime importance to our passengers. To that effect, RTA will develop signage, wayfinding and customer information standards for terminals, stations, and facilities. Advertising shall be incorporated into station design with consideration of the individual facility architecture and overall environment.

The Contractor will use innovative and best in class design in every aspect of their work, to ensure and to maintain a superlative customer experience. Proposals for incorporating advertising shall be reviewed by RTA departments. Terminal/ facility site visits with RTA and Advertising company (Contractor) representatives, and others, may be required to evaluate proposed advertising locations and shall be at the discretion of RTA.

11.2. General Principles – Signage & Wayfinding

Contractor shall manage the selling and displaying of advertising consistent with the following:

- Transit informational and directional graphics shall take precedence over advertising displays and /or panels.
- Advertising shall not visually or physically interfere or obstruct passenger informational and regulatory signage or digital information displays.
- Advertising displays or panels shall not visually block signage/wayfinding sightlines.
- Advertising displays and panel placement immediately adjacent to permanent signage/wayfinding shall not be permitted (rule of thumb of no closer than 60" proximity).
- Advertising shall not cover/wrap existing signage without commensurate steps to ensure signage remains legible at all times.
- Advertising displays and panels shall not make use of signage support structures to provide attachments or draw electrical power, unless otherwise approved in writing by RTA on a case-by-case basis.
- Advertising shall not be applied to surfaces of stainless-steel illuminated map cases, fire hose and alarm cabinets, messaging cabinets or other functional RTA equipment unless otherwise approved in writing by RTA on a case-by-case basis.



- Advertising displays shall not be considered for placement on gates functionally required for safe passenger entry and exiting flow, exterior surfaces of fare gating equipment and fire/life/safety equipment.

XII. DIGITAL DISPLAYS

12. CUSTOMER INFORMATION/DIGITAL DISPLAYS

As RTA transitions to digital displays for both customer information and advertising, it is imperative that the display of advertising materials does not compromise the transmission of critical customer information. Digital displays shall be incorporated into a system of customer information that should be a natural evolution of RTA's static system for customer information, currently consisting of an array of freestanding and wall-mounted map cases.

RTA's assessment of the value of a proposal's enhancement of the customer experience will not be a purely quantitative exercise, as it will necessarily take into account the number, size and configuration of displays to be made available for customer information, the stations and locations therein where such screens will be provided, and the speed and geographic diversity of proposed deployments, among other considerations. RTA will be integrally involved in overseeing the process of designing, installing, operating, and maintaining every part of the Contractor's digital network that relates to customer information.

RTA encourages the Contractor to integrate their on-site physical advertising with mobile platforms and other future technology opportunities. Contractor should describe their plans for such integration and how RTA will share in the financial and communication benefits derived therefrom. Because each RTA facility is unique, Contractor should anticipate that the installation of hardware in each location will involve several steps, including approval of design for location of digital display, structural connection details, electrical and data connections, scheduling of work and necessary support labor, inspections, permits and approval of completed work.

Contractor shall provide reasonably detailed technical descriptions, as well as illustrative drawings, for each type of equipment proposed. Contractor should illustrate how their proposal will enhance the RTA customer experience, and generate revenue for itself and RTA, through digital advertising, as well as indicate to what extent they would be prepared to fund and undertake these improvements in addition to the installation of new digital hardware in connection with such initiatives.

12.1 *General Principles - Digital Information Displays*

- The Contractor shall provide an assessment of the feasibility, costs, and benefits of converting advertising inventory in applicable locations from static to digital, for the duration of the Contract.
- The design of the physical components of the Digital Information Displays (screens, housings,



electrical and data systems, etc.) shall be closely coordinated with various RTA departments to ensure conformance with RTA systemwide design standards and requirements, as well as compliance with the Americans with Disabilities Act, with the goal of creating a seamless enhancement of the user experience for all RTA customers. To this end, at specific locations, displays and devices may require audio (voice annunciation) capabilities, tactile keypads, and Braille.

- All digital displays and devices shall contain appropriate technology for the collection of usage metrics.
- The Contractor will work closely with key RTA departments on the selection of digital displays to ensure that the size, location, quantity, and functionality of the devices suit the needs of RTA. The display requirements shall be developed through a collaborative process between the Contractor and various RTA departments. RTA will have final approval rights over the Proposer's hardware selections.
- RTA reserves the right to supplant all advertising content with service change notices and emergency information.
- Contractor acknowledges and agrees that there will be certain required customer information that shall remain in a continuously visible (default screen) state, and the design of the digital interface shall present a clear path to customer information that is seamless, intuitive, and easy for the typical customer to navigate.
- At key locations, a static backlit map component shall be incorporated by the Contractor into the customer information array; this element will be integrated within the system of Digital Information Displays and provide familiar wayfinding content for RTA's ridership. Quantities and locations of these static maps will be determined on a case-by-case basis.
- Contractor shall sell and display advertising consistent with the following:
 - Advertising shall not interfere with Transit Passenger Information.
 - Advertising displays shall not visually block signage sight lines to Passenger Information.
 - Advertising shall not cover/wrap Passenger Information.

12.2. General Principles - Illuminated Map Cases

During the transition period from static to digital advertising, and for the duration of the contract, all static internally illuminated map cases in the RTA system shall be reserved solely for customer information (which, in addition to RTA maps and other customer information, may include RTA advertising, promotions, messages, etc.).

12.3 Digital Public Information Displays (Map Cases)

Due to limited space, not all hubs/ stations, and stops are suitable for additional equipment dedicated to advertising. RTA desires a comprehensive and holistic approach to system advertising, and will consider advertising on customer information panels, or digital maps cases.

The map cases currently display static customer information such as maps, fare information, etc. The Contractor will at its own cost replace these map cases with new, more streamlined, state-of-the-art



digital displays to be used for digital customer information and advertising.

Proposed size, placement, style, model, and power / data access to be approved by RTA. The placement and installation of additional screens may be negotiated with RTA. However, RTA must provide written approval of the placement and installation to Contractor prior to Contractor commencing Work under this Section. Locations and quantities of static map cases are available upon request.

XIII. RTA FLEET

13. RTA BUS AND STREETCAR VEHICLE FLEET

13.1 Advertising Location Parameters for RTA Revenue Vehicles

The design and visual graphics of RTA streetcar & bus vehicles are important in establishing the RTA identity. The high visibility of the fleet plays a key role in creating awareness and strengthening RTA's brand equity throughout Orleans Parish. The fleet is currently composed of various vehicle makes and models. To that effect, proposals for incorporating exterior/interior advertising shall be reviewed by RTA departments. Vehicle audits/review of current RTA Bus & Streetcar Fleet Standards with RTA and Contractor, and others, may be required to evaluate proposed advertising locations and shall be at the discretion of RTA.






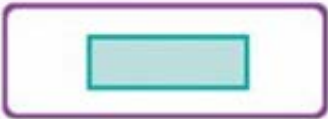
13.2. RTA VEHICLE BRANDING AND FUTURE

RTA has recently undergone the process of updating and refreshing the look of our brand on the current vehicle fleet. During the term of this agreement, new designs for vehicle exteriors may be introduced and adjustments to advertisement placement may be required. RTA's current Brand design samples can

be found in *EXHIBIT 02: RTA BRAND VEHICLE DESIGN SAMPLES*

13.2.1. Vehicle Advertising Space and Permitted Formats; also EXHIBIT 03: Vehicle Advertising Space

All advertising formats listed are permitted without limitation; however, the Contractor cannot utilize more than 20% of the bus fleet for full wraps. As RTA incorporates new vehicle types, ad sizes and formats may be slightly different for vehicle type. The contractor is responsible for updating ad formats and sizes and providing updated information to RTA.



Transit Vehicle Commercial Advertising Inventory - Buses		
125 active fixed-route buses		
Exterior Bus		
Ad Type	Visual	Description
King		Direct Application 91" W x 30"H 144" W x 30"H 192" W x 30"H
Ultra Super King		Direct Application 90" W x 224"H / Live 84.5" W x 224"H 100"W x 230"H / Live 95"H x 230"W Sizes Vary
Full wrap		Direct Application Sizes Vary
Tail		Direct Application 72" W x 21"H 50" W x 18"H 43" W x 21"H
Interior Bus		
Ad Type	Visual	Description
Car Cards		Direct Application 42" W x 11"H / Live 40"W x 9"H 28" W x 11"H / Live 26"W x 9"H
Michelangelo		Direct Application Sizes Vary

Transit Vehicle Commercial Advertising Inventory - Streetcars

45 Active Streetcars


Canal St. - French Quarter/Superdome/Arena/Armstrong Park/City Park/Museums/Riverfront/Convention Ctr/Aquarium+

Exterior Streetcar - Canal St.

Ad Type	Visual	Description
King		Direct Application 144" W x 30"H / Live 142"W x 28"H
Hip		Direct Application 72" W x 21"H / Live 70" W x 19"H

St. Charles Ave. - Uptown/Garden District/ Tulane & Loyola Universities/ Audubon Park

Exterior Streetcar - St. Charles Ave.

Ad Type	Visual	Description
King		Direct Application 144" W x 22"H / Live 142"W x 20"H

Interior Streetcar - Canal St. & St. Charles Ave.

Ad Type	Visual	Description
Car Cards		Direct Application 42" W x 11"H / Live 40"W x 9"H 28" W x 11"H / Live 26"W x 9"H



13.2.2 General Principles – Bus Fleet

Contractor shall manage the selling and displaying of advertising consistent with the following:

- All advertising formats shall be permitted without limitation; however, the Contractor cannot utilize more than 20% of the bus fleet for full wraps.
- Advertising shall not cover the front of the vehicle, front boarding doors, first set of passenger windows and roof area.
- Advertising shall not obstruct the front windshield and driver side window.
- Advertising shall not impede operation of designated emergency windows/doors.
- Advertising material shall be applied so all maintenance access panels remain operable.
- Advertising material under any condition shall not conceal digital displays units providing line and destination information to boarding passengers.
- Advertising material applied to windows must be perforated and allow inside passengers to see through.
- Advertising shall be mounted directly to bus exterior surface(s) without any use of frames.
- Advertising material used must meet or exceed Fire Life Safety standards as specified by RTA's Safety Department.
- Full wrap advertising shall promote enhanced visibility of the bus transit vehicle and shall require a design that includes high visibility, reflective, and high-contrast material. RTA Safety and Operations will have final approval authority.
- Advertising shall not conceal or camouflage under any condition any of the following exterior graphics/decals:
 - Brand graphics including but not limited to the RTA logo, select RTA service decals, select super graphics
 - RTA contact information, including phone number and web address and Welcome Aboard information
 - decals, vehicle number, LA license
 - Vehicle maintenance decals such as battery location, jack points, etc.
- In RTA approved advertising exterior locations where brand graphics and advertising materials intersect, contractor will be required to fabricate and install, at no cost to RTA, replacement brand graphics/decals in accordance with RTA Bus Standards.
- Decals printed by Contractor must follow RTA signage standards for dimensions, materials, color, etc. RTA Marketing to provide awarded Contractor(s) with files for printing. RTA to review/approve first run proofs.
- Advertising shall not conceal or camouflage under any condition any interior graphics/decals.
- Advertising shall not be placed on interior floors, windows, or seats in the ADA/wheelchair designated areas.
- Any new bus models procured by RTA during the term of this contract will be evaluated by Contractor for recommended ad placement and reviewed/approved by RTA.

Exact location, quantity and types of graphics/decals vary by bus model.



13.2.3. General Principles – Streetcar Fleet

Contractor shall manage the selling and displaying of advertising consistent with the following:

- Advertising shall not cover the front/rear driver cabs including windows and the roof/shroud.
- Advertising shall not impede operation of designated emergency windows/doors.
- Advertising shall not be applied to windows.
- Advertising material under any condition shall not conceal digital displays units providing line and destination information to boarding passengers.
- Ads shall be mounted in the designated exterior frames and shall not be applied directly to streetcar exterior surface(s).
- Advertising material used must meet or exceed Fire Life Safety standards as specified by RTA's Safety Department.
- Full wrap advertising is prohibited on RTA streetcars.
- Decals fabricated by Contractor must follow RTA Signage Standards for dimensions, materials, color, etc. RTA Art & Design to provide awarded Contractor(s) with files for fabrication. RTA to review/approve first run proofs.
- Advertising shall not conceal or camouflage under any condition any interior graphics/decals, maps, or photo luminescent floor striping.
- Advertising shall not be placed on interior floors/windows, or seats in the ADA/wheelchair or bike/stroller designated areas.

Exact location, quantity and types of graphics/decals apply to all streetcar models.

XIV. SCOPE OF WORK I - RTA BUS SYSTEM

14. BUS SYSTEM ASSETS

RTA currently operates 34 bus routes and serves an area of 350 square miles. The RTA Bus System currently includes approximately 125 bus vehicles. By 2026 RTA anticipates that number to be approximately 135 bus vehicles, pending funding is met.

The RTA bus fleet covered by this Contract are operated directly by RTA and is currently housed at RTA's main facility on Canal Street. RTA is currently working on a plan to move bus operations to its East New Orleans Facility (ENO) by 2027 in line with the new Electric Vehicle Infrastructure.

Additional Bus System information is available upon request. Proposers are also encouraged to use RTA's transit data. To access data proposers must submit a completed and signed copy of the Data License Agreement *Exhibit 08: Data License Agreement* to the RTA Procurement department.

The Contactor will execute standard transit advertising techniques, additionally, the Contractor is welcome to propose a comprehensive and holistic approach to next generation/innovative techniques



utilizing the RTA Bus System assets. Any next generation/innovative techniques must address RTA's desire to improve customer experience and generate revenue for the agency.

14.1. REQUIRED DELIVERABLES

The Contractor will manage the selling, displaying, removal, and maintenance of advertising on the following parts of the bus system:

- **Vehicle Exterior Advertising** - including partial and full vehicle wraps, kings, ultra super kings, and tails.
- **Vehicle Interior Advertising** - including car cards, ceilings, backs, and safety bar handles.
- **Digital Vehicle Interior Advertising** – integrating with RTA's Clevervision digital displays currently installed on vehicles.

14.2. OPTIONAL DELIVERABLES

The Proposer may propose, but not mandated to, manage the selling, displaying, removal, and maintenance of advertising on these parts of the bus system:

- **Digital Vehicle Exterior Advertising** – digital displays (digital screens) to replace static advertising on the sides of the bus exteriors.

14.3. VEHICLE EXTERIOR ADVERTISING

Various industry-standard techniques may be applied to RTA's bus exteriors including partial and full vehicle wraps, kings, ultra super kings, back vehicle tails. Further detail for each technique is as follows:

- **Sides of buses** - Standard king and ultra super king ad application.
- **Vehicle back** - Standard tail advertising.
- **"Wrapped"** advertising includes full wraps, partial wraps, kings, or ultra super kings.

In the selling, displaying, removal, and maintenance of advertising, Contractor shall further ensure the following:

- Ads shall be mounted by Direct Application to bus exteriors. Direct Application is defined as ads placed directly on the exterior surface of the vehicle by adhesive backing, no frame is used.
- Ads must be specifically positioned, and trimmed if necessary, according to RTA's design guidelines. No deviation from this positioning is permitted.

Contractor is responsible for coordinating the availability of buses for wrapping with Operations Division Managers.



The Contractor is welcome to explore digital displays (digital screens) to replace static advertising on the sides of the bus exteriors. The Contractor should consider hardware, data, and electrical requirements necessary for the migration to digital.

Contractor shall refer to SECTION 7.3.2 Vehicle Advertising Space; also *Exhibit 03: Vehicle Advertising Space*, which states sample sizes for each known application.

14.4. VEHICLE INTERIOR ADVERTISING

Various industry-standard techniques may be applied to RTA's bus interiors including bus cards, ceilings, backs, and handrails. Further detail for each application is as follows:

- **Bus Car Cards** - Interior ad space, or bus car cards. RTA reserves the right to determine placement of this advertisement inside all buses.
- **Ceilings, Backs, and Handrails** - **Advertisement may not obscure or interfere with the visibility of pre-existing vehicle, safety, or boarding information.**

Contractor shall refer to SECTION 7.3.2 Vehicle Advertising Space; also *Exhibit 03: Vehicle Advertising Space*, which states specific sizes for each known application.

14.5. BUS – DIGITAL ADVERTISING

RTA seeks to work with a partner, identified through this solicitation process, who will build a foundation enabling RTA to take advantage of the rapidly changing out of home advertising industry – led by technology. RTA has not established a network nor employed digital screens for the sole purpose of advertising; thus, a comprehensive and holistic approach to digital, next generation, and immersive advertising is warranted for RTA's Bus System.

The Contractor should consider the digital techniques listed herein and recommend a business and work plan in order to implement digital advertising system-wide in RTA's Bus System. RTA strongly encourages proposers to include digital techniques and plans within their proposals.

XV. SCOPE OF WORK II - RTA STREETCAR SYSTEM

15. STREETCAR SYSTEM ASSETS

The RTA Streetcar System includes approximately 52 streetcar vehicles.

Additional Streetcar System information is available upon request. Proposers are also encouraged to use RTA's transit data. To access data proposers must submit a completed and signed copy of the [Data License Agreement](#) *Exhibit 08: Data License Agreement* to the RTA Procurement department.



The Contactor will execute standard transit advertising techniques additionally, the Contractor shall propose a comprehensive and holistic approach to next generation/innovative techniques utilizing the RTA Streetcar System assets. Any next generation/innovative techniques must address RTA's desire to improve station appearance, enhance transit rider experience, and generate revenue for the agency.

15.1. REQUIRED DELIVERABLES

The Contractor will manage the selling, displaying, removal, and maintenance of advertising on these parts of the streetcar system:

- **Vehicle Exterior Advertising on Red Streetcars** – exterior king and hip advertising.
- **Vehicle Exterior Advertising on Historic Green Streetcars** – exterior advertising.
- **Vehicle Interior Advertising** – interior car cards.
- **Digital Vehicle Interior Advertising** – integrating with RTA's Clevervision digital displays currently installed on vehicles

15.2. OPTIONAL DELIVERABLES

The Proposer may propose, but not mandated to, manage the selling, displaying, removal, and maintenance of advertising on these parts of the streetcar system:

- **Digital Vehicle Interior Advertising** – includes identifying areas for new digital displays.
- **Digital Vehicle Exterior Advertising** – digital displays (digital screens) to replace static advertising on the sides of the Canal St. Streetcar exteriors; St. Charles Ave streetcars are excluded.
- **Streetcar Platform Digital Advertising** – includes digital displays and units. This could include expansive displays integrated into platform areas, digital signage board/signage totem, and map cases for an immersive experience.
- **Platform and Projection Advertising** – digital media advertising projected onto platform surfaces.

15.3. VEHICLE EXTERIOR ADVERTISING

RTA's streetcar fleet includes the historic Perley Thomas Streetcars (green) and a model which is a replica of the original Perley Thomas streetcars (red). Specific standards must be applied to RTA's streetcar exteriors for kings and hips. Further details for application are as follows, and SECTION 7.3.2 Vehicle Advertising Space; also *Exhibit 03: Vehicle Advertising Space* states sizes for each known application.

- **Side of streetcars** - Standard king (all) or hip (Canal St. only) ad application.
- **Front and Back** - Space on the exterior front and back of RTA streetcars is not available for sale.
- **"Wrapped"** full wraps and partial wraps are prohibited on all streetcars.

Ads shall be inserted into the existing frame to streetcar exteriors. Direct Application, defined as ads



placed directly on the exterior surface of the vehicle by adhesive backing where no frame is used is prohibited on all streetcar vehicles.

Ads must be specifically positioned, and trimmed if necessary, according to RTA's design guidelines. No deviation from this positioning is permitted.

15.4. VEHICLE INTERIOR ADVERTISING

RTA's streetcar interiors advertising includes interior car cards. Further detail for each technique is as follows:

- **Streetcar Car Cards** - Interior ad space, or streetcar car cards. The total fleet currently consists of 52 cars. RTA reserves the right to determine placement of this advertisement inside all streetcars. The Contractor will coordinate with RTA to install additional frames for advertising.

Contractor shall refer to SECTION 7.3.2 Vehicle Advertising Space; also *Exhibit 03: Vehicle Advertising Space*, which states specific sizes for each known application.

The Contractor is welcome to explore digital displays inside streetcar vehicles to be used for advertising and agency information. The Contractor should consider hardware, data, and electrical requirements necessary for the migration to digital.

15.5. STREETCAR – DIGITAL ADVERTISING

RTA seeks to work with a partner, identified through this solicitation process, who will build a foundation enabling RTA to take advantage of the rapidly changing out of home advertising industry – led by technology. RTA has not established a network nor employed digital screens for the sole purpose of advertising; thus, a comprehensive and holistic approach to digital, next generation, and immersive advertising is warranted for RTA's Streetcar System.

The Contractor should consider the digital techniques listed herein and recommend a business and work plan in order to implement digital advertising system-wide in RTA's Streetcar System.

XVI. SCOPE OF WORK III – FERRY SYSTEM

16. FERRY SYSTEM ASSETS

The RTA Ferry System includes the Canal Street Ferry landing, Algiers Ferry landing, Chalmette Ferry landing, and Lower Algiers ferry landing with three active fleet ferry vessels.

The Contactor will execute standard transit advertising techniques, additionally, the Contractor is welcome to propose a comprehensive and holistic approach to next generation/innovative techniques

utilizing the RTA Ferry System assets. Any next generation/innovative techniques must address RTA's



desire to improve customer experience and generate revenue for the agency.

16.1. REQUIRED DELIVERABLES

The Contractor will manage the selling, displaying, removal, and maintenance of advertising on the following parts of the ferry system:

- **Ferry Landing Advertising** – including static, digital, and/ or next-generation techniques.
- **Ferry Vessel Advertising** – including static, digital, and/ or next-generation techniques.
- **Ferry Wayfinding Signage Advertising** – including static, digital, and/ or next-generation techniques.

16.2. OPTIONAL DIGITAL ADVERTISING FOR THE FERRY SYSTEM

RTA seeks to work with a partner, identified through this solicitation process, who will build a foundation enabling RTA to take advantage of the rapidly changing out of home advertising industry – led by technology. RTA has not established a network nor employed digital screens for the sole purpose of advertising; thus, a comprehensive and holistic approach to digital, next generation, and immersive advertising is warranted for RTA's Ferry System.

The Proposer may propose, but is not mandated, to manage the selling, displaying, removal, and maintenance of advertising on these parts of the ferry system. RTA encourages proposers to include digital deliverables in their proposal:

- **Ferry Landing Digital Advertising** – includes digital displays and units at landings.
- **Ferry Vessel Digital Advertising** – includes digital displays and units on ferry vessels.
- **Ferry Wayfinding Digital Signage Advertising** – includes digital displays and units at ferry landings.

RTA expects the proposer to supply the necessary infrastructure for the digital advertising network. This could include the proposer funding the infrastructure entirely or a cost-sharing arrangement between RTA and the contractor. The Contractor should assess the outlined digital advertising techniques and propose a business and work plan for implementing a system-wide digital advertising network across RTA's Ferry System. This proposal should position RTA at the forefront of the evolving digital advertising landscape while enhancing revenue generation and user engagement.

XVII. SCOPE OF WORK IV - RTA PROPERTIES

17. PROPERTIES SYSTEM ASSETS

The RTA Properties System includes 243 transit advertising shelters, nearly 10,000 bus stops, two transit hubs, four facilities and streetcar platforms.



The RTA property systems covered by this Contract are owned by RTA. Additional Properties System information is available upon request. Proposers are also encouraged to use RTA's transit data. To access data proposers must submit a completed and signed copy of the [Data License Agreement](#) *Exhibit 08: Data License Agreement* to the RTA Procurement department.

The Contactor will execute standard transit advertising techniques, additionally, the Contractor is welcome to propose a comprehensive and holistic approach to next generation/innovative techniques utilizing the RTA Bus System assets. Any next generation/innovative techniques must address RTA's desire to improve customer experience and generate revenue for the agency.

17.1. REQUIRED DELIVERABLES

The Contractor will manage the selling, displaying, removal, and maintenance of advertising on the following parts of the properties system:

- **Transit Shelter Advertising** – including static, digital, and/ or next-generation techniques.
- **Transit Hub Advertising** – including static, digital, and/ or next-generation techniques.

17.2. TRANSIT SHELTER ADVERTISING ASSETS

The shelter advertising inventory comprises 243 advertising shelters. The Contractor is responsible for maximizing sales, printing, and installing the advertisements, maintaining the advertising shelters, and ensuring that the inventory remains fully utilized.

There are also 103 non-advertising shelters, 18 of which are owned by Vector. By the third year of the contract, or before the contract's termination, the RTA will assume ownership of the 18 shelters that were previously owned by Vector.

The City of New Orleans now allows the permitting of advertising shelters. It is the contractor's responsibility to review and comply with this permitting process, as the RTA does not control or assist with it.

Non-advertising shelter locations can be re-evaluated to determine their suitability for advertising permits. However, the existing structures (non-advertising shelters) would have to be replaced with a new shelter design that includes designated space for advertising. If a non-advertising location is approved for advertising by the City of New Orleans, new advertising shelter structures must be purchased and installed at that site. Contractor may be responsible for the purchase and install of new shelters of a design and location approved by RTA. Any future shelters will be the property of RTA. Capital costs for new shelters borne by the contractor will be negotiated at the time of procurement based on remaining term of the contract and projected gross advertising revenue increase for proposed locations.



For reference, a full list of advertising shelters is included in *EXHIBIT 09: FULL LIST OF SHELTERS (ADVERTISING AND NON-ADVERTISING)*

17.3. OPTIONAL DELIVERABLES

The Proposer may propose, but not mandated to, manage the selling, displaying, removal, and maintenance of advertising on these parts of the bus system:

- **Transit Shelter Digital Advertising** – includes digital displays and units at shelters.
- **Bus Stop Digital Advertising** – includes digital displays and units at bus stops.
- **Streetcar Platform Digital Advertising** – includes digital displays and units at stops (canal line only).

17.4. PROPERTIES – DIGITAL ADVERTISING

RTA seeks to work with a partner, identified through this solicitation process, who will build a foundation enabling RTA to take advantage of the rapidly changing out of home advertising industry – led by technology. RTA has not established a network nor employed digital screens for the sole purpose of advertising; thus, a comprehensive and holistic approach to digital, next generation, and immersive advertising is warranted for RTA's Properties System.

The Contractor should consider the digital techniques listed herein and recommend a business and work plan in order to implement digital advertising system-wide in RTA's Properties System.

17.5. TRANSIT HUBS

RTA is expanding the advertising system to include transit hubs. Various industry-standard and next generation techniques may be applied to these assets as recommended by the contractor. Transit hubs are facilities that may provide transit options by multiple mode, multiple carriers, and multiple service. The proposer may recommend traditional, new media, or new technology advertising for potential revenue at these Transit hubs:

- **Main Library** (Interim Downtown Hub) is a temporary outdoor bus transit hub, it was opened in 2022 after implementing a major bus route network redesign. The contractor may recommend traditional, new media, or new technology advertising for potential revenue at this transit hub location, subject to rules and regulations for advertising on City-owned property.
- **Canal-Cemetaries Transit Hub** is an outdoor transit hub, it was opened in January 2018. The contractor may recommend traditional, new media, or new technology advertising for potential revenue at this transit hub location.
- **Lake Forrest Hub** future site to be determined.



- **Downtown Transit Center** future site to be determined.
- **Future Transit Hubs** as plans are developed these sites will be evaluated and considered for advertising opportunities.

17.6. STATIC ADVERTISING

While RTA has relied on static advertising in the past, moving forward static advertising shall gradually be phased out and replaced with digital advertising where applicable within five (5) years of the Contract. However, prominence and domination techniques may still be utilized as desired by market demand.

RTA is seeking to replace static advertising displays in applicable locations with streamlined digital displays to improve platform appearance and transit rider experience, as well as to provide flexibility for advertising and customer information displays. Accordingly, static advertising should be seen as an interim advertising method that will be replaced with high quality digital displays at locations throughout the transit system.

The Contractor shall work with RTA to develop a phase-out plan for static advertising.

17.7 FACILITIES BUILDINGS

RTA Facilities currently do not have advertising system-wide. There are four facilities owned by RTA. Those property facilities owned by RTA are listed below.

- A. Philip Randolph located at 2817 Canal Street
- East New Orleans
- Willow Streetcar Barn
- Napoleon Facility

The contractor shall propose a holistic advertising plan for Facility Buildings solely owned by RTA. The contractor may recommend traditional, new media, or new technology advertising for the exteriors. RTA wishes to maximize capital assets to generate revenue but understands some properties may not be suitable for advertising due to location and/or lack of demand.

Proposals for incorporating advertising shall be reviewed by RTA departments. Station site visits with RTA and Contractor, and others, may be required to evaluate proposed advertising locations and shall be at the discretion of RTA.

ADVERTISING ON RTA FACILITIES IS AN OPTIONAL DELIVERABLE

- The Contractor shall perform all services to obtain the necessary permits, approvals, and any other entitlements required to develop, design, install, maintain, and sell out of home advertising



on RTA property in accordance with local governing jurisdiction.

17.7.1. Guidelines for Advertising placement on Facility Buildings

- Do not inhibit functional use, operation, and maintenance of building or facility; existing informational signage, wayfinding, safety, and branding elements.
- Do not block any site lines that may cause security conditions and obscure visibility to users, transit vehicle operators, security personnel and the public.

XVIII. EVALUATION

18.1 PROPOSAL STRUCTURE

18.1.1 RFP Submission Checklist for Exclusive Right to Market Advertising Space

- **Executive Summary**
 - Brief overview of your company, team expertise, and qualifications.
 - Key highlights of the proposal including innovative approaches and potential revenue strategies.
- **Company Overview**
 - History and background of the company.
 - Overview of team expertise and organizational structure.
 - Financial stability and key personnel involved in the project.
 - DBE and/or SBE certifications.
- **Experience and References**
 - Demonstrated experience with similar projects (specifically public transit advertising).
 - Client references and case studies from previous similar contracts.
- **Proposal for Advertising Systems**
 - Detailed proposal for **On-Vehicle Advertising, Digital System Advertising, Ferry System Advertising, RTA Shelter Advertising, Property Advertising**, and other systems (optional deliverables).
 - Explanation of design, installation, maintenance, and innovation strategies.
- **Sales and Management Approach**
 - Sales efforts and strategy, including prospecting, customer retention, and upselling.



- Account management strategies.
 - Revenue reporting approach and transparency measures.
- **Technical Capabilities**
 - Outline of technical capabilities for managing digital advertising and supporting infrastructure.
 - Proposals for integration of digital screens, geo-targeted advertising, mobile-based ads, and other next-generation advertising solutions.
- **Work Plan & Schedule**
 - Detailed work plan including phases of installation, testing, operation, and maintenance.
 - Timeline for key milestones, including site visits and pilot programs.
- **Revenue Model**
 - Financial proposal, including:
 - **Minimum Annual Guarantee (MAG)** payments.
 - **Revenue Share** model.
 - Pricing strategy for different types of advertisements.
 - Payment schedule (monthly and yearly reconciliation).
 - Optional provisions for additional revenue opportunities like digital or real-time geo-targeted ads.
- **Required Reports and Audit Information**
 - Monthly reporting plan for revenues, billing, and ad inventory.
 - Audit compliance details.
 - Submission of monthly client lists, billing reports, and ad contracts.
- **Innovation and Strategy**
 - Strategy for introducing next-generation digital advertising (e.g., augmented reality, 3D, holographic displays, interactive kiosks).
 - Proposals for pilot programs and innovation-driven ad formats.
- **Financial Audits**
 - Procedures for conducting annual performance audits and reconciliation of payments.
 - Access to advertising inventory management systems for audit purposes.



- **Licensing and Permits**
 - Plan for managing necessary permits and approvals for advertising installations.
 - Compliance with local regulations and safety standards.
- **Safety and Compliance**
 - Outline safety management procedures and compliance with RTA safety guidelines.
 - Documentation of safety policies and processes to prevent risks during installation and operations.
- **Subcontractor Information**
 - Information on any subcontractors involved, including their roles and responsibilities.
- **Insurance and Liability**
 - Proof of required insurance coverage, as specified in the RFP.
 - Liability and indemnification agreements.
- **Vendor Qualifications and Evaluation Criteria**
 - Ensure all required qualifications are met:
 - Experience in transit or public sector advertising.
 - Demonstration of ability to generate significant revenue.
 - Innovative ideas aligning with RTA's goals.
 - Demonstration of alignment with RTA's mission and cultural values, including community engagement and sustainability.
- ***Optional Deliverables***
 - Proposal for digital systems for on-vehicle, ferry, shelter, and property advertising.
 - Recommendations for mobile or next-generation advertising formats (e.g., augmented reality, geo-targeted ads).
 - Proposals for advertising on RTA facility buildings and digital signage in hubs or platforms.

18.2 METRICS AND KPIS TO EVALUATE PROPOSALS

18.2.1. Revenue Generation

- KPI: Percentage increase in total advertising revenue year-over-year.
- KPI: Percentage of available ad space sold.

18.2.2 Innovation and Technology Adoption

- KPI: Number of innovative ad solutions implemented (e.g., digital screens, mobile integration).
- KPI: Time taken to roll out new technologies (pilot vs. full deployment).

18.2.3 Customer Satisfaction

- KPI: Rider feedback on advertising (surveys measuring rider perceptions of ads as intrusive or engaging).
- KPI: App engagement rates (if the Le Pass app is used for ad delivery).

18.2.4 Safety and Compliance

- KPI: Number of safety incidents related to ad placement.
- KPI: Compliance rate with local advertising ordinances and RTA's branding and safety requirements.

18.2.5 Vendor Performance

- KPI: Compliance with the "no empty spaces" policy.
- KPI: Timeliness of ad removal for expired content (target: within five days of expiration).

18.3 VENDOR QUALIFICATIONS AND EVALUATION CRITERIA

18.3.1. Vendor Qualifications and Requirements: (30 points)

- Company Overview: Provide a comprehensive overview of your company, including its history, team expertise, and financial stability. (10 points)
- Experience and References: Provide your company's experience with similar projects, particularly with public transit authorities or in the public sector, along with references from past clients. (10 points)
- Technology and Infrastructure: Provide technological capabilities for managing digital advertising and analytics, as well as their infrastructure for supporting physical ad placements. (10 points)

18.3.2. Proposal Submission Guidelines: (30 points)

- Proposal Format: Proposal, including any mandatory sections such as executive summary, technical approach, and financial proposal. (10 points)
- Budget and Pricing: Include pricing information, pricing strategies for different types of advertisements, and any upfront costs or minimum guarantees. (10 points)
- Innovative Ideas: Please include innovative ideas and approaches in proposal, such as digital transformation initiatives, community engagement advertising, or sustainability-focused advertising options. (10 points)



18.3.3. Evaluation Criteria: (40 points)

- Experience and Expertise: Weighting will be given to vendors with significant experience in advertising sales for public transit or similar sectors, and a deep understanding of the local market. (10 points)
- Innovation and Strategy: Assess the vendor's ability to bring innovative ideas and effective strategies that align with RTA's goals. (10 points)
- Financial Proposal: Consideration of the vendor's financial proposal, focusing on the value for money and potential revenue generation. (10 points)
- Cultural and Mission Alignment: Evaluation of how well the vendor's approach aligns with RTA's mission and values, including community involvement, sustainability, and DBE/SBE certifications. (10 points)

NEW ORLEANS REGIONAL TRANSIT AUTHORITY ADVERTISING CONTENT POLICY

I. Purpose and Scope

The New Orleans Regional Transit Authority (“RTA”) endorses the principal that the sale of advertising space on designated RTA vehicles and venues is a practical and desirable means of generating additional agency revenue. The purpose of this policy is to establish acceptable advertising standards for internal and external display on RTA vehicles, property, transit shelters and all other passenger facilities, other designated locations, print publications, electronic messaging and other available opportunities.

Through this policy, the RTA, in keeping with its primary function as a provider of public transportation, is not creating and does not intend to create an open public forum or a designated public forum for public discourse, debate or expressive activity by accepting advertisements in and on transit vehicles, transit shelters, transit hubs or any other RTA property. In furtherance of the objectives described below, RTA shall retain control over the nature of advertisements accepted for posting in the RTA system, and maintain its advertising space as a nonpublic forum with limited content neutral subject matter restrictions. In addition, the nature of advertisements accepted are limited to those advertisements that promote and adhere to what the RTA has defined herein as an acceptable public image for the agency. In setting this policy, RTA seeks to meet the following goals and objectives:

- a) Maintain a secure and orderly operating environment;
- b) Maintain a safe and welcoming environment for all RTA passengers, including minors who use the RTA transit system, without regard to race, color, marital status, sexual orientation, religion, national origin, ancestry, age sex gender identity, disability, medical condition, or veteran’s status.
- c) Avoid claims of discrimination from the public;
- d) Avoiding unintentional appearance of favoritism, association with or bias towards any group, movement or viewpoint;
- e) Preserve the marketing potential of the advertising space by avoiding content that the community could view as inappropriate or harmful to the public;
- f) Increase advertising revenue to help support RTA service to the public;
- g) Avoid imposing demeaning or disparaging messages on a captive audience; and
- h) Reduce the diversion of resources from RTA objectives caused by controversy surrounding advertisements.

RTA retains the unqualified right to display, on or in its facilities, advertisements and notices that pertain to RTA operations and promotions, consistent with the provisions of its agreement with the Advertising Contractors. Promotions materials may include, but are not

limited to, internal marketing collateral, RTA branding campaigns and co-promotional campaigns with third parties. RTA does not accept free public service announcements.

RTA reserves the right, in all circumstances, to require that an advertisement in the RTA system include a disclaimer indicating that such advertising is paid for by the advertiser, stating that “The views expressed in this advertisement do not reflect the views of the RTA” or a similar statement. RTA may set minimum size standards for the disclaimer to ensure legibility.

II. Definitions, Meanings and Content Categories

For the purpose of understanding the meaning of advertisements, RTA may refer to information beyond the advertisement including, but not limited to, dictionaries, reviews by authoritative bodies or public information regarding the advertiser. RTA shall assess whether an independent, reasonably prudent person, knowledgeable of RTA’s customer profile and using prevailing community standards, would believe that the advertisement complies with the provisions of this policy. In the case of advertisements that use multiple interpretations, all meanings – directly or implied – must comply with this policy.

A. Permitted Advertising Categories

The RTA system is limited to only the following categories of advertising content:

1. **Commercial Advertising.** Paid communications from a for-profit entity or entities that propose a commercial transaction involving lawful goods and services.
2. **Governmental Advertising.** Paid communications from public entities created by government action with the intent to advance a specific government purpose as well as communications from RTA related to RTA programs, products, services or partnerships.
3. **Public Service Announcements.** Paid communications from any entity which promotes or furnishes any of the following goods or services:
 - a. The prevention or treatment of an illness, injury, condition, or syndrome recognized by the most recent Diagnostic and Statistical Manual (“DSM”) or the Centers for Disease Control “CDC”;
 - b. The recruitment or solicitation of participants for medical, psychological or behavioral studies;
 - c. Museums, theaters, or galleries which are open to the general public;
 - d. Licensed or accredited pre-K through 12 education programs or services;
 - e. Colleges or universities that have received regional or statewide accreditation;
 - f. Vocational or trade programs;
 - g. Visual or performing arts, fairs or festivals, provided that the venue or event is open to the general public and has a valid operating permit issued by a governmental entity;
 - h. Environmental matters;

- i. Provision of services and programs that provide support to low income citizens, victims of abuse, families, youth, immigrants, historically disadvantaged populations, senior citizens, veterans, people identifying as LGBT or people with disabilities;
- j. Solicitation by broad-based contribution campaigns which provide funds to multiple charitable organizations;
- k. Diet or nutrition;
- l. Sporting events, sporting activities, or services related to sports;
- m. Travel Services, information or promotion;
- n. Licensed farmers markets, public botanical gardens or public parks;
- o. Commercial or professional trade organizations;
- p. Credit Unions, investment entities or financial services;
- q. Zoos, planetariums or aquariums;
- r. Governmentally funded public broadcast entities; or
- s. Government-designated historic sites.

B. Prohibited Advertising Categories

Notwithstanding any provisions of this policy, advertising content that falls into one or more of the following categories is prohibited in the RTA system based in inconsistency with the goals and objectives described above:

1. **Political or public issue content.** Any material that, when viewed as a whole, can reasonably be regarded as directly:
 - a. Supporting or opposing a political party;
 - b. Supporting or opposing any political or judicial office holder;
 - c. Supporting or opposing a law, ordinance, regulation or proposed legislation;
 - d. Supporting or opposing a constitutional amendment or amendments;
 - e. Supporting or opposing an active governmental investigation;
 - f. Supporting or opposing ongoing civil litigation;
 - g. Supporting or opposing ongoing criminal prosecution;
 - h. Supporting or opposing a judicial ruling or rulings;
 - i. Supporting or opposing a strike, walkout, boycott, protest, divestment, embargo or groupings thereof;
 - j. Supporting or opposing the election of any candidate or group of candidates;
 - k. Supporting or opposing a policy or policies of a named or identified governmental business, or nonprofit entity other than the policies of the advertiser itself;
 - l. Supporting or opposing any foreign nation or group of nations or any policy of a foreign nation or group of nations other than the policies of the advertiser itself;
 - m. Depicting an image or images of one or more living political or judicial figures or depicting an image of one or more political or judicial figures that have died within the last five (5) years; or
 - n. Using slogans or symbols associated with any prohibited category within this policy.

2. **Religious Content.** Any material that, when viewed, can reasonably be regarded as directly:
 - a. Promoting or opposing any religion, atheism, spiritual beliefs, or agnosticism, inclusive of images depicting religious iconography occupying 15% or more of any advertisement frame.

3. **Obscene or Vulgar Content.** Any material that, when viewed as a whole, can reasonably be regarded as using words, text symbols or images recognized by the community as extremely vulgar, indecent or profane for display in a public setting that includes minors.

4. **Unlawful, Unsafe or Disruptive Content.** Any material that depicts or when viewed as a whole can reasonably be regarded as encouraging or promoting any of the following:
 - a. The sale use, possession or distribution of goods and services that are unlawful;
 - b. A contest or contests that violate applicable law;
 - c. Unlawful or unsafe behavior;
 - d. Detrimental actions to the maintenance and safe operation of public transportation; or
 - e. Graffiti or vandalism.

5. **False, Misleading, or Tortious Content.** Any material that depicts or, when viewed as a whole, can reasonably be regarded as:
 - a. False or fraudulent;
 - b. Deceptive or misleading;
 - c. Copyright, trademark or patent infringement;
 - d. Constituting a tort of libel, trade libel, public disclosure of private facts, intrusion into private matters, misappropriation of a person's name or likeness, or a depiction in a false light; or
 - e. RTA graphics, logos or representations without the express written consent of RTA, or which implies or declares an endorsement by RTA, its directors, management or employees, of any service, product or point of view, without prior written authorization by RTA.

6. **Content Advertising Specified Goods or Services.** Any material that directly advertises any of the following categories of goods and services:
 - a. Alcohol, or any material that depicts the consumption of alcoholic beverages or signs of excessive alcohol intoxication;
 - b. Firearms or non-firearm weapons;
 - c. Tobacco, or depictions of tobacco-related production, e-cigarettes, products that simulate smoking, or products that resemble tobacco products; or
 - d. "Adult"-oriented goods or services, including the use of brand names, trademarks, or slogans, for goods or services rated "X" or NC-17 by the Motion Picture Association

of America ("MPAA"), adult books stores, adult video stores, nude dance clubs, adult telephone services, adult internet sites, or escort services.

Notwithstanding Item 6 above, depictions of tobacco products or alcohol consumption are permissible to the extent that the purposes of such depictions are non-commercial and are otherwise advancing a scientific, medical, journalistic, artistic or public health objective.

7. **Inappropriate, Offensive, or Violent Content.** Any material that when viewed as a whole, can reasonably be regarded as depicting or describing any of the following:
- a. A graphic or realistic dead, mutilated or disfigured human body or bodies;
 - b. A graphic or realistic human body part or body parts in a state of mutilation, dismemberment, decomposition or disfigurement;
 - c. A fetus or fetuses in a state of mutilation, dismemberment, decomposition or disfigurement;
 - d. Human or animal excrement, vomit, or graphic depictions of blood or viscera;
 - e. An act of animal abuse.
 - f. The act of killing, mutilating, or disfiguring human beings or animals;
 - g. Genocide, mass-murder, or war crimes recognized under the laws and customs of war;
 - h. Weapons or violent implements, if either appear to be aimed or pointed at the viewer;
 - i. Images of firearms, non-firearm weapons, or threatening sharp-edged devices in the foreground of an image or occupying 15% or more of any advertisement image or frame.
 - j. Graphic violence or graphic sexual harassment;
 - k. Denigrating public transportation or the mission of RTA
 - l. Graphic images that under contemporary community standards, would be reasonably considered extremely frightening to minors or the elderly; or
 - m. Material that is insulting, degrading, disparaging, demeaning or disrespectful; or material that belittles or is dismissive of genocide, war crimes, or slavery that is so objectionable under contemporary community standards as to make it reasonably foreseeable that the material will result in harm to (including loss of ridership), disruption of, or interference with the transportation system.
8. **Content against Best Business Interest.** RTA is a public transportation authority and seeks to promote public transportation in all that it does. Furthermore, in the providing the citizens of the greater New Orleans area with public transportation, RTA seeks to do so in a safe, reliable and efficient manner without losing sight of the fact that as an agency of the State of Louisiana it must be a good steward of public money.

III. Policy Enforcement

RTA may from time to time select "Advertising Contractors" who shall be responsible for the daily administration of RTA's advertising programs, in a manner consistent with this



EXHIBIT 01: RTA ADVERTISING CONTENT POLICY

policy and with the terms and conditions of their agreements with RTA. The Chief Executive Officer of RTA is authorized to designate a “contract administrator” to be the primary contact for the Advertising Contractors on issues related to advertising content. The Advertising contractor shall comply with this policy and shall review all advertising with reference to them.

Said Advertising Contractor will ensure that all mediums of promotion, including but not limited to bus wraps, bus shelter signage and billboards do not create sight barriers that poses enhanced traffic risks.

This policy shall be effective upon adoption and shall be enforced to the degree that it does not impair the obligations of any executed contract. RTA reserves the right, from time to time, to suspend, modify, or revoke the application of any part of these guidelines as it deems necessary to comply with legal mandates, facilitate its primary transportation function, to ensure the safety or security of RTA customers, RTA employees and RTA facilities. All provisions of this policy shall be deemed severable.

RTA may amend this rule as required to conform to applicable changes in law or deemed in the public’s best interest. The Chief Executive Officer of RTA is authorized to develop and implement procedures, forms, guidelines and other tools as necessary to carry out the administration of this policy.



1. New Flyer
(Bus)



2. Flex
(Paratransit)



3. Lift
(Paratransit)

1. New Flyer (Bus)



2. Flex (Paratransit)








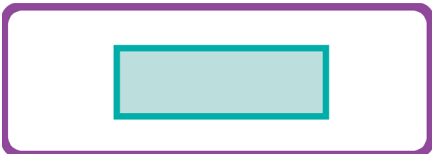
3. Lift (Paratransit)



Transit Vehicle Commercial Advertising Inventory - Buses

133 active fixed-route buses, 49 fixed-route busses

Exterior Bus		
Ad Type	Visual	Description
King		Direct Application 91" W x 30"H 144" W x 30"H 192" W x 30"H
Ultra Super King		Direct Application 90" W x 224"H / Live 84.5" W x 224"H 100"W x 230"H / Live 95"H x 230"W Sizes Vary
Full wrap		Direct Application Sizes Vary
Tail		Direct Application 72" W x 21"H 50" W x 18"H 43" W x 21"H


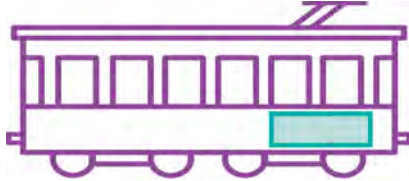
Interior Bus		
Ad Type	Visual	Description
Car Cards		Direct Application 42" W x 11"H / Live 40"W x 9"H 28" W x 11"H / Live 26"W x 9"H
Michelangelo		Direct Application Sizes Vary

Transit Vehicle Commercial Advertising Inventory - Streetcars

52 Active Streetcars


Canal St. - French Quarter/Superdome/Arena/Armstrong Park/City Park/Museums/Riverfront/Convention Ctr/Aquarium+

Exterior Streetcar - Canal St.

Ad Type	Visual	Description
King		Direct Application 144" W x 30"H / Live 142"W x 28"H
Hip		Direct Application 72" W x 21"H / Live 70" W x 19"H

St. Charles Ave. - Uptown/Garden District/ Tulane & Loyola Universities/ Audubon Park

Exterior Streetcar - St. Charles Ave.

Ad Type	Visual	Description
King		Direct Application 144" W x 22"H / Live 142"W x 20"H

Interior Streetcar - Canal St. & St. Charles Ave.

Ad Type	Visual	Description
Car Cards		Direct Application 42" W x 11"H / Live 40"W x 9"H 28" W x 11"H / Live 26"W x 9"H

REGIONAL TRANSIT AUTHORITY

PUBLIC NOTICE

RFP 2025-017 EXCLUSIVE ADVERTISEMENT RIGHTS

Addendum I

Acknowledge receipt of this addendum in the bid submission. This addendum is a part of the Contract Documents and shall be included in the Contract Documents. Changes made by the addenda take precedence over information published at an earlier date.

This addendum serves to establish new proposal submission deadline, and answer vendor questions.

The new proposal submission deadline is 1:00 p.m. CST. Friday, June 6, 2025.

1. Can RTA please provide clarification on what RTA is asking for in Section 18.2? For example, is RTA asking us to provide information about app engagement rates for its own app and conduct surveys measuring rider perceptions of ads on RTA's buses in advance of this RFP? How would respondents measure compliance rate with local advertising ordinances and RTA's branding and safety requirements as part of this RFP response?

Response: RTA does not request current app engagement data or pre-existing rider perception surveys in response to this RFP. Instead, we're asking proposers to outline their plan for measuring the effectiveness of future advertising campaigns placed through this contract. That includes identifying the metrics they intend to track (like impressions or engagement), how they'll evaluate rider exposure and response, and what tools or methods they'll use to report those results back to RTA.

We are also asking for a proposed approach to ensure all ads comply with local ordinances, safety protocols, and RTA's branding guidelines. This should include a plan for monitoring, internal approvals, and any enforcement tools they'd use to stay in compliance throughout the campaign.

2. In section 18.1 "Proposal Structure", there are items that are requested in multiple locations, such as the requested information pertaining to audits under the "Required Reports and Audit Information" and "Financial Audits". Would RTA allow for the requested information to be provided in one section as opposed to repeating the same information twice in separate sections?

Response: Yes, proposals can include information in one section.

3. Can RTA provide context and details for the reasoning behind canceling the previous RFP for the Exclusive Advertisement Rights (RFP 2025-004)?

Response: As stated in section 1.7 of the RFP document, RTA reserves the right to cancel Requests for Proposals in whole or in part so long as the cancellation is in the best interest of RTA. The previous solicitation did not receive an adequate number of responsive proposals to conduct a fair evaluation.

AGREEMENT

THIS AGREEMENT made and entered into this 18 day of April, 2008,
by and between the Regional Transit Authority, hereinafter referred to as "RTA" and
Laurel New Orleans, LLC, a Louisiana limited liability company herein referred to as the
"Company" with principal offices located at 5809 Citrus Blvd., Suite 200, New Orleans,
Louisiana 70123.

WITNESSETH

WHEREAS, there exists in the City of New Orleans a need for shelters for its
citizens; and

WHEREAS, Company is willing to construct, erect, install, repair and maintain
certain shelters at its own expense in return for the exclusive right to sell advertising on
those shelters;
and

WHEREAS, the RTA owns approximately 32 serviceable advertising shelters and
has obtained grant funding to construct approximately 107 new shelters;
and

WHEREAS, Company is willing to manage the process of constructing,
installing, repairing, and maintaining the RTA's shelters in return for the right to sell
advertising on those shelters and the RTA's existing owned shelters;

NOW THEREFORE, in consideration of the mutual promises and agreements
contained herein, the parties hereto agree as follows:

1. Agreement: The Company hereby agrees to purchase, erect, and install 26
shelters (the "Company shelters"), in return for the right to display advertising material

thereon, in accordance with and subject to the terms and conditions of this Agreement. The Company further agrees to erect and install approximately 107 shelters to be funded by and owned by the RTA (the "RTA shelters"), in return for the right to display advertising material thereon, in accordance with and subject to the terms and conditions of this Agreement. The Company will also have the right to sell advertising on the RTA's existing shelters until such shelters are replaced.

2. Fees: The Company will pay fees to the RTA according to the following provisions:

a) Fee for RTA shelters: The Company shall pay to the RTA a fee equal to 20% of its monthly RTA Net Revenue as defined below, payable as hereinafter provided. Once the RTA Net Revenue exceeds \$300,000 on a cumulative basis during any calendar year, the monthly fee will increase to 40% of the monthly RTA Net Revenue for the balance of that calendar year. The fee will revert to 20% of the RTA Net Revenue at the beginning of each calendar year.

For the purpose of this Agreement, RTA Net Revenue is defined as all advertising revenue, net of agency commissions, received and collected directly or indirectly by the Company, its affiliates, subsidiaries, parent or any person in which the Company has a financial interest for advertising placed on the RTA shelters during any period included within the term of this Agreement plus advertising revenue received and collected for advertising placed on the RTA's existing shelters. The RTA Net Revenue will be calculated before any deductions other than advertising agency commissions or any taxes or service charges of the City, State or other governmental unit collected by the Company on behalf of said governmental unit.

b) Fee for Company shelters: The Company shall pay monthly to the RTA a fee equal to \$20 per Company shelter in service for at least 20 days during that month. In addition, the Company will pay the RTA an annual fee equal to 30% of the excess of the Company Net Revenue for the calendar year over the Base Annual Advertising Amount.

For the purpose of this agreement, Company Net Revenue is defined as all advertising revenue, net of agency commissions, received and collected directly or indirectly by the Company, its affiliates, subsidiaries, parent or any person in which the Company has a financial interest for advertising placed on the Company shelters during any period included within the term of this Agreement. The Company Net Revenue will be calculated before any deductions other than advertising agency commissions or any taxes or service charges of the City, State or other governmental unit collected by the Company on behalf of said governmental unit.

The Base Annual Advertising Amount is defined for any calendar year as the greater of a) \$114,000 or b) the product of \$4,380 and the average number of Company shelters in service during that calendar year. Such average will be calculated by adding the number of shelters in service on the 20th day of each month and dividing such sum by 12.

3. Construction of Shelters: The Company expressly covenants that the said shelters will be constructed in accordance with the requirements of the National Electric Code, the City of New Orleans Building Code, all applicable codes and ordinances of the City of New Orleans, and the shelter specification as outlined in Attachment I. All shelters shall be constructed so as to be accessible to handicapped persons.

(a) The Company shall use its best efforts to construct the 26 Company shelters within one year after the effective date of this Agreement.

(b) The Company will serve as the RTA's Contractor to manage the process of construction of the 107 RTA shelters. The Company shall use its best efforts to construct the first 74 RTA shelters within eighteen months of the effective date of this Agreement. Construction will begin immediately after the Company has finished construction of the Company shelters. The Company intends to order and construct the first 74 shelters in five Groups of 12 and a final Group of 14. The Company will present the RTA with a written detailed estimate of costs for the design, fabrication, permitting, construction, installation and related costs of the shelters included in each Group approximately 90 days in advance of the anticipated installation date. The RTA will fund 33% of the total cost as detailed in the estimate for each Group of Shelters within 30 days of receiving the estimate from the Company. Upon completion of the installation and construction of each Group of shelters, the Company will provide the RTA with a final invoice which will account for all costs and the RTA will pay the Company within 30 days the balance due after taking into account the initial payment. In order to keep the project on the desired timetable, an estimate for one Group will likely be submitted prior to a final invoice being available for a preceding Group. If additional documented costs are received by the Company after a final invoice has been delivered for a Group an amended final invoice will be delivered to the RTA and the RTA will pay the Company within 30 days of receipt.

(c) The Company shall obtain all building and other required permits from the City and other governmental agencies as required by law for construction of all the

shelters. The cost of such permits related to the RTA shelters will be included in the cost estimates and final invoices described in Section 3 (b).

4. Additional Shelters: If at any time in the first 5 years after the effective date of this Agreement either the Company or the RTA wish to increase the number of advertising shelters available in the City of New Orleans, the Company and the RTA will meet and attempt to agree on a plan to construct additional shelters. The plan will include desired locations and whether the additional shelters will be Company shelters or RTA shelters. This provision does not obligate the Company to build additional Company shelters.

5. Advertising: The Company shall have the exclusive right to display ads in the ad panels of all the shelters covered by this Agreement. Each shelter will have an ad panel capable of holding two advertisements. The Regional Transit Authority will have final authority over all advertising content on all of the shelters. The Company agrees to remove any ad designated by the RTA as unacceptable within 24 hours after receiving written RTA notification.

6. Location of Shelters: The Company shelters will be located as designated on Exhibit A. The RTA shelters will be located as designated on Exhibit B. All shelter locations are subject to the approval of the Department of Streets. If approval or permits cannot be obtained for any locations on Exhibit A or Exhibit B the Company and the RTA will mutually agree on alternate locations.

(a) Design of Shelters: Transit shelters will be completed with open entrances across the front and one inside bench. Transit shelters will be accessible to handicapped persons. As herein specified, all exposed surfaces and edges shall be

smooth, free from burrs, slivers and other projections, with welds properly treated, and shall be neatly finished. All shelters will be of a uniform design to allow for interchangeability of components. The roof design should be such as to discourage persons from attempting to sit on shelter roof.

7. Specification of Shelters: The shelters shall be constructed and installed in accordance with the specifications in Attachment I.

8. Ownership: The Company shall have sole and exclusive ownership of the Company shelters, except as otherwise provided herein. The RTA shall have sole and exclusive ownership of the RTA shelters. The Company expressly covenants not to suffer any lien or encumbrance to be placed or filed against any shelter other than to effect a financing of the Company shelters. In the event of a breach of this lien and/or encumbrance covenant, the Company shall satisfy or discharge any such claim within thirty (30) days of written demand thereof by the RTA. Nothing contained herein shall be deemed to give title to the Company to any sidewalk, walkway or curb, or other public way encompassed by any such shelters. The Company shall be responsible for payment of any applicable property taxes and other governmental levies related to its ownership of the Company shelters but shall have no obligation for any property taxes or other governmental levies related to the RTA shelters.

9. Maintenance: The Company shall maintain all shelters, both Company and RTA shelters, as specified, in good repair. Company shall be solely responsible for the cleaning, repairing or replacement of any parts on all shelters. The RTA will be responsible for the cost of replacement parts for the RTA shelters other than light bulbs. If the Company furnishes replacement parts for the RTA shelters the RTA will reimburse

the Company for any expenditures made for such purpose on its behalf. If any RTA shelters require any repairs beyond routine maintenance, including but not limited to any parts replacement other than light bulbs, any work requiring specialized services or hiring of outside contractors, any severe damage caused by vandalism, vehicular accident or other cause, any electrical repairs or repairs which incur unusual cost, the Company will give the RTA an estimate of the cost for the repair (including cost of Company labor). Once the RTA approves the proposed repair the Company will carry out the repair, and the RTA will reimburse the Company for the repair. Any reimbursements due the Company pursuant to this section may be handled as an offset of Fees due the RTA, unless the reimbursements exceed \$10,000 in aggregate at any one time in which case the Company may bill the RTA and the RTA will pay the Company within 30 days.

Clouded, scratched or otherwise damaged panels, benches, lights or other shelter items on Company shelters shall be replaced within one week of written notification or discovery following weekly inspection by the Company or within 7 days of receipt of parts if replacement parts need to be ordered. Clouded, scratched or otherwise damaged panels, benches, lights or other shelter items on RTA shelters shall be replaced within one week of the Company's receipt of approval of the repair by the RTA or within 7 days of receipt of parts if replacement parts need to be ordered after approval from RTA is received. General maintenance and inspection for damage shall be conducted once a week.

If shelter damage, vandalism, or profane graffiti is of an emergency nature and creates a safety hazard to the public, the Company will repair, replace or remove the same within 24 hours of receiving written notification. If the Company fails to remedy

and repair such emergency situation within five (5) working days after written notification of same, the RTA then may remedy and repair such shelter and for repairs involving Company shelters, assess its cost against the Company.

The Company shall not be responsible for the maintenance or repair of any sidewalk, walkway or curb encompassed by any shelter, unless such sidewalk, walkway or curb shall have been damaged through the acts of omissions of the Company, its agents, servants, sub-contractors or employees.

In addition, the Company shall furnish to the RTA a monthly narrative summary of its maintenance operations, noting problem areas and corrective actions.

The cost of illumination of all the shelters will be borne by the Company.

10. Chronic Vandalism: In the event that during any six (6) month period, beginning on the completion date of construction, any Company shelter shall have been vandalized more than three (3) times or to the extent that the cumulative expenses of all repairs shall exceed \$1,500, the Company shall have the right to request to remove said shelter upon fifteen (15) days notice in writing and submission to the RTA of bona fide invoices or receipted bills for said repairs. The RTA shall not unreasonably deny said request. The Company shall restore the sidewalk, walkway or curb encompassed by said shelter so removed to the status quo ante at its own cost. Company and RTA will agree on an alternate location for the removed shelter.

In the event the RTA is notified that any given RTA shelter is the victim of chronic vandalism as herein set forth, the RTA may either repair the shelter or remove the shelter. The RTA shall restore the sidewalk, walkway or curb encompassed by said shelter so removed to the status quo ante at its own cost.

11. Sureties, Bonds and Insurance: During the term of this Agreement, Company shall procure, carry and pay for windstorm, fire and extended coverage insurance, insuring the construction, improvement and completion of Company shelters for the full value thereof, to the extent such insurance is commercially available at prices not exceeding an annual premium cost of \$200 per shelter. Company may at its option elect to obtain insurance with up to a 25% deductible. The proceeds of any such insurance shall be used to repair or restore said shelter or shelters as nearly as possible to the original condition except as provided in Section 14 (g). During the term of this Agreement, RTA shall procure, carry and pay for windstorm, fire and extended coverage insurance, insuring the construction, improvement and completion of RTA shelters for the full value thereof, to the extent such insurance is commercially available. The proceeds of any such insurance shall be used to repair or restore said shelter or shelters as nearly as possible to the original condition except as provided in Section 14 (g).

It is specifically understood that the Company shall agree to be bonded in the amount of Seventy-Five Thousand Dollars (\$75,000.00) as indemnity for any cost incurred by Company or RTA upon the termination or cancellation of this Agreement, and this bond requirement shall remain in effect for the duration of this Agreement together with any subsequent renewals.

It is recognized by the parties to this Agreement that the Company is a reputable one, and shall procure general liability insurance with limits of liability of no less than One Million Dollars (\$1,000,000.00) for each occurrence and One Million Dollars (\$1,000,000.00) aggregate for bodily injury, and One Million Dollars (\$1,000,000.00)

aggregate property damage. This insurance shall be placed with an insurance company which is registered with the State of Louisiana Insurance Commissioner.

All policies with the exception of the workers' compensation policy shall name the Regional Transit Authority as additional insured and Company shall furnish the Regional Transit Authority with certificates of insurance providing no less than thirty (30) days advance notice of cancellation or non-renewal of the policies and a copy of additional insured endorsements should accompany this certificate.

Certification of coverage above mentioned shall be filed with the RTA.

12. Indemnification: The Company shall indemnify and save harmless the Regional Transit Authority against any and all claims, demands, suits, judgments of sums of money to any party accruing against the RTA for loss of life, injury or damage to persons or property growing out of, resulting from or by reason of any act of omission of the operation of the Company, his agents, subcontractors, servants or employees while engaged in or about or in connection with the discharge or performance by the Company hereunder, and the Company shall at its own expense pay attorney and all cost and fees. If any judgment shall be rendered against the RTA as a result of action by Company and Subcontractor, the Company shall at its own expense satisfy and discharge judgment.

13. Method of Payments: All monies paid to the RTA hereunder shall be paid in the following manner:

(a) Payment shall be made to the Regional Transit Authority on a quarterly basis for the periods, January- March, April- June, July- September, and October- December. Payment is due within 30 days of the end of each quarterly period. Payments

shall be accompanied by a payment statement for the quarter of Net RTA Revenue and Net Company Revenue and setting forth in reasonable detail the computations upon which the remittance is based. Such payment statement shall be subject to audit and revision if found incorrect by the RTA.

(b) In addition to the quarterly statements aforesaid, Company shall submit to the RTA an annual statement of Net RTA Revenue and Net Company Revenue before February 15 of each year. Such annual statements shall be based on calendar years. The annual fee based on the Net Company Revenue will accompany the statement.

(c) For purposes of verifying any statement submitted hereunder, the RTA has the right to examine those books, records, documents and papers which relate to any such statement or which will permit adequate evaluation thereof. Any audit will be conducted within normal business hours of the Company and with 5 business days advance notice. Company shall maintain such books, records, documents and papers for at least three years after the submission of any statement including after termination or expiration of this Agreement.

14. Expiration or Termination: This contract shall expire or terminate only as set forth below:

(a) In the event that this Agreement shall have expired without prior cancellation, termination, renewal or extension, then the RTA may purchase the Company shelters from Company or at the RTA's discretion may direct a successor company to this shelter contract to make the purchase. If such purchase in fact takes place, the purchase price shall be the current fair market price taking into account the Company Net Revenue for the preceding 12 months.

(b) In the event the Company fails to install shelters on schedule as required in this contract, subject to the provision in Paragraph 15 below, or fails to conform to the specifications contained in the contract, or fails to construct the shelters in a workmanlike manner to the satisfaction of the RTA and in conformity with this contract, or if the Company refuses or neglects when so ordered to take down, rebuild or repair any defective or unsatisfactory work or to maintain the shelters as required in this contract, this will constitute grounds for cancellation of this contract subject to the notice provisions in Paragraph 14(d) below in addition to the forfeiture of that portion of the bond sufficient to satisfy the RTA's actual damages.

(c) The initial term of this agreement shall conclude ten (10) years from the date of installation of the 100th shelter. If the installation of the 100th shelter has not been completed by 18 months after the effective date of this Agreement then the initial term shall be ten (10) years from that date. The Company will give notice to the RTA of the completion of the 100th shelter so that the termination may be memorialized. At the end of the initial term this contract may be renewed for a ten (10) year period by mutual consent of the parties hereto.

(d) Either party may terminate this Agreement because of the default of the other provided that the party electing to terminate shall have notified in writing the defaulting party of the alleged violation and said violation shall not have been rectified within thirty (30) days thereafter. Where Company is the defaulting party with respect to removal after termination, the RTA at its option may either direct the removal of the Company shelters by the Company or its surety or assume full ownership of said Company shelters without further compensation therefrom to Company.

(e) Termination by mutual consent: In the event that both parties agree to the termination of this contract, it may be terminated without penalty to either party. The RTA may terminate this Agreement if Company is declared bankrupt, insolvent, or makes an assignment for the benefit of creditors or if a receiver is appointed by any proceedings, are commenced by or against Company under the Federal Bankruptcy Act in which event the RTA shall have the same right as set forth in subparagraph "d" above.

(f) In the event this Agreement is renewed for an additional ten (10) year term as provided for in paragraph 14(c) above, then upon the commencement of said renewal period, all right, title and interest of the Company in the Company shelters shall automatically vest in the RTA and the RTA shall have complete ownership of said shelters at no cost to the RTA and the Company shelters will become RTA shelters for all purposes under this agreement.

(g) In the event of a catastrophic event to the City, the Company may elect to suspend this contract upon written notice to the other for a period of up to 180 days following such catastrophic event. Catastrophic event will include, but not be limited to, instances involving events causing damage beyond routine repairs to more than 25% of the shelters, reduction of the RTA bus fleet in New Orleans, by more than 25% for a period exceeding 2 weeks or a mandatory evacuation lasting more than one week.

During the suspension period, none of the rights and obligations under this contract will be in force and the 10 year initial term will be extended for a period equal to the amount of time the suspension is in effect. The Company will give notice to the RTA as to when within the 180 day period it wishes to resume the contract. The Company may also terminate the contract in its entirety within 180 days without any penalty. In the event of

such a termination the Company will be allowed to retain the proceeds of any property insurance received and will not have an obligation to rebuild the Company shelters.

15. Excusable Default: Company shall not be held in default of this Agreement, if it is entirely beyond its control, such as but not limited to, acts of God, strikes, war or other emergencies or delays in obtaining permits not due to the fault of the Company.

16. Assignability: Company shall not transfer, assign, pledge or sell this Agreement to any person or firm without prior written approval of the RTA which approval shall not be unreasonably withheld.

17. Miscellaneous Provisions: Company warrants that shelters shall meet rigid standards of design and construction as detailed in Specification, so that the shelters are attractive, utilitarian and safe at all times.

18. Mailing of Notices: Unless otherwise designated in writing, Company designates the address specified on page "1" of this Agreement as the place where all notices provided for under this Agreement shall be sent. The RTA's Office at 2817 Canal Street, New Orleans, Louisiana 70119, is the place where all notices provided for under this Agreement shall be sent.

19. Entire Agreement: This Agreement contains all the terms and conditions agreed upon by the parties hereto and no other Agreement, oral or otherwise, regarding the subject matter shall be deemed to exist to bind either of the parties hereto. Moreover, this Agreement may not be modified except in writing.

20. Unemployment Compensation:

It is expressly declared and understood between the parties hereto, in entering and in connection with unemployment compensation coverage only, that:

- a) Company has been and will be free from any control or direction by the RTA, over the performance of the services covered by this contract;
- b) The service(s) rendered by Company is outside the normal course and scope of the RTA's usual business; and
- c) Company has been independently engaged in performing some of the service(s) listed herein prior to the date of this contract.

21. Minority Business Enterprise:

General Requirements

(1) Policy. It is the policy of the Regional Transit Authority that minority business enterprises shall have the maximum opportunity to participate in the performance of contracts financed in whole or in part with funds under this Agreement.

(2) MBE Obligation.

(a) The Company agrees to insure that minority business enterprises have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part provided under this Agreement. In this regard the Company shall take all necessary and reasonable steps to insure that minority business enterprises have the maximum opportunity to compete for and perform contracts. The Company shall not discriminate on the basis of race, color, national origin or sex in the award and performance of this contract.

(b) The Regional Transit Authority shall advise each subrecipient, contractor or subcontractor that failure to carry out the requirements set forth herein shall constitute a breach of contract by the RTA or such remedy as the RTA deems appropriate.

(3) Minority Business Enterprise Utilization: For the purpose of this contract, the established goal for the utilization of minority business enterprises is 25%.

(4) Substitution of Subcontractors: The Regional Transit Authority must approve all substitutions of subcontractors to determine if the minority or women business enterprise goal will be decreased or increased by the substitution of a minority female contractor with a majority contractor.

(5) Utilization of Minority and Female Owned Banks: The Company is hereby encouraged to utilize the services of minority and women owned banks.

(6) Minority Ownership: The Company is hereby encouraged to foster the growth and development of minority involvement in the ownership of their shelter businesses.

22. DISPUTE RESOLUTION

The parties agree to resolve in an amicable fashion any disputes arising under the agreement, including if necessary the non-binding use of mutually agreed upon third parties such as accounting firms or valuation experts to assist in resolving disputes related to fee calculations in Section 2 or the fair market price in Section 14 (a). Should the parties be unsuccessful in resolving any issues, the parties agree that venue for any lawsuit filed will be Orleans Parish Civil District Court.

IN WITNESS WHEREOF, the parties hereto have executed this

Agreement on the day and year first mentioned.

ATTEST:

[Signature]

Katie H. Stromboe

[Signature]

Kim Reeser

Regional Transit Authority

[Signature]

Laurel New Orleans, LLC

[Signature]

Pecoraro

[Signature]

NOTARY PUBLIC



OFFICIAL SEAL
JAMES F. EZELL
NOTARY PUBLIC - LOUISIANA
NOTARY #53735
PARISH OF JEFFERSON
My Commission Is For Life

Vendor Code

05489277
added -
5/20/09

Location List for New Bus Shelters (125)

March 10, 2008

(E) = Existing

(N) = New

1. Camp & Poydras (in) (E)
2. Carondelet & Poydras (in) (E)
3. Poydras & Camp (out) (E)
4. Poydras & St. Charles (in) (E)
5. Poydras & Loyola (in) (E)
6. Poydras & Robertson (out) (E)
7. Poydras & Robertson/Superdome (in) (E)
8. S. Claiborne & Washington (in) (E)
9. Louisiana & St. Charles (in) (E)
10. Washington & Claiborne (in) (E)
11. Washington & Broad (out) (E)
12. Washington & Broad (in) (E)
13. Washington & Carrollton (out) (E)
14. Loyola & Howard (in) (E)
15. Loyola & Girod (in) (E)
16. Palmetto & Carrollton (in) (E)
17. Carrollton & Tulane (out) (E)
18. Carrollton & Palmetto (out) (E)
19. Carrollton & Washington (in) (E) (Larger Shelter)
20. Carrollton & Claiborne (in-in front of Chase Bank) (E) (Larger Shelter)
21. St. Bernard & Broad (in) (E)
22. St. Bernard & Broad (out) (E)
23. St. Bernard & Galvez (out) (E)
24. St. Bernard & Miro (in) (E)
24. Elysian Fields & Gentilly (out) (E)
26. Franklin & LC Simon (in) (E)
27. Downman & Chef (out) (E) (Larger Shelter)
28. Lake Forest & Crowder (out) (E)
29. Lake Forest & Crowder (in) (E)
30. Louisa & Chef Hwy (out) (E) (Larger Shelter)
31. Galvez & Tulane (out) (E)
32. Galvez & Canal (out) (E)
33. Galvez & St. Bernard (out) (E)
34. Jackson & Magazine (in) (E)
35. Jackson & St. Charles (out) (E)
36. Napoleon & Magazine (in) (E)
37. Napoleon & St. Charles (out) (E)
38. Napoleon & St. Charles (in) (E)
39. Napoleon & Claiborne (out) (E)
40. Verret & Opelousas (in) (E)

41. S. Rampart & Julia (out) (E)
42. S. Rampart & Howard (out) (E)
43. General Meyer & Odeon (in) (E)
44. General Meyer & Shirley (in) (E)
45. Carrollton & Canal (in) (E)
46. Poydras & Magazine (E)
47. Tchoupitoulas & Poydras (out) (N)
48. General DeGaulle & Shirley (in) (N)
49. Loyola & Tulane (in) (N) (Larger Shelter)
50. S. Carrollton & S. Claiborne by Palmer Park (out) (N) (Larger Shelter)
51. S. Carrollton & S. Claiborne in neutral ground for #16 Bus (out) (N)
52. Hayne & Lutheran Home (6400 Hayne) (out) (N)
53. Hayne & Nazareth Inn (9630 Hayne) (out) (N)
54. Chef & Downman (out) (N) (Larger Shelter)
55. Chef & Downman (in) (N) (Larger Shelter)
56. Press & SUNO (out) (N) (Larger Shelter)
57. S. Claiborne & Napoleon (out) (N)
58. Westbend & General DeGaulle (in-farside) (N)
59. Holiday & General DeGaulle (in-farside) (N)
60. Tulane & Broad (in) (N) (Larger Shelter)
61. Broad & Tulane (out) (N) (Larger Shelter)
62. Broad & Tulane (in) (N)
63. Magazine & Jackson (out) (N)
64. Magazine & Jackson (in) (N)
65. Magazine & Louisiana (in) (N)
66. Magazine & Louisiana (out) (N)
67. Elysian Fields & St. Claude (in) (N)
68. Elysian Fields & St. Claude (out) (N)
69. St. Claude & Caffin (in) (N)
70. St. Claude & Caffin (out) (N)
71. Broad & St. Bernard (out) (N) (Larger Shelter)
72. Broad & St. Bernard (in) (N) (Larger Shelter)
73. S. Claiborne & Nashville (out) (N) (Larger Shelter)
74. Broad & Canal (out) (N) (Larger Shelter)
75. Carrollton & Tulane (in) (N)
76. Broad & Washington (out) (N)
77. Broad & Washington (in) (N)
78. Broad & Esplanade (out) (N)
79. Gentilly & Elysian Fields (out) (N)
80. Gentilly & Elysian Fields (in) (N)
81. Elysian Fields & Claiborne (out) (N)
82. Elysian Fields & Claiborne (in) (N)
83. Chef & Louisa (out) (N)
84. S. Claiborne & Felicity (in) (N)
85. Louisiana & Magazine (out) (N)
86. Louisiana & St. Charles (out) (N)

87. MLK & Claiborne (in-farside) (N)
88. Lake Forest & Read (out) (N)
89. St. Claude & Elysian Fields (out) (N)
90. St. Claude & Elysian Fields (in) (N)
91. St. Claude & Franklin (in) (N)
92. St. Claude & Forstall (in) (N)
93. Jackson & St. Charles (in) (N)
94. Esplanade & Broad (in) (N)
95. Napoleon & Claiborne (in) (N)
96. Claiborne & Poland (in) (N)
97. Gentilly & Franklin (in) (N)
98. Gentilly & Franklin (out) (N)
99. Memorial Park & Garden Oaks (in) (N)
100. Esplanade & Rampart (out-farside) (N)
101. Esplanade & Rampart (in) (N)
102. Rampart & Esplanade (in) (N)
103. Esplanade & Galvez (out) (N)
104. Chef & Press (out) (N)
105. Chef & Chantilly (in) (N)
106. Chef & Read (in) (N)
107. Washington & Carrollton (in-farside) (N)
108. Tulane & Galvez (out) (N)
109. Tulane & Galvez (in) (N)
110. Lake Forest & Read (in) (N)
111. Newton & L.B. Landry (out) (N)
112. Elysian Fields & Miro (in) (N)
113. Elysian Fields & Galvez (out) (N)
114. Poydras & City Hall (out) (N)
115. Magazine & Poydras (out) (N)
116. Franklin & Claiborne (in) (N)
117. Franklin & Robertson (out) (N)
118. Franklin & Galvez (out) (N)
119. Franklin & Miro (in) (N)
120. Carrollton & Canal (out) (N)
121. Canal Blvd. & Robert E. Lee (out) (N)
122. Robert E. Lee & West End (out) (N)
123. Canal Blvd. & Harrison (out) (N)
124. Claiborne & Caffin (in) (N)
125. Morrison & Read (in) (N)

Proposed Laurel New Orleans Shelter Locations

These locations are proposed sites only and are subject to the approval of the permitting department of the City Of New Orleans and the Regional Transit Authority.

Poydras Street at:

Magazine

Superdome #1

Superdome #2

S. Robertson

St. Charles Ave

Camp St

Convention Ctr by the Hilton

Carondelet

Loyola

Canal Street at:

Carrollton

Robert E Lee

Jefferson Davis Pkwy

Broad

Howard Ave at:

S. Rampart

Loyola

Tulane at LaSalle (2) each side

Elysian Fields and Gentilly Blvd

Broad St at:

St Bernard NW and SE corners (2)

Napoleon Ave at:

St. Charles SE and NW (2)

Magnolia St.

Nashville at Magazine

Jackson at Magazine

Louisiana Ave at:

St. Charles NW

Baronne St.

Carrollton at Washington Ave.

WESTBANK Locations:

Gen. DeGaulle at West Bend

MacArthur at Gen. DeGaulle

Woodland St at Holy Cross College



CONTRACT FOR EXCLUSIVE RIGHT TO MARKET ADVERTISING
SPACE ON REGIONAL TRANSIT AUTHORITY (RTA) BUSES,
STREETCARS, FERRIES AND FERRY TERMINALS

Regional

Transit

Authority

BY AND BETWEEN

REGIONAL TRANSIT AUTHORITY
A Political Subdivision of the
State of Louisiana
2817 Canal St.
New Orleans, Louisiana 70119

AND

LAUREL COMMUNICATIONS
3613 Hessmer Avenue, Suite 200
Metairie, LA 70002

2817 Canal Street,

New Orleans,

Louisiana

70119-6301

A. SCOPE OF WORK

As specified herein.

B. CONTRACT PRICE:

As specified herein.

C. PERIOD OF PERFORMANCE:

As specified herein.

Administration

504.827.8300

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EXHIBITS

EXHIBIT "A"	RTA Requests for Qualifications (RFQ) #2017-005
EXHIBIT "B"	Submittal by Contractor dated, April 17, 2017.

AGREEMENT
BY AND BETWEEN
THE REGIONAL TRANSIT AUTHORITY
AND
LAUREL COMMUNICATIONS

STATE OF LOUISIANA
PARISH OF ORLEANS

This AGREEMENT made and entered into this 1st day of JANUARY, 2018 by and between the REGIONAL TRANSIT AUTHORITY (hereinafter referred to as the "RTA"), a political subdivision of the State of Louisiana, herein represented by its Chairwoman of the Board of Commissioners, Sharonda R. Williams and LAUREL COMMUNICATIONS (hereinafter also referred to as "Consultant" or "Contractor") a Corporation, herein represented by its Chief Executive Officer, Dana Pecoraro authorized to do and doing business in the State of Louisiana.

WITNESSETH

WHEREAS, the RTA is a political subdivision of the State of Louisiana, charged with the responsibility of providing, maintaining and administering a transit system in the areas within its jurisdiction; and

WHEREAS, in accordance with state and federal laws and regulations, RTA issued Request for Qualifications (RFQ) No. 2017-005, as amended, (attached hereto, made a part hereof and designated Exhibit "A", RTA RFQ No. 2017-005, as amended,) to solicit offers for the exclusive right to market advertising space on RTA buses, streetcars, ferries and ferry terminals; and

WHEREAS, Contractor, a Corporation, submitted a response to Exhibit "A" attached hereto, made a part hereof and designated as Exhibit "B", Contractor's Submittal dated, April 17, 2017, made a part hereof and attached hereto; and

WHEREAS, after evaluation of Contractor's offer, RTA determined that Contractor was responsible and had submitted the responsive offer.

NOW, THEREFORE, IN CONSIDERATION of the promises and mutual covenants and agreements herein contained, the parties hereto agree as follows:

I. SUPERSEDING EFFECT

This Agreement supersedes all prior oral or written Agreements, if any, between the parties and constitutes the entire Agreement between the parties relative to the work to be performed under this Agreement. Any changes or modifications to this Agreement shall be accomplished solely by written amendment signed by both parties.

II. SCOPE OF SERVICES

Contractor shall provide professional marketing services and any other service required in accordance with the terms and conditions set forth in Exhibit "A" and Exhibit "B". Contractor agrees that all work under this Agreement shall be performed in a professional, timely manner and shall conform to or exceed in all respects the prevailing industry standards.

Contractor shall have the exclusive right to market advertising space on Regional Transit Authority in New Orleans buses, streetcars, ferries, and ferry terminals.

A. REVENUES

1. The Company shall pay to the RTA a fee equal to 52% of its monthly Net Revenue as defined below or a minimum annual guarantee of \$750,000.00 whichever is greater, payable as hereinafter provided. For the purpose of this

Agreement, Net Revenue is defined as all advertising revenue, net of agency commissions, received and collected directly or indirectly by the Company, its affiliates, subsidiaries, parent or any person in which the Company has a financial interest for advertising placed on the RTA buses, streetcars, ferries and ferry terminals included within the term of this Agreement. Net Revenue will be calculated before any deductions other than advertising agency commissions or any sales or use taxes or service charges of the City, State or other governmental unit collected by the Company on behalf of said governmental unit.

2. The contractor shall provide to RTA an annual statement prepared by a CPA within three (3) months after end of each contract year. Statement shall include net revenues less agency commissions paid, less losses or uncollectible debts, which will yield net advertising revenues and amount due RTA.
3. Contractor shall furnish a monthly statement describing services rendered.
4. The monthly fee will be based on the stated percentage of Net Revenue and payment will be made within 30 days of the end of the month. The amount due under the minimum annual guarantee, if any, will be paid 90 days after the end of each "Annual Period". The first Annual Period will be the first 12 months after the effective date. Subsequent Annual Periods will be the 12 months immediately following the preceding Annual Period. For each Annual Period, the Contractor will provide a summary of all fee payments made related to that Annual period (including the payment made for the 12th month which is payable 30 days after the end of the Annual Period.) In the event that total fees paid for any Annual Period are less than the guaranteed payment, the Contractor will make an additional payment so that together with fees already paid for that Annual Period, the total fees will equal the guaranteed annual payment. Such additional payment will be made no later than 90 days after the Annual Period.
5. On a monthly basis, Contractor shall submit to RTA a report reflecting actions taken to collect past due account receivables.

6. Each year, the contractor will review its Rate Card and Pricing Policies with RTA, along with rate cards from several comparably sized cities, so that RTA can be assured that Contractor is maximizing revenue for both parties.

B. EXCEPTIONS TO REVENUE REQUIREMENTS

Contractor may deduct the following from the net revenues collected before computing payments:

1. Sales and use taxes imposed upon or paid by the Contractor with respect to the business transacted.
2. Uncollected debts and any amounts due Contractor provided from net revenues received by Contractor from sale of space.
3. Credits that must be given to advertisers for days that buses are not in service because they are in RTA's maintenance department due to damage to the vehicle or engine problems. RTA understands that during prolonged maintenance the advertiser's ads will not be visible to the public and thus appropriate credits may need to be given to advertising clients in these situations. RTA asks that Contractor provide written explanations for these credits as part of the monthly report. RTA will provide a monthly report on out of service vehicles to the Contractor in order for Contractor to give reports and substantiate and justify credits to clients and the RTA.
4. Ad agency commissions to transit advertising companies in other cities on locally placed cross orders in the amount of fifteen percent (15%).
5. If RTA's transit system does not operate for an entire day or days, the annual minimum guarantee for that Annual Period will be reduced by \$2,055 for each day not in operation.
6. Payments of revenue shall be based on RTA's fleet size of approximately 150 buses, 66 streetcars, 2 ferry boats, and 2 ferry terminals. Fleet size is subject to change during the term of this agreement. In the event the fleet size is reduced by 8% or more, the parties will negotiate a mutually acceptable financial adjustment to the minimum annual guarantee.

C. NON-MONETARY BENEFITS

1. For each contract month, Contractor shall provide RTA a total of 4 interior cards on each bus and streetcar in service for RTA's own promotion. Copy changes will be performed by the Contractor. Additionally if requested by the RTA and if space is not contracted to a paid advertiser, Contractor will provide 12 exterior King panels per month for RTA's own promotion and will not remove copy for a term of 3 months. Copy changes for the exterior Kings will be provided by Contractor. Additionally if requested by the RTA and if space is not contracted to a paid advertiser, Contractor will provide space in the ferries and ferry terminals for the RTA's own promotion.
2. For each contract year, Contractor shall, when requested by the RTA and at least 90 days in advance of the requested start date, use its best efforts to provide RTA a total of fifty thousand and 00/100 dollars (\$50,000) of bartered print or broadcast media for RTA's promotions in New Orleans. Contractor will not be required to remove or cancel contracts of paying advertisers for this purpose. The contractor will not be responsible for design, printing or install costs (if any) associated with bartered media.
3. The panels and dollars referred to in C, 1 and 2 herein are non-cumulative.
4. Contractor will not be responsible for design and production cost or agency fees associated with RTA's promotions.

D. RTA'S AD APPROVAL STANDARDS

1. RTA will provide and update locations and sizes of space available for ads. RTA will provide an update of inventory on a monthly basis.
2. Contractor will use best efforts to encourage advertisers to place advertising in the ways recommended by RTA. It is RTA's goal to ensure that as many advertisers as possible shape their ads to have the maximum visual impact when placed adjacent to the RTA branding on the front one-third of the buses, which is angled and in the shape of arrows. RTA will provide multiple examples to contractor of how advertisers can optimize

4. RTA will, when practicable, provide access to vehicles to employees, clients or potential clients of the Contractor who present proper credentials and provide proper notice to RTA Maintenance staff.
5. RTA will provide an agreed upon amount of storage space for supplies. However, RTA shall not be liable for loss or damage to stored items.

G. PROMOTIONAL EXPENSES

1. The Contractor shall use best efforts to promote transit advertising sales in the New Orleans market, the regional market, and to national events and vendors investing in the market.
2. Contractor shall cover expenses for any special promotions, including those designed to increase sale of ad space.

H. TERMINATION OF AGREEMENT

1. In the event this contract is terminated, RTA may give Contractor a written request that all displays be removed and storage space shall be cleared at Contractor's expense within ten (10) days of termination.
2. Following termination, each party shall provide a written close-out statement to the other within thirty (30) days of termination accounting for moneys due to the other. In the event of a termination that does not coincide with an Annual Period, the minimum annual guarantee shall be prorated to account for the number of full months not completed in the Annual Period.
3. Grounds for termination include failure to meet the financial terms of the contract, destruction of RTA property, failure to provide requested reporting in a timely manner, and failure to comply with guiding RTA ethical policies.

III. TERM OF AGREEMENT

This Agreement shall be deemed effective on January 1, 2018 and shall continue in effect for a period of up to five (5) years or until the occurrence of one of the following events, whichever occurs first:

A. The certification by RTA or its agents that the requirements of this Agreement have been satisfactorily completed by Contractor, or;

B. The termination of this Agreement as provided in Article IV, herein below.

The duration of this agreement may be extended by mutual agreement of the parties.

IV. TERMINATION

Termination under this Agreement shall be in accordance with Exhibit "A", Article II, General Provisions, Paragraph 2.12, Termination; Section A – Termination for Convenience and Section B – Termination for Default of the Regional Transit Authority General Provisions.

V. INTEREST OF CONTRACTOR

Contractor covenants that it currently has no interest and shall acquire no interest, direct or indirect, which would conflict in any manner or degree with the performance of the services called for under this Agreement. RTA and Contractor further covenant that in the performance of this Agreement no persons having any such interest shall be employed.

VI.

IDENTIFICATION OF DOCUMENTS

Any document, memorandum or report prepared under this Agreement for publication and not merely for internal use shall contain the following or a similar stipulation deemed acceptable to the RTA:

- A. The preparation of this document has been financed in part through a grant from the United States Department of Transportation under the provisions of the Urban Mass Transportation Act of 1964, as amended.
- B. The opinions, findings, and conclusions expressed in this publication are those of the author and not necessarily those of RTA or the United States Department of Transportation, Federal Transit Administration.

VII.

OWNERSHIP OF DOCUMENTS

All documents, reports or data generated by or provided to Contractor under this Agreement shall be the sole property of RTA for a period of up to three years after acceptance of the work. Contractor shall not use any such documents, reports or data for any purpose other than to perform services pursuant to this Agreement.

VIII.

MEDIA COVERAGE

The Contractor shall be prohibited from participating in or directing any third party media coverage, in any form, of this project without first submitting a written request to RTA's Procurement representative noted in Article XI of this contract and receiving written approval from the same in advance of any such coverage.

IX.
APPLICABLE LAW

This Agreement shall be entered into the State of Louisiana and shall be governed and/or construed in accordance with the laws and jurisprudence of the State of Louisiana.

X.
NOTICES

Any notice required or permitted under the Agreement shall be either hand delivered to the party to whom the notice is directed or sent to same by certified mail, return receipt requested, and addressed as follows:

TO RTA:

A. REGIONAL TRANSIT AUTHORITY
 2817 Canal St.
 New Orleans, Louisiana 70119

ATTN: JUSTIN AUGUSTINE
 Vice President-Transdev
 In Service to the RTA

ATTN:

B. Caroline Register
 Director of Procurement-Transdev

TO CONTRACTOR:

C. LAUREL COMMUNICATIONS
 3613 Hessmer Avenue, Suite 200
 Metairie, LA 70002

ATTN: DANA PECORARO
 Chief Executive Officer

XI.
DOCUMENTS INCORPORATED BY REFERENCE

The following documents are hereby incorporated by reference:

EXHIBIT "A" RTA Request for Qualifications (RFQ 2017-005), as amended.

EXHIBIT "B" Submittal by Contractor dated, April 17, 2017.

XII.
ORDER OF PRECEDENCE

The following order of precedence shall govern in the event of a conflict between documents of this contract.

Articles I through XV hereof.

Exhibit "A", RTA RFQ No. 2017-005.

Exhibit "B" Contractor's submittal in response to RTA's RFQ No. 2017-005, dated April 17, 2017.

XIII.
INSURANCE

To protect RTA and Transdev against liability in connection with, or resulting from the carrying out of this contract, Contractor shall provide, before the work is commenced hereunder, and shall at all time during the life of the contract carry at the expense of the Contractor, with a reliable insurance company, and approved to do business in the State of Louisiana, all insurance required by local, state or federal laws should there be any such requirement(s). Any subcontractor employed by the Contractor shall be governed by the same insurance requirements as stated herein. The Contractor shall deliver to RTA a Certificate of Insurance when required.

During the term of this Agreement the Contractor shall obtain and maintain the following types and amounts of insurance. The Contractor shall furnish to RTA Certificates showing types, amounts, class of operations covered, effective dates and dates of expiration of policies:

- Worker's Compensation Insurance as required by applicable Louisiana Law.

- Vehicle Liability Insurance in the amount of \$1,000,000.00.
- General Liability Insurance in the amount of \$1,000,000.00.

XIV. DBE COMPLIANCE

It is the policy of the RTA to ensure access to the economic opportunity the agency offers in a manner that is fair and equitable and that affords participation to all citizens regardless of race, gender, ethnicity, age, religious background, sexual orientation and disability. Accordingly, the RTA's DBE Program is designed to increase small and disadvantaged business participation in RTA contracts and procurements. The growth and development of small and disadvantaged businesses is important to the New Orleans regional economy.

The RTA works to support that growth and development, in part, by providing business opportunities under its DBE Program Legal Authority.

The RTA is a recipient of federal transit funds from the U.S. Department of Transportation Federal Transit Administration (FTA). As a condition of receiving this federal funding, RTA is legally required to establish and maintain a DBE program in compliance with Title 49 of the U.S. Code of Federal Regulation, Part 26 (49 CFR Part 26).

Non-Discrimination

The Contractor shall not discriminate on the basis of race, color, religion, sex, age, national origin, or disability in the performance of this Agreement.

DBE Participation

Contractor shall count only the value of the work actually performed by its DBE subcontractor toward attainment of the DBE goal. Contractor shall also ensure that any work that its DBE subcontractor has subcontracted to a non-DBE firm does not count toward attainment of the DBE goal. Finally, Contractor shall ensure that any fees or

expenses paid to its DBE subcontractor are only counted toward attainment of the DBE goal if the DBE subcontractor is performing a commercially useful function under this Agreement.

Prompt Payment of Subcontractors.

Contractor shall pay each subcontractor under this Agreement, especially DBE firms, no later than five (5) business days from the receipt of each payment Contractor receives from the RTA. Contractor further agrees to return retainage payments to each subcontractor, especially DBE firms, within five (5) business days after the subcontractor's work is satisfactorily completed and accepted by the RTA, and all delays under applicable laws have expired. Any delay or postponement of payment from the above-referenced time frame may occur only for good cause, following written approval of the RTA.

DBE Payment Required Reporting.

All Prime Contractors are required to report DBE subcontractor payments utilizing RTA'S Contract Compliance database hosted and managed by B2GNOW.

The direct link for vendors to get to RTA's B2GNow system is norta.dbesystem.com.

DBE Contract Termination.

Contractor shall not terminate for convenience the contract of its DBE subcontractor and subsequently perform the work of the terminated DBE subcontractor with its own forces or those of an affiliate, without prior written consent from the RTA. In addition, if a DBE subcontractor is justifiably terminated, or fails to complete its work for any reason, Contractor must make good faith efforts (also referred to as best efforts) to find another certified DBE firm to substitute for the original DBE subcontractor. The good faith efforts must be directed towards finding a substitute DBE subcontractor to perform at least the amount of work needed to meet the DBE goal.

Monthly Reporting.

Contractor must complete and submit to the DBE Liaison Officer for the RTA (DBELO) monthly and quarterly reports of DBE firm participation under this Agreement. Failure to report DBE activity is a material breach of this agreement that shall result in such remedy as the RTA deems appropriate and may include withholding payment of invoices until such time as the monthly reports are received or penalties of \$100 per day.

Access to Books and Records.

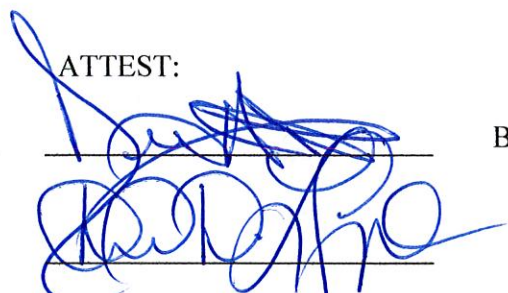
Contractor must grant the DBELO reasonable access to its books and records for the purpose of verifying Contractor's compliance with the RTA DBE Program requirements.

Contractor Assurance.

The contractor, subcontractor or sub-recipient (hereinafter contractor) shall not discriminate on the basis of race, color, national origin, sexual orientation, age or disability in the performance of this contract. Additionally, the Contractor must comply with all requirements of the RTA DBE Program as authorized by the Code of Federal Regulations 49 CFR Part 26. Failure by Contractor to carry out these requirements is a material breach of this Agreement, which shall result in such remedy as the RTA, deems appropriate and may include the termination of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement in duplicate originals in the presence of the undersigned competent witnesses.

ATTEST:



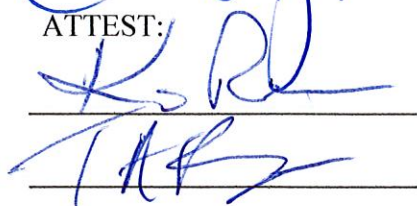
BY:

REGIONAL TRANSIT AUTHORITY



SHARONDA R. WILLIAMS
CHAIRWOMAN OF THE BOARD
OF COMMISSIONERS

ATTEST:



BY:

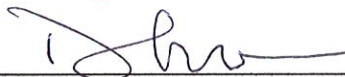


AUTHORIZED OFFICER SIGNATORY
OF LAUREL COMMUNICATIONS

**Certification By Officer Signatory of
LAUREL COMMUNICATIONS**

Approved as to legal form and adequacy and as to the authorization of the signatory hereto on behalf of LAUREL COMMUNICATIONS on the date herein above shown.

Dated this 15th day of February, 2018.



Signature

CEO

Title



ORIGINAL

ACKNOWLEDGMENT

STATE OF Louisiana

PARISH/COUNTY OF Tensas

ON THIS 8th day of February, 2018 before me, Dana Pecoraro appeared, to me personally known; who being by me duly sworn, did say that he is the Chief Executive Officer of LAUREL COMMUNICATIONS and that this Agreement was signed on behalf of said Corporation by authority of its Chief Executive Officer, Dana Pecoraro by said appearer acknowledged said instrument to be the free act and deed of Dana Pecoraro.

IN WITNESS WHEREOF I have hereunto set my official hand and seal on the date above written.


NOTARY PUBLIC IN AND FOR

Tensas
PARISH (COUNTY), STATE

JOHN M. McMAHON
NOTARY PUBLIC
BAR #23215
STATE OF LOUISIANA

ACKNOWLEDGMENT

STATE OF LOUISIANA

PARISH/COUNTY OF ORLEANS

ON THIS 8th day of February, 2018 before me, appeared Sharonda R. Williams, to me personally known, who being by me duly sworn, did say that she is the Chairwoman of the Board of the Regional Transit Authority (RTA), a political subdivision of the State of Louisiana, and that the attached Agreement was signed on behalf of the RTA by authority of its Board of Commissioners, and said appearer acknowledged said instrument to be the free act and deed of the RTA.

IN WITNESS WHEREOF I have hereunto set my official hand and seal on the date above written.



NOTARY PUBLIC IN AND FOR
ORLEANS PARISH, LOUISIANA

LA. BAR ROLL # 10596

EXHIBIT A
Request for Qualifications (RFQ) No. 2017-005, as amended

EXHIBIT B
Submittal by Contractor

**AMENDMENT TO AGREEMENT
BETWEEN
THE REGIONAL TRANSIT AUTHORITY
AND
VECTOR MEDIA HOLDING, CORP.
(FORMERLY LAUREL NEW ORLEANS, LLC)**

THIS AMENDMENT (“Amendment”), is made and entered into between the New Orleans Regional Transit Authority (“RTA”), located at 2817 Canal St., New Orleans, Louisiana, 70119 and Vector Media Holding, Corp., formerly Laurel New Orleans, LLC (“Company”) , located at 3613 Hessmer Avenue, Suite 200, Metairie, Louisiana 70002 for the public purposes hereinafter stated. This Amendment shall be effective as of August 25, 2024 (“Effective Date”).

WITNESSETH:

WHEREAS, on April 18, 2008, the RTA entered into an agreement with Laurel New Orleans, LLC to construct, erect, install, repair and maintain certain shelters for the exclusive right to sell advertising on those shelters (the “Agreement”);

WHEREAS, in 2019 Laurel New Orleans, LLC merged with Vector Media Holding Corp. and is now operating as Vector Media Holding Corp;

WHEREAS, the Agreement has been amended four times (Resolutions 09-047, 10-051, 13-031, and 18-070; and

WHEREAS, the RTA and the Company, each having the authority to do so, desire to enter this Amendment to add additional terms and conditions.

NOW THEREFORE, for good and valuable consideration, the RTA and the Contractor amend the Agreement as follows:

1. **Extension.** The term is extended for an additional 7 months from August 25, 2024 through March 31, 2025. Thereafter the term shall extend on a month-to-month basis until such time as either Party terminates the Agreement by issuing a 30-day written notice of cancellation.
2. **Fees.** The company shall clean and repair transit shelters in the downtown area in an amount not to exceed \$250,000 to be paid from fees owned to RTA from advertising revenue, subject to terms in Section 9: Maintenance as amended in Change Order #3.
3. **Prior Terms Binding.** Except as otherwise provided by this Amendment, the terms and conditions of the Agreement remain in full force and effect.
4. **Counterparts.** This Amendment may be executed in one or more counterparts, each of which shall be deemed to be an original copy of this Amendment, but all of which, when taken together, shall constitute one and the same agreement.

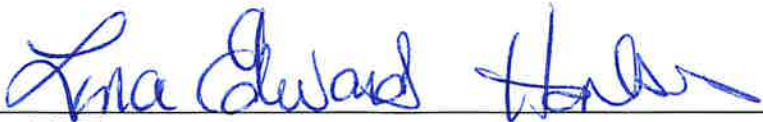
5. **Electronic Signature and Delivery.** The Parties agree that a manually signed copy of this Amendment and any other document(s) attached to this Amendment delivered by facsimile, email, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Amendment. No legally binding obligation shall be created with respect to a Party until such Party has delivered or caused to be delivered a manually signed copy of this Amendment.

[SIGNATURES CONTAINED ON NEXT PAGE]

[The remainder of this page is intentionally left blank.]

IN WITNESS WHEREOF, the RTA and the Company, through their duly authorized representatives, execute this Agreement.

REGIONAL TRANSIT AUTHORITY

BY: 

LONA EDWARDS HANKINS
CHIEF EXECUTIVE OFFICER

VECTOR MEDIA HOLDING, CORP.

BY: 

MARC BORZYKOWSKI
CHIEF EXECUTIVE OFFICER

VECTOR MEDIA

560 Lexington Avenue
New York, NY 10022
www.vectormedia.com



November 3, 2022

Mrs. Katherine Felton Bush
The Regional Transit Authority
Via email: kfelton@rtaforward.org

Reference: Extension of Contract for Exclusive Right to Market Advertising Space on Regional Transit Authority (RTA) Buses, Streetcars, Ferries and Ferry Terminals (the "Contract")

Dear Mrs. Bush;

Please allow this letter to serve as Vector Media's formal request for an extension of the Contract beyond December 31, 2022. The extension of Contract will cover the period between January 1, 2023 through August 31, 2023 and thereafter would continue on a month-to-month basis until such time as either party terminates the Contract by issuing the 30 days prior written notice to the other party (the "Extension Period").

Additionally, subject to receipt of the necessary permits and approvals, Vector agrees to purchase and install, at locations to be agreed upon by the parties, two (2) information/wayfinding/advertising digital kiosks at a total cost not to exceed \$150,000.

If the terms above are agreeable to RTA, please acknowledge your approval of the extension of the Contract under these terms by signing below.

Thank you very much,

Marc Borzykowski
Vector Media
Chief Operating Officer

Agreed to by:

Katherine B. Felton
Chief of Staff
New Orleans Regional Transit Authority



New Orleans Regional Transit Authority

2817 Canal Street
New Orleans, LA 70119

Board Report and Staff Summary

File #: 25-101

Finance Committee

Change Order for Transit Security Services - SEAL

DESCRIPTION: Amendment to the current SEAL Security Contract to allow month-to-month services for Transit Security Services at various New Orleans Regional Transit Authority locations throughout the City of New Orleans	AGENDA NO: N/A
ACTION REQUEST: <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other	

RECOMMENDATION:

Authorize the Chief Executive Officer to amend the current contract with Security Experts and Leaders (SEAL) to allow RTA to continue Transit Security Services at existing staffing levels on a month-to-month basis until February 28, 2026, not to exceed \$643,091.

ISSUE/BACKGROUND:

Several recent attempts to select and award contracts to vendors to provide Transit Security Services, culminating in RFP #2023-001, were each formally protested, and consequently cancelled. In order to maintain the necessary security coverage for the RTA system, staff recommended, and the Board of Commissioners approved entering into a contractual agreement with SEAL to receive services on a month-to-month basis, with the intention of researching and reviewing options for the agency to consider, ranging from continuing to outsource services to bringing the functions in-house. In June 2024, staff commenced a review of requirements and industry best practices to inform a security deployment strategy. The Physical Security team began the process of researching and identifying a new security vendor, however, due to the technical complexity of the requirements, which exceeded internal expertise, we were unable to complete the evaluation within the expected timeframe. We are now in the process of engaging with technical consultants to support a new selection, but in the interim, an additional change order is necessary to maintain security services with the current vendor. Staff is requesting an extension of the current services (at existing levels) through February 28, 2026.

DISCUSSION:

Maintaining a secure transit environment is one of RTA's top priorities. RTA chose SEAL Security to provide armed, uniform security personnel to aid in securing all property owned, leased, operated, and/or maintained by RTA (i.e., facilities, and vehicles). SEAL is expected to assist employees, contractors, patrons, and the citizens of New Orleans and surrounding parishes by maintaining order, providing excellent customer service, and rendering assistance as needed. SEAL works closely with local, state, and federal emergency response agencies always rendering aid as needed. This contract will be amended while waiting for a new contract to be approved.

The security services under this contract include security coverage for transit facilities, assets, and areas designated for Transit Operations. This service is required 24 hours a day, 365 days a year to maintain a safe and secure transit system.

FINANCIAL IMPACT:

Funds for this contract are available from the RTA Operational Budget. Operating Account Number: 01-3300-99-7650-161-00-00-00000-00000. SEAL will invoice the agency \$643,091 (estimated funds needed for services through February 28, 2026). The total cost for the extension is not to exceed \$643,091.

NEXT STEPS:

Upon RTA Board approval, staff will submit and process a change order modification to the purchase order.

ATTACHMENTS:

1. Resolution
2. Independent Cost Estimate Summary Form (ICE)
3. Change Order Routing Sheet
4. Change Order Justification
5. Original SEAL Purchase Order
6. Recent SEAL Purchase Order

Prepared By: Ivana C. Butler
Title: Administrative Analyst Safety, Security, and Emergency Management

Reviewed By: Michael J. Smith
Title: Chief Safety, Security, and Emergency Management Officer

Reviewed By: Gizelle Johnson Banks
Title: Chief Financial Officer

9/9/2025

Lona Edwards Hankins
Chief Executive Officer

Date



RESOLUTION NO. _____

STATE OF
LOUISIANA PARISH
OF ORLEANS

AMENDMENT TO THE PREVIOUS SEAL SECURITY CONTRACT TO ALLOW MONTH-TO-MONTH SERVICES FOR TRANSIT SECURITY SERVICES AT VARIOUS NEW ORLEANS REGIONAL TRANSIT AUTHORITY LOCATIONS THROUGHOUT THE CITY OF NEW ORLEANS

Introduced by Commissioner _____, seconded by Commissioner _____.

WHEREAS, the Regional Transit Authority (RTA) executed contract # 2020-009 with Security Experts and Leaders (SEAL) for Transit Security Services on September 7th, 2020; and

WHEREAS, the RTA Board of Commissioners subsequently authorized staff to solicit proposals for a new Transit Security Services provider through Request for Proposals (RFP) # 2023-001; and

WHEREAS, RTA staff convened a technical evaluation committee and evaluated all elements of the submittals in accordance with requirements prescribed by the RTA, Louisiana Public Bid Law and the Federal Transit Administration (FTA); and

WHEREAS, the selected proposal was from Allied Universal Security Corporation; and

WHEREAS, the RTA Board of Commissioners authorized staff to execute a contract with Allied Universal Security Corporation through RFP # 2023-001, however the Procurement process was formally protested; and

WHEREAS, in order to maintain Transit Security Services at existing levels, the RTA Board of Commissioners authorized staff to extend Transit Security Services with SEAL through a series of month-to-month extensions from October 2022 to September 2025;

WHEREAS, SEAL has since been operating on a month-to-month basis; and

WHEREAS, RTA staff have reasonably determined that there is a need to authorize an extension of the current month-to-month agreement for the provision of Transit Security

Services until RTA either secures a new contract or enters into a formal agreement for similar services [“coverage”]; and

WHEREAS, RTA staff have identified the need to issue a new solicitation for Transit Security Services, and that solicitation is currently routing for review and approval; and

WHEREAS, RTA staff have determined that extending the current agreement to February 2026 will allow sufficient time for the Physical Security department to conduct a thorough review, complete the solicitation process, and implement the coverage approach that is best suited to RTA; and

WHEREAS, RTA staff have determined that the extension of Transit Security Services at existing levels will cost approximately SIX HUNDRED FORTY-THREE THOUSAND NINETY-ONE DOLLARS AND ZERO CENTS (\$643,091.00) for this time period; and

WHEREAS, funding is available through RTA Operating Account #1330099.7650.161 for a total cost not to exceed SIX HUNDRED FORTY-THREE THOUSAND NINETY-ONE DOLLARS AND ZERO CENTS (\$643,091.00).

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, authorize the CEO to approve the continuation of transit security services on a month-to-month basis provided by Security Experts and Leaders (SEAL).

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 23rd DAY OF SEPTEMBER, 2025.

FRED NEAL
CHAIRMAN
RTA BOARD OF COMMISSIONERS

Independent Cost Estimate (ICE)

INDEPENDENT COST ESTIMATE SUMMARY FORM

Project Name/Number: 2020-009

Date of Estimate: 7/28/2025

Description of Goods/Services:

Contract to provide security services, PO #912771

☐ New Procurement

☒ Contract Modification (Change Order)

☐ Exercise of Option

Method of Obtaining Estimate:

Attach additional documentation such as previous pricing, documentation, emails, internet screen shots, estimates on letterhead, etc.

☐ Published Price List (attach source and date)

☒ Historical Pricing (attach copy of documentation from previous PO/Contract)

☐ Comparable Purchases by Other Agencies (attach email correspondence)

☐ Engineering or Technical Estimate (attach)

☐ Independent Third-Party Estimate (attach)

☐ Other (specify) _____ attach documentation

☐ Pre-established pricing resulting from competition (Contract Modification only)

Through the method(s) stated above, it has been determined the estimated

total cost of the goods/services is \$ 643,091

The preceding independent cost estimate was prepared by:

Ivana C. Butler

Name

Ivana C. Butler

Signature

6600 Plaza Drive
Suite 301
New Orleans, LA 70127

Date	Invoice #
7/28/2025	11320

Bill To
Reginonal Transit Authority Michael J Smith Security 2817 Canal ST New Orleans, LA 70119

Ivana Butler
8.6.25

Job Code	P.O. No.	Terms	Due Date
		Net 30	8/27/2025

Service	Hours	Description	Rate	Amount
Security..	24	Security Officer Admin Front Desk 07-21-25 06:00 AM 06:00 AM	22.00	528.00
Security..	24	Security Officer Admin Front Desk 07-22-25 06:00 AM 06:00 AM	22.00	528.00
Security..	24	Security Officer Admin Front Desk 07-23-25 06:00 AM 06:00 AM	22.00	528.00
Security..	24	Security Officer Admin Front Desk 07-24-25 06:00 AM 06:00 AM	22.00	528.00
Security..	24	Security Officer Admin Front Desk 07-25-25 06:00 AM 06:00 AM	22.00	528.00
Security..	24	Security Officer Admin Front Desk 07-26-25 06:00 AM 06:00 AM	22.00	528.00
Security..	24	Security Officer Admin Front Desk 07-27-25 06:00 AM 06:00 AM	22.00	528.00

Thank you for your business.

Total \$3,696.00

Payments/Credits \$0.00

Balance Due \$3,696.00

Phone #
504-248-7174

E-mail	Web Site
thesealgroup@sealsecuritygroup.com	www.sealsecuritygroup.com

6600 Plaza Drive
Suite 301
New Orleans, LA 70127

Date	Invoice #
7/28/2025	11314

Bill To
Reginonal Transit Authority Michael J Smith Security 2817 Canal ST New Orleans, LA 70119

Ivana Butler
8.6.25

Job Code	P.O. No.	Terms	Due Date
		Net 30	8/27/2025

Service	Hours	Description	Rate	Amount
Canal St Ferry	18.5	Security Officer 07-21-25 05:45AM 12:15 AM	22.00	407.00
Canal St Ferry	18.5	Security Officer 07-22-25 05:45AM 12:15 AM	22.00	407.00
Canal St Ferry	18.5	Security Officer 07-23-25 05:45AM 12:15 AM	22.00	407.00
Canal St Ferry	18.5	Security Officer 07-24-25 05:45AM 12:15 AM	22.00	407.00
Canal St Ferry	18.5	Security Officer 07-25-25 05:45AM 12:15 AM	22.00	407.00
Canal St Ferry	18.5	Security Officer 07-26-25 05:45AM 12:15 AM	22.00	407.00
Canal St Ferry	18.5	Security Officer 07-27-25 05:45AM 12:15 AM	22.00	407.00

Thank you for your business.

Total \$2,849.00

Payments/Credits \$0.00

Balance Due \$2,849.00

Phone #
504-248-7174

E-mail	Web Site
thesealgroup@sealsecuritygroup.com	www.sealsecuritygroup.com

6600 Plaza Drive
Suite 301
New Orleans, LA 70127

Date	Invoice #
7/28/2025	11321

Bill To
Reginonal Transit Authority Michael J Smith Security 2817 Canal ST New Orleans, LA 70119

Avana Butler
8.6.25

Job Code	P.O. No.	Terms	Due Date
		Net 30	8/27/2025

Service	Hours	Description	Rate	Amount
Security Officer.	9.42	Security Officer Stationary/Mobile Patrol Money Room 07-21-25 06:30 AM 03:55 PM	22.00	207.24
Security Officer.	8	Security Officer Stationary/Mobile Patrol Money Room 07-22-25 06:30 AM 02:30 PM	22.00	176.00
Security Officer.	8	Security Officer Stationary/Mobile Patrol Money Room 07-23-25 06:30 AM 02:30 PM	22.00	176.00
Security Officer.	8	Security Officer Stationary/Mobile Patrol Money Room 07-24-25 06:30 AM 02:30 PM	22.00	176.00
Security Officer.	8	Security Officer Stationary/Mobile Patrol Money Room 07-25-25 06:30 AM 02:30 PM	22.00	176.00

Thank you for your business.

Total \$911.24

Payments/Credits \$0.00

Balance Due \$911.24

Phone #
504-248-7174

E-mail	Web Site
thesealgroup@sealsecuritygroup.com	www.sealsecuritygroup.com

6600 Plaza Drive
Suite 301
New Orleans, LA 70127

Date	Invoice #
7/28/2025	11315

Bill To
Reginonal Transit Authority Michael J Smith Security 2817 Canal ST New Orleans, LA 70119

Ivana Butler
8.6.25

			Job Code	P.O. No.	Terms	Due Date
					Net 30	8/27/2025
Service	Hours	Description			Rate	Amount
Mobile Security	24	Mobile Security Lake Forest Hub 07-21-25 06:00 AM 06:00 AM			22.00	528.00
Mobile Security	24	Mobile Security Lake Forest Hub 07-22-25 06:00 AM 06:00 AM			22.00	528.00
Mobile Security	24	Mobile Security Lake Forest Hub 07-23-25 06:00 AM 06:00 AM			22.00	528.00
Mobile Security	24	Mobile Security Lake Forest Hub 07-24-25 06:00 AM 06:00 AM			22.00	528.00
Mobile Security	24	Mobile Security Lake Forest Hub 07-25-25 06:00 AM 06:00 AM			22.00	528.00
Mobile Security	24	Mobile Security Lake Forest Hub 07-26-25 06:00 AM 06:00 AM			22.00	528.00
Mobile Security	24	Mobile Security Lake Forest Hub 07-27-25 06:00 AM 06:00 AM			22.00	528.00
Thank you for your business.				Total	\$3,696.00	
				Payments/Credits	\$0.00	
				Balance Due	\$3,696.00	

Phone #
504-248-7174

E-mail	Web Site
thesealgroup@sealsecuritygroup.com	www.sealsecuritygroup.com

6600 Plaza Drive
Suite 301
New Orleans, LA 70127

Date	Invoice #
7/28/2025	11319

Bill To
Reginonal Transit Authority Michael J Smith Security 2817 Canal ST New Orleans, LA 70119

Ivana Butler
8.6.25

			Job Code	P.O. No.	Terms	Due Date
					Net 30	8/27/2025
Service	Hours	Description			Rate	Amount
Security Officer*	24	Security Officer New Orleans East 07-21-25 06:00 AM 06:00 AM			22.00	528.00
Security Officer*	24	Security Officer New Orleans East 07-22-25 06:00 AM 06:00 AM			22.00	528.00
Security Officer*	24	Security Officer New Orleans East 07-23-25 06:00 AM 06:00 AM			22.00	528.00
Security Officer*	24	Security Officer New Orleans East 07-24-25 06:00 AM 06:00 AM			22.00	528.00
Security Officer*	24	Security Officer New Orleans East 07-25-25 06:00 AM 06:00 AM			22.00	528.00
Security Officer*	24	Security Officer New Orleans East 07-26-25 06:00 AM 06:00 AM			22.00	528.00
Security Officer*	24	Security Officer New Orleans East 07-27-25 06:00 AM 06:00 AM			22.00	528.00
Thank you for your business.				Total	\$3,696.00	
				Payments/Credits	\$0.00	
				Balance Due	\$3,696.00	

Phone #
504-248-7174

E-mail	Web Site
thesealgroup@sealsecuritygroup.com	www.sealsecuritygroup.com

6600 Plaza Drive
Suite 301
New Orleans, LA 70127

Date	Invoice #
7/28/2025	11317

Bill To
Reginonal Transit Authority Michael J Smith Security 2817 Canal ST New Orleans, LA 70119

Ivana Butler
8.6.25

Job Code	P.O. No.	Terms	Due Date
		Net 30	8/27/2025

Service	Hours	Description	Rate	Amount
Security Officer .	24	Security Officer Rear Gate 07-21-25 06:00 AM 06:00 AM	22.00	528.00
Security Officer .	24	Security Officer Rear Gate 07-22-25 06:00 AM 06:00 AM	22.00	528.00
Security Officer .	24	Security Officer Rear Gate 07-23-25 06:00 AM 06:00 AM	22.00	528.00
Security Officer .	24	Security Officer Rear Gate 07-24-25 06:00 AM 06:00 AM	22.00	528.00
Security Officer .	24	Security Officer Rear Gate 07-25-25 06:00 AM 06:00 AM	22.00	528.00
Security Officer .	24	Security Officer Rear Gate 07-26-25 06:00 AM 06:00 AM	22.00	528.00
Security Officer .	24	Security Officer Rear Gate 07-27-25 06:00 AM 06:00 AM	22.00	528.00

Thank you for your business.

Total \$3,696.00

Payments/Credits \$0.00

Balance Due \$3,696.00

Phone #
504-248-7174

E-mail	Web Site
thesealgroup@sealsecuritygroup.com	www.sealsecuritygroup.com

6600 Plaza Drive
Suite 301
New Orleans, LA 70127

Date	Invoice #
7/28/2025	11316

Bill To
Reginonal Transit Authority Michael J Smith Security 2817 Canal ST New Orleans, LA 70119

Ivana Butler
8.6.25

Job Code	P.O. No.	Terms	Due Date
		Net 30	8/27/2025

Service	Hours	Description	Rate	Amount
Security ..	24	Security Officer Willow Barn 07-21-25 06:00 AM 06:00 AM	22.00	528.00
Security ..	24	Security Officer Willow Barn 07-22-25 06:00 AM 06:00 AM	22.00	528.00
Security ..	24	Security Officer Willow Barn 07-23-25 06:00 AM 06:00 AM	22.00	528.00
Security ..	24	Security Officer Willow Barn 07-24-25 06:00 AM 06:00 AM	22.00	528.00
Security ..	24	Security Officer Willow Barn 07-25-25 06:00 AM 06:00 AM	22.00	528.00
Security ..	24	Security Officer Willow Barn 07-26-25 06:00 AM 06:00 AM	22.00	528.00
Security ..	24	Security Officer Willow Barn 07-27-25 06:00 AM 06:00 AM	22.00	528.00

Thank you for your business.

Total \$3,696.00

Payments/Credits \$0.00

Balance Due \$3,696.00

Phone #
504-248-7174

E-mail	Web Site
thesealgroup@sealsecuritygroup.com	www.sealsecuritygroup.com



Regional Transit Authority Change Order Routing Sheet

INSTRUCTION: The user department is responsible for providing the information requested below (all parts), securing the requisite signatures, attaching a justification for the change order, and providing a responsibility determination, with pertinent contact information.

Date Created	August 14, 2025
Change Order ID	390

A. Department Representative to participate in procurement process.

Name: BUTLER, IVANA
Title: ADMINISTRATIVE ANALYST PHYSICAL SECURITY
Ext: 8479

B. Contract Information:

Contract Number	2020-009
PO Number	912771
Contract Title	Contract to Provide Security Services at RTA Facilities

Contract-History:

Original Award Value	1008920
Previously Executed Change Order Value	6152541.72
Adjusted Contract Value	7161461.72
Current Change Order Value	643091
Revised Contract Value	7804552.72

C. Justification of Change Order

Security Experts and Leaders (SEAL) will continue to provide transit security services on a month-to-month basis to RTA, as was authorized by the Board of Commissioners on June 25, 2024 through Resolution No. 24-036. At that time, it was anticipated that RTA would develop and implement a physical security deployment strategy (whether in-house or contracted) by May 31, 2025. The Physical Security team began the process of researching and identifying a new security vendor, however, due to the technical complexity of the requirements, which exceeded internal expertise, we were unable to complete the evaluation within the expected timeframe. We are now in the process of engaging with technical consultants to support a new selection, but in the interim, an additional change order is necessary to maintain security services with the current vendor. Staff is requesting an extension of the current services (at existing levels) through February 28, 2026.

D. Type of Change Request: Administrative

E. Certification of Authorized Grant:

Is this item/specification consistent with the Authorized Grant?	
--	--



Are there any amendments pending?	
If yes see explanation (attachments are in the SharePoint folder for this request)	

Director of Grants/ Federal Compliance:
Signature:
Date:

F. Safety, Security, And Emergency Management: Include Standard Safety Provisions Only:

Additional Safety Requirements Attached: **false**

Chief: **Michael J Smith**
Signature: *Michael J Smith*
Date: **August 14 2025**

Risk Management:

Include Standard Insurance Provisions Only?	No
Include Additional Insurance Requirements Attached ?	false

Risk Management Analyst: **Marc L Popkin**
Signature: *Marc L Popkin*
Date: **August 15 2025**

G. Funding Source:

Independent Cost Estimate (ICE): **\$643,091.00**

Projected Total Cost: **\$643,091.00**

Funding Type: **Local**

Federal Funding	State	Local	Other
		\$643,091.00	
Projected Fed Cost	State	Local	Other
		\$643,091.00	

FTA Grant IDs	Budget Codes
	01-3300-99-7650-161-00-00-00000-00000

Capital Project Approval if required signature ID#:
Dir Capital Projects:
Signature:
Date:



Budget Analyst: **Erin Ghalayini**
Signature: *Erin Ghalayini*
Date: **August 14 2025**

H. Prime firm's DBE/SLDBE Commitment (NOTE: The Prime Firm must be notified by the Project Manager that the DBE Commitment percentage applies to the Total Contract Value after all amendments and change orders.):

DBE % Goal	0
SLDBE % Goal	
SBE % Goal	0

Director of Small Business Development: **Keziah Lee Cawthorne**
Signature: *Keziah Lee Cawthorne*
Date: **August 17 2025**

DBE/EEO Compliance Manager **Keziah Lee Cawthorne**
Signature: *Keziah Lee Cawthorne*
Date: **August 17 2025**

I. Authorizations: I have reviewed and approved the final solicitation document.

Department Head: **Don E. Washington**
Signature: *Don E. Washington*
Date: **August 14 2025**

Chief: **Michael J Smith**
Signature: *Michael J Smith*
Date: **August 14 2025**

Director of Procurement: **Ronald Gerard Baptiste**
Signature: *Ronald Gerard Baptiste*
Date: **August 18 2025**

Required if Total Cost above \$15K
Chief Financial Officer: **Gizelle Johnson-Banks**
Signature: *Gizelle Johnson-Banks*
Date: **August 18 2025**

Required if Total Cost above \$50K
Chief Executive Officer: **Lona Edwards Hankins**
Signature: *Lona Edwards Hankins*
Date: **8/18/2025 3:03 PM**

Justification to Extend Transit Security Service with Security Experts and Leaders (SEAL)

Explanation

Security Experts and Leaders (SEAL) will continue to provide transit security services on a month-to-month basis to RTA, as was authorized by the Board of Commissioners on June 25, 2024 through Resolution No. 24-036. At that time, it was anticipated that RTA would develop and implement a physical security deployment strategy (whether in-house or contracted) by May 31, 2025. The Physical Security team began the process of researching and identifying a new security vendor, however, due to the technical complexity of the requirements, which exceeded internal expertise, we were unable to complete the evaluation within the expected timeframe. We are now in the process of engaging with technical consultants to support a new selection, but in the interim, an additional change order is necessary to maintain security services with the current vendor. Staff is requesting an extension of the current services (at existing levels) through February 28, 2026.

On average, RTA pays \$25,872 to SEAL per week for transit security services. This includes services that were added in September 2022 and August 2023 to provide coverage for the transit hubs implemented with New Links and the Canal Street Ferry Terminal, respectively.

Calculation

With this service agreement, the projected total cost to continue services at current levels through February 28, 2026 is approximately \$643,091. This is the estimated amount needed for services from October 1, 2025, through February 28, 2026, at an average rate of \$25,872/week for 22 weeks. This includes a 3% contingency to help support special events such as festival season, public meetings hosted by RTA, and other ad hoc requests for specialized security services. See calculation, below:

$\$22/\text{hr rate} \times 24 \text{ hrs per day} = \$528 \text{ per day} \times 7 \text{ days} = \3696 weekly

$\$3696 \times 7 \text{ hubs (Willow Barn, Duncan Plaza, Lake Forest, Admin Front Desk, NOLA East, Rear Gate, Money Room)} = \$25,872 \text{ weekly} \times 22 \text{ weeks} = \$569,184$

In August 2022, Canal Street service was added at a rate of \$22/hr. Canal Street service is 114 hrs per week $\times 22 \text{ weeks} = 2,508 \text{ hours} \times \$22/\text{hr} = \$55,176$

Total amount estimated from October 1, 2025, through February 28, 2026: \$624,360

Including the 3% contingency, we estimate needing \$643,091 to cover invoices from October 1, 2025 through February 28, 2026, approximately 22 weeks.

$\$624,360 + 3\% (\$18,731) \approx \$643,091$

Total requested service agreement amount: \$643,091

Regional Transit Authority
 INV.: Accounting Dept. (504) 827-8407
 TO: 2817 Canal Street
 New Orleans, Louisiana 70119

Page - 1
 Date - 12/14/21
 Order No. - 912771-002
 Brn/Plt - 1330099

SECURITY EXPERTS AND LEADERS
 6600 PLAZA DRIVE
 NEW ORLEANS LA 70127

SHIP REGIONAL TRANSIT AUTHORITY
 TO R. Hickman
 2817 CANAL STREET
 NEW ORLEANS, LA 70119

Ordered - 09/22/20 Vendor No. 8922810 Security Services
 Delivery - 09/22/20 Taken By REO #1040588
 Freight - Default Handling Code PROMISED DELIVERY DATE - 10/22/20

Description / Supplier Item	UM	Unit Cost	Extension
transit security services	EA	1.0000	1,008,920.00
3 years with two 1 year opt			
1330099.7650.161			
Change Order 1			
Non Stock Inventory Purchas	EA		253,240.00
1330099.7650.161			
Change Order 1 to add additional funds to cover invoices from sep to dec 2021			

Terms Net 30 Tax Rt Sales Tax Total Order
 1,262,160.00


DATE RECEIVED _____
 RECEIVED BY _____
 CHECKED BY _____
 APPROVED BY 

ORDER NUMBER AND
 PERSON TO WHOM ADDRESSED
 MUST APPEAR ON ALL
 PACKAGES AND INVOICES

REGIONAL TRANSIT AUTHORITY
 TAX EXEMPT
 BY  12/14/21
 MANAGER, PURCHASING DEPT.

ANY CONFLICT, DISPUTE, LEGAL PROCEEDING, SETTLEMENT OR OTHER MATTER HAVING A
 LEGALLY BINDING IMPACT ON THE PARTIES HERETO SHALL BE RESOLVED PURSUANT TO
 THE LAWS AND JURISPRUDENCE OF THE STATE OF LOUISIANA.

INV. DATE	INV. NUMBER	INV. AMOUNT	TAX	FREIGHT	INV. TOTAL

CFO  12/14/21

Purchase Order 912771 Change Order 2

Order	912771
Order Date	01-OCT-2023
Change Order	2
Change Order Date	06-MAR-2024
Revision	2
Ordered	1,105,626.08 USD

Sold To

Regional Transit Authority
2817 Canal Street
NEW ORLEANS, LA 70119

Supplier

SECURITY EXPERTS AND LEADERS
6600 PLAZA DRIVE
SUITE 301
NEW ORLEANS, LA 70127

Bill To

RTABU
Attn: Accounts Payable
2817 CANAL STREET
NEW ORLEANS, LA 70119
UNITED STATES

Ship To

2817 CANAL STREET
NEW ORLEANS, LA 70119
UNITED STATES

Notes USD = US Dollar

Customer Account Number	Supplier Number	Payment Terms	Freight Terms	FOB	Shipping Method
	8922810	Net 30			
Confirm To	Deliver To Contact				
Briana Howze	Briana Howze E-mail bhowze@rtaforward.org				

Line	Item	Price	Quantity	UOM	Ordered	Taxable
8	Law Enforce./Physical Sec.	1.00		EA		
		Promised	3.34	EA	3.34	
		Requested				
		9/30/23				
		Requested and Promised Dates correspond to the date of arrival at the Ship-to Location.				
				Line Total	3.34	
12	Private Security Services	1.00		EA		
		Promised	280	EA	280.00	
		Requested				

Purchase Order 912771 Change Order 2

Line	Item	Price	Quantity	UOM	Ordered	Taxable
9/30/23						
Requested and Promised Dates correspond to the date of arrival at the Ship-to Location.						
Line Total					280.00	
13	Private Security Services	1.00		EA		
Promised 330,278.74 EA 330,278.74						
Requested 9/30/23						
Requested and Promised Dates correspond to the date of arrival at the Ship-to Location.						
Line Total					330,278.74	
14	Private Security Services	1.00		EA		
Promised 15,048 EA 15,048.00						
Requested 9/30/23						
Requested and Promised Dates correspond to the date of arrival at the Ship-to Location.						
Deliver To Contact Shaun Temple						
Line Total					15,048.00	
16	SEAL Security Services Ref. PO 912771	760,016.00				
Ship To Promised 760,016.00						
Attn: Accounts Payable Requested 2/28/24						
2817 CANAL STREET						
NEW ORLEANS, LA 70119						
UNITED STATES						
Requested and Promised Dates correspond to the date of arrival at the Ship-to Location.						
Deliver To Contact Ivana Butler						
Line Total					760,016.00	
Total					1,105,626.08	



Purchase Order 912771, Change Order 2

Supplier Details:

Company SECURITY EXPERTS AND LEADERS
Contact
Address 6600 PLAZA DRIVE
SUITE 301
NEW ORLEANS, LA 70127

Submit your response to:

Company Regional Transit Authority
Contact Briana Howze
Address 2817 Canal Street
NEW ORLEANS, LA 70119
Phone
Fax
E-mail bhowze@rtaforward.org

This document has important legal consequences. The information contained in this document is proprietary of Regional Transit Authority. It shall not be used, reproduced, or disclosed to others without the express and written consent of Regional Transit Authority.

This amendment supersedes the agreement 912771 and all its prior modifications. This agreement can be changed only by a signed agreement between the affected parties.

add additional funds.

The parties hereto have read and executed this contract modification as of the _____ day of _____, _____.



New Orleans Regional Transit Authority

2817 Canal Street
New Orleans, LA 70119

Board Report and Staff Summary

File #: 25-126

Finance Committee

[09.11.25 Finance Committee PowerPoint]



September 11, 2025


Regional Transit Authority

Finance Committee



The New Orleans Regional Transit Authority (RTA) hereby declares that, in accordance with La. R.S. 42:17.1 (A)(2)(a)-(c), a meeting will be held on Thursday, September 11, 2025, at 11:00 a.m. The agency's website streams the in-person meeting live, and mask-wearing is encouraged inside the boardroom.

This meeting is accessible to persons with disabilities. To help assure availability, modifications or accommodations linked to a disability must be requested 72 hours before the meeting or hearing. Please direct requests for public meeting accommodations to the Office of Board Affairs, 2817 Canal Street, NOLA 70119, or call 504-827-8341 or by email (rtaboard@rtaforward.org).



Written comments on any matter included on the agenda will be accepted in the following ways: 1) Submission of a Speaker Card on meeting day; 2) Electronically by email sent to: rtaboard@rtaforward.org prior to the meeting; or 3) By U.S. Mail send to 2817 Canal Street, Attention: Office of Board Affairs, New Orleans, LA 70119.



Agenda

- 1. Call to Order**
- 2. Roll Call**



Agenda

3. Consideration of Meeting Minutes

[Finance Meeting Minutes – August 14, 2025]

25-121



Agenda

4. Committee Chairman's Report



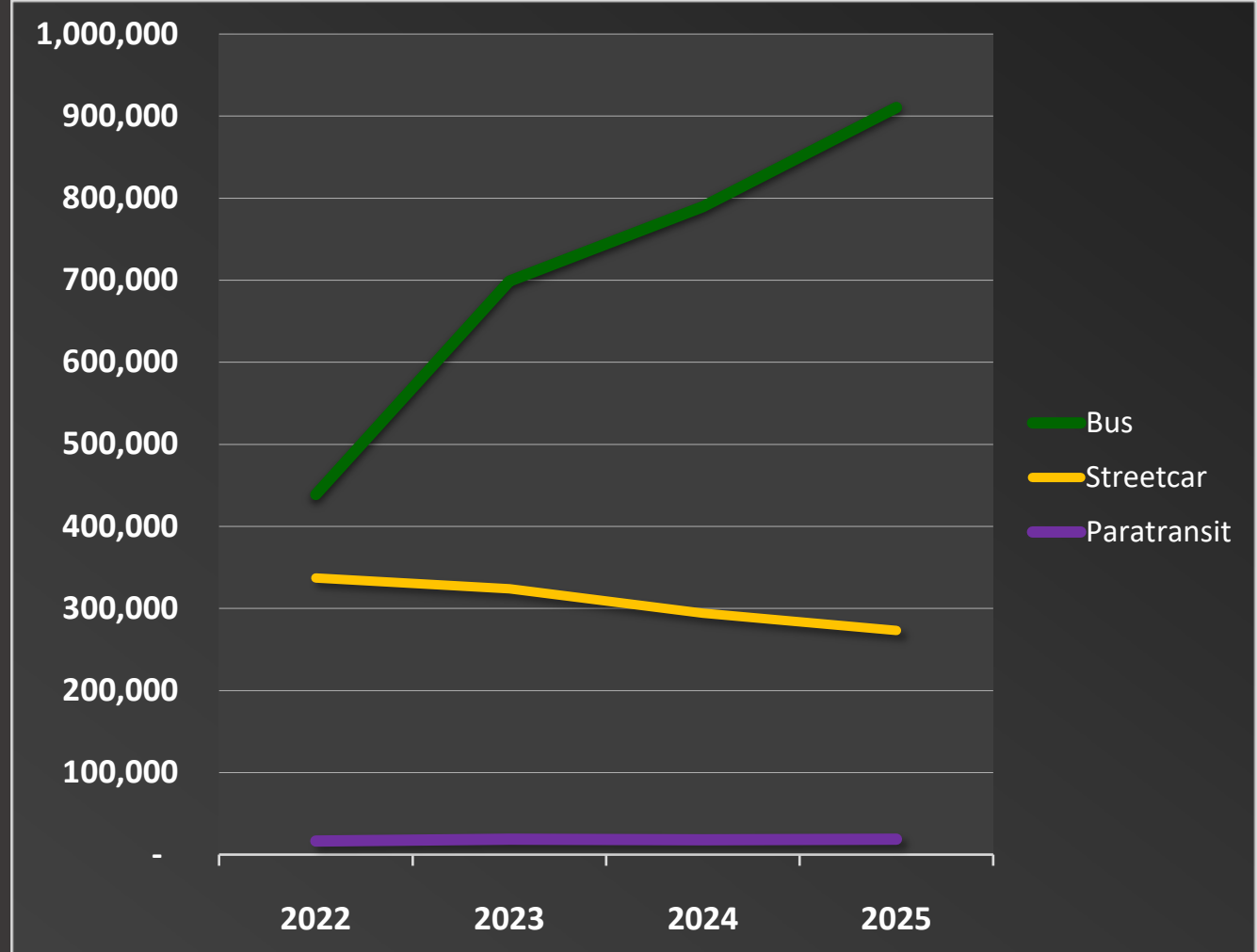
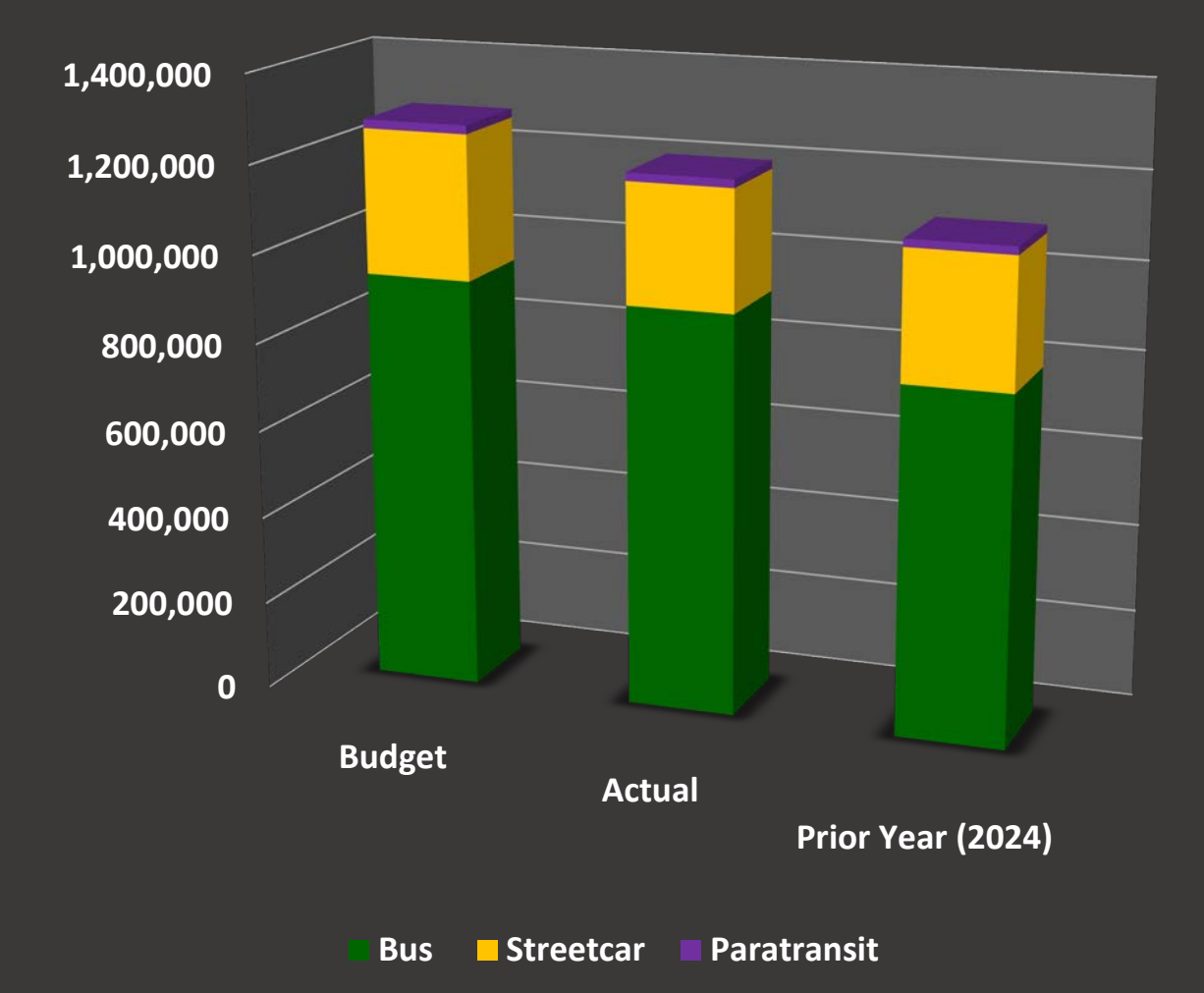
Agenda

5. Chief Executive Officer's Report



Agenda

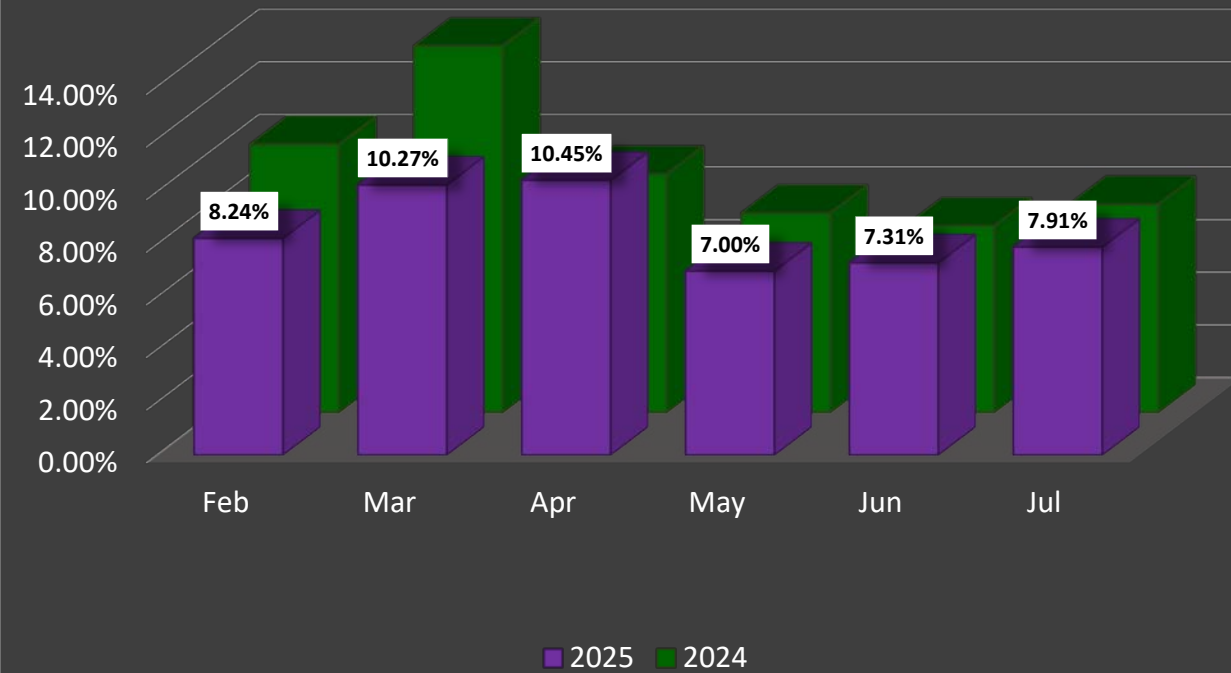
6. Chief Financial Officer's Report



Ridership

Ridership in July increased 3.9% when compared to June actuals. In July, total system ridership (bus, streetcar and paratransit) was 1.2M, compared to 1.16M for the previous month of June.

FAREBOX RECOVERY RATES 2025 vs 2024



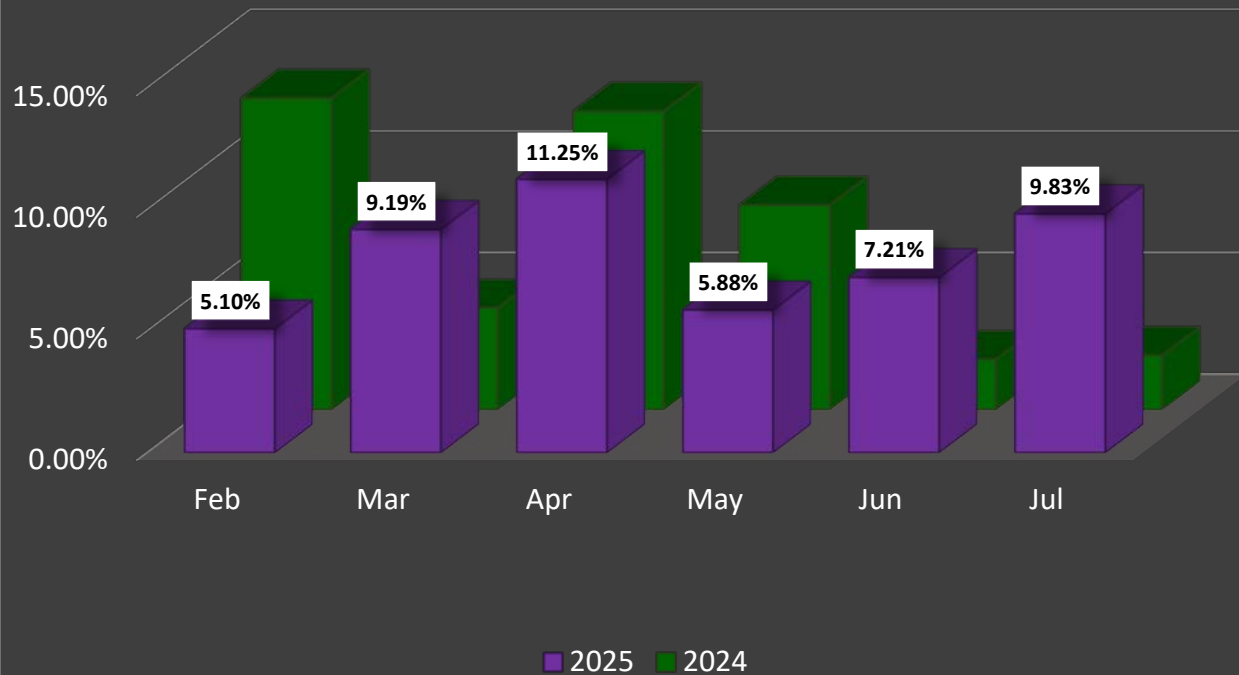
TOTAL OPERATING EXPENSES, FAREBOX REVENUE & FAREBOX RECOVERY



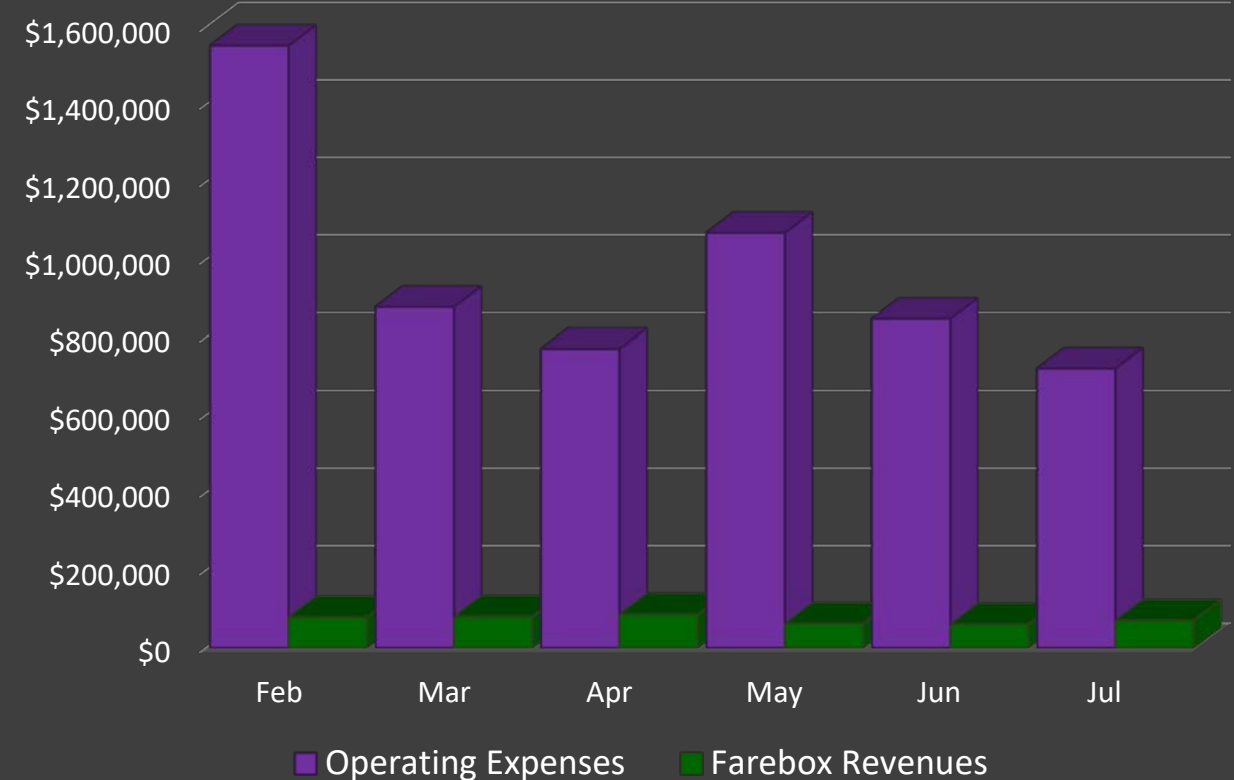
Farebox Recovery Rates 2025 vs. 2024

Fare revenue continues to offset a modest percentage of operating expenses as ridership continues to rebound. July's farebox recovery rate increased slightly from 7.31% to 7.91%, an increase of 0.6%.

FAREBOX RECOVERY RATES 2025 vs 2024



TOTAL OPERATING EXPENSES, FAREBOX REVENUE & FAREBOX RECOVERY



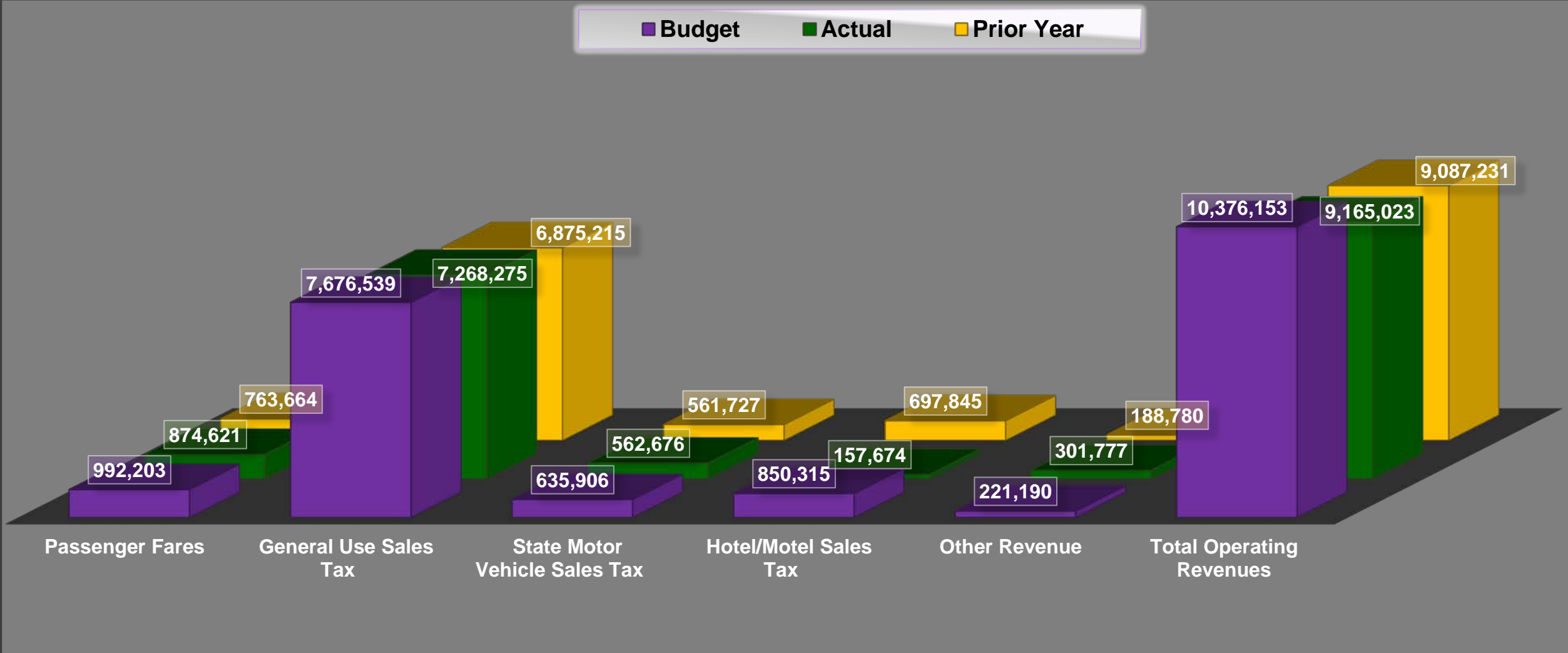
FERRY- Farebox Recovery Rates 2025 vs. 2024

The increase in farebox recovery to 9.83% in July from 7.21% in June is the result of a decrease in operating expenses and an increase in farebox revenues. Fare revenues continue to offset a small percentage of operating costs.



July 2025 Summary of Sources

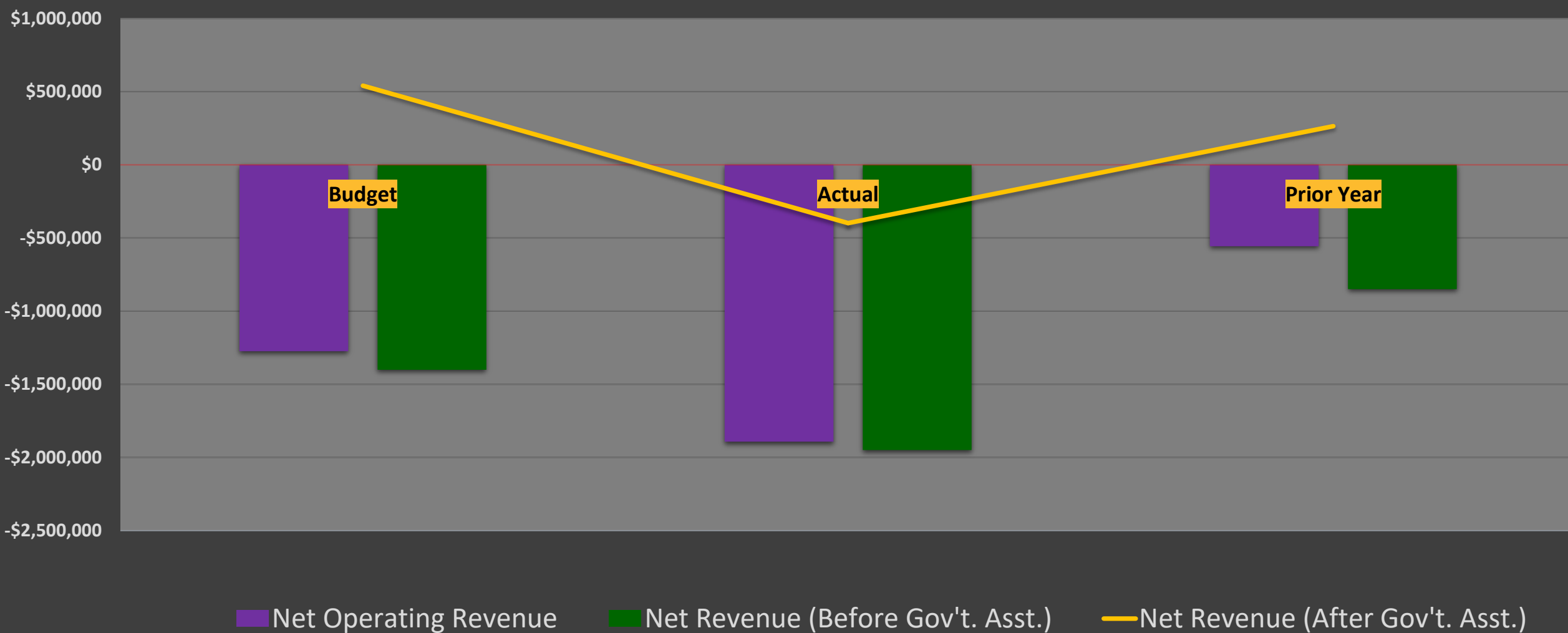
SUMMARY OF SOURCES						
	Budget	Actuals	\$ Change	% Change	YTD Budget	YTD Actuals
Sales Tax	9,162,760	7,988,625	(1,174,135)	-12.81%	64,139,320	63,143,079
Government Assistance	2,342,727	1,720,713	(622,014)	-26.55%	16,399,089	12,251,320
Sales Tax and Government Assistance	11,505,487	9,709,338	(1,796,149)	-15.61%	80,538,409	75,394,399
Passenger Fares	992,203	874,621	(117,582)	-11.85%	6,945,421	6,029,593
Other Operating Revenues	221,190	301,777	80,587	36.43%	1,548,330	2,306,287
Subtotal Transit Operations	1,213,393	1,176,398	(36,995)	-3.05%	8,493,751	8,335,880
Total Operating Revenues	12,718,880	10,885,736	(1,833,144)	-14.41%	89,032,160	83,730,279
Federal Capital Funding	5,275,772	423,290	(4,852,482)	-91.98%	36,930,404	5,615,600
Investment Income	131,239	132,390	1,151	100.00%	918,673	689,886
Subtotal Capital and Bond Resources	5,407,011	555,680	(4,851,331)	-89.72%	37,849,077	6,305,486
Total Revenue	18,125,891	11,441,416	(6,684,475)	-36.88%	126,881,237	90,035,765
Operating Reserve	0	430,428	430,428	-100.00%	0	(1,546,646)
Total Sources	18,125,891	11,871,844	(6,254,047)	-34.50%	126,881,237	88,489,119



Operating Revenues (Budget, Actual & Prior Year)

RTA’s two largest revenue sources are General Use Sales Tax (\$7.3M) and Passenger Fares (\$875K). The two combined make up 88.9% or \$8.1M of total revenue. Overall, total operating revenues for the month of July are \$9.2M.





Net Revenues (Before and After Government Assistance)

Net Revenue (Before Government Assistance) is -\$1.9M for the month of July. After applying the month's \$1.7M in Government Operating Assistance, Net Revenue is -\$398K for the month of July.

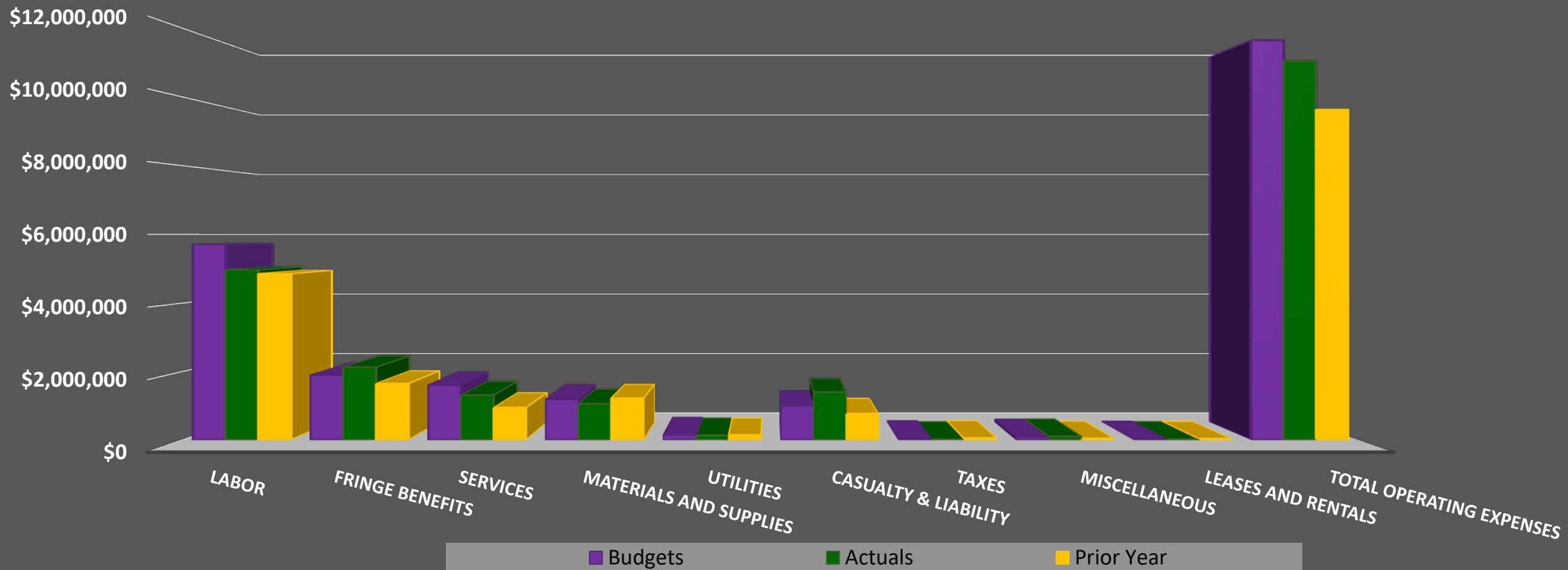




July 2025 Summary of Uses

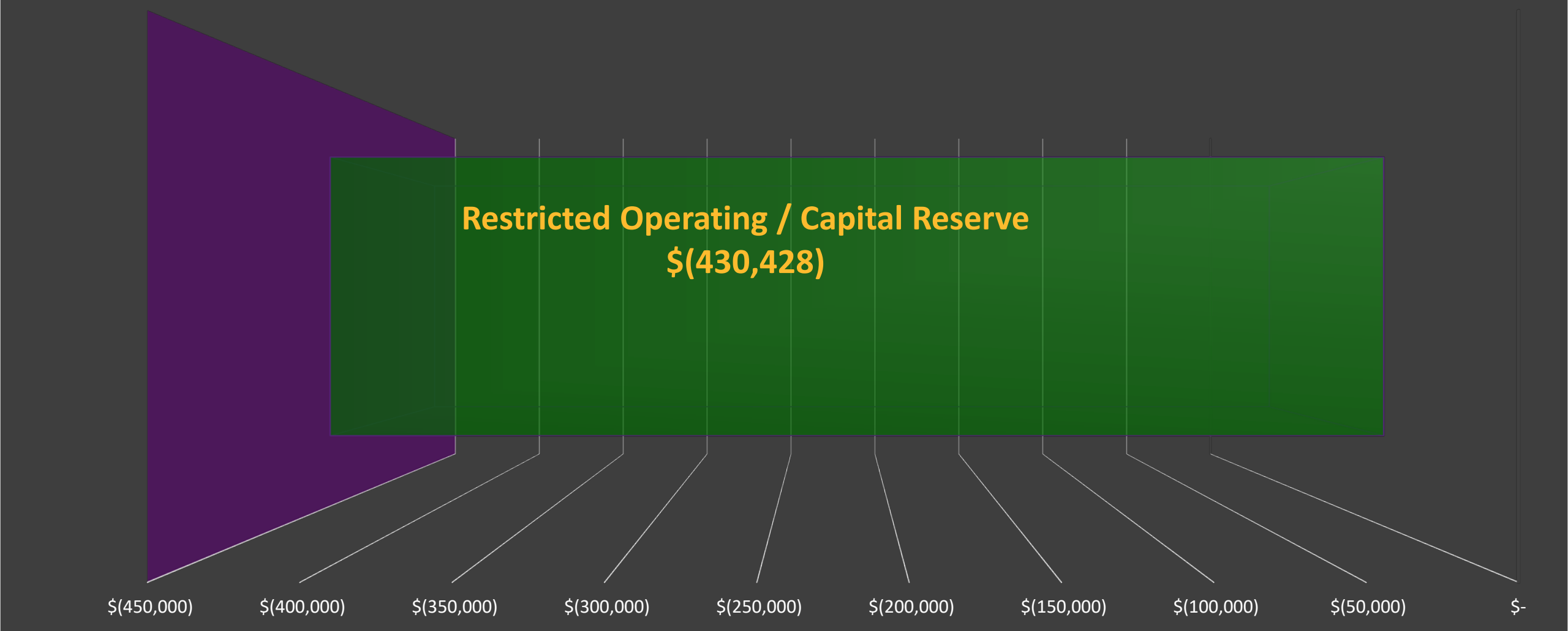
Summary of Uses						
	Budget	Actuals	\$ Change	% Change	YTD Budget	YTD Actuals
Transit Operations	11,649,552	11,056,359	593,193	5.09%	81,546,864	72,506,634
TMSEL Legacy Costs	126,694	57,043	69,651	54.98%	886,858	1,644,676
Maritime Costs	401,915	170,624	231,291	0.00%	2,813,405	2,504,573
Capital Expenditures	5,275,772	433,290	4,842,482	91.79%	36,930,404	5,648,999
FEMA Project Worksheet Expenditures	0	0	0	0.00%	0	0
Debt Service	671,958	154,528	517,430	77.00%	4,703,706	6,184,237
Total Expenditures	18,125,891	11,871,844	6,254,047	34.50%	126,881,237	88,489,119
Operating Reserve	0	0	0	0.00%	0	0
Total Uses	18,125,891	11,871,844	6,254,047	34.50%	126,881,237	88,489,119

Operating Expenses (Actual - \$11,056,359)



Operating Expenses

Operating Expenses for the month of July are roughly \$11.1M. Labor and Fringe Benefits, the largest expenditure at \$7.1M, comprised 64% of this month's actual expenses. In total, Operating Expenses for the month of July show a slight increase of 0.83% from \$11M in June.



Operating Reserve

The negative variance that resulted from Net Revenue (After Government Assistance of approximately \$1.7M) deducted \$430K from the Restricted Operating/Capital Reserve, after the offset of \$155K in Debt Service.





Procurement

Purchase Orders Less than \$100K
(August 1, 2025 – August 31, 2025)

Order	Supplier	Cost Center Code	Cost Center Description	Account	Creation Date	Description	Purchase Order Amount
RTAP_01676	SOUTHEAST SAFETY & SUPPLY CO	4300	Maintenance	01-4300-99-8640-181-00-00-00000-00000	8/1/25	Materials & Supplies	\$513.50
RTAP_01677	KENWORTH OF LOUISIANA LLC	4300	Maintenance	01-4300-02-7360-061-01-00-00000-00000	8/1/25	Revenue Vehicle Repairs	\$3,942.49
RTAP_01678	NEW FLYER OF AMERICA (2)	4300	Maintenance	01-4300-02-8510-062-01-00-00000-00000	8/1/25	Vehicle Parts And Supplies	\$7,069.11
RTAP_01679	HELM PAINT & SUPPLY INC	2843	Infrastructure	01-2843-99-8620-125-00-00-00000-00000	8/1/25	Materials & Supplies	\$960.62
RTAP_01680	FIRE & SAFETY COMMODITIES	4600	Safety and Claims	01-4600-99-7350-166-00-00-00000-00000	8/1/25	Materials & Supplies	\$2,100.00
RTAP_01681	GRAINGER (2)	2843	Infrastructure	01-2843-99-8620-123-01-00-00000-00000	8/1/25	Materials & Supplies	\$2,016.33
RTAP_01682	BROOKVILLE EQUIPMENT CORPORATION	4300	Maintenance	01-4300-16-8510-061-03-00-00000-00000	8/1/25	Timing Relays	\$3,091.00
RTAP_01683	A & H ARMATURE WORKS INC	4300	Maintenance	01-0000-00-1302-000-00-00-00000-00000	8/1/25	Revenue Vehicle Repairs	\$22,500.00
RTAP_01684	KENWORTH OF LOUISIANA LLC	4300	Maintenance	01-4300-02-8510-061-01-00-00000-00000	8/1/25	Vehicle Parts And Supplies	\$5,000.00
RTAP_01687	CLEVER DEVICES LTD	2900	Information Technology	01-2900-02-7610-101-82-00-00000-00000	8/5/25	Software Licenses And Maintenance	\$91,574.00
RTAP_01688	TRI-STATE REFRIGERATION	4300	Maintenance	01-4300-04-7610-061-03-00-00000-00000	8/6/25	Ac Compressor Replacement	\$2,993.80
RTAP_01689	NU-LITE ELECTRICAL WHOLESALERS	2843	Infrastructure	01-2843-99-8620-125-00-00-00000-00000	8/6/25	Light Bulbs	\$3,101.33
RTAP_01690	STAR GLASS INC	4500	Paratransit Services	01-4500-06-7490-061-05-00-00000-00000	8/8/25	Revenue Vehicle Repairs	\$2,227.98
RTAP_01691	4IMPRINT INC	7700	Human Resources	01-7700-02-9496-181-89-00-00000-00000	8/8/25	Materials & Supplies	\$2,004.90
RTAP_01692	READYOP COMMUNICATIONS INC	2900	Information Technology	01-2900-02-7140-166-00-00-00000-00000	8/8/25	Software Licenses And Maintenance	\$25,520.00
RTAP_01693	RUDY SMITH SERVICE INC	4300	Maintenance	01-4300-02-7610-061-01-00-00000-00000	8/8/25	Vehicle Parts And Supplies	\$1,348.00
RTAP_01694	LANGUAGE LINE SERVICES	7700	Human Resources	01-7700-02-7150-167-00-00-00000-00000	8/8/25	Professional Services	\$700.00
RTAP_01695	HON COMPANY, THE	0000	Unspecified	01-0000-00-1501-000-00-00-00000-00000	8/8/25	Noe Office Furniture	\$67,362.68
RTAP_01696	NORFOLK BEARING & SUPPLY CO., INC	4300	Maintenance	01-0000-00-1302-000-00-00-00000-00000	8/8/25	Materials & Supplies	\$5,080.00
RTAP_01697	MOTOROLA (3)	2900	Information Technology	01-2900-02-7590-170-00-00-00000-00000	8/8/25	Cradlepoint Cellular Install St. Charles	\$6,087.50
RTAP_01698	NOTOCO INDUSTRIES	2843	Infrastructure	01-2843-99-8620-125-00-00-00000-00000	8/8/25	Electric Panel Replacement	\$2,479.90
RTAP_01699	PHOENIX MINING EQUIPMENT	4300	Maintenance	01-4300-99-8640-051-03-00-00000-00000	8/8/25	Streetcar Hardware	\$3,255.00
RTAP_01700	FIRE & SAFETY COMMODITIES	4600	Safety and Claims	01-4600-99-7350-166-00-00-00000-00000	8/11/25	Materials & Supplies	\$2,000.00
RTAP_01701	CUMMINS SALES AND SERVICE	4300	Maintenance	01-4300-02-7360-061-01-00-00000-00000	8/11/25	Revenue Vehicle Repairs	\$5,550.04
RTAP_01702	PHOENIX METALS	4300	Maintenance	01-4300-99-8640-061-03-00-00000-00000	8/11/25	Materials & Supplies	\$450.36
RTAP_01703	ROTO-ROOTER SERVICES COMPANY	2843	Infrastructure	01-2843-99-7570-124-00-00-00000-00000	8/11/25	Facility Maintenance	\$785.00
RTAP_01704	LAMARQUE FORD	4500	Paratransit Services	01-4500-06-7310-061-05-00-00000-00000	8/11/25	Revenue Vehicle Repairs	\$4,349.40
RTAP_01705	ATLAS HOSE & GASKET CO.,	4300	Maintenance	01-4300-99-8640-061-03-00-00000-00000	8/11/25	Materials & Supplies	\$1,981.35



Procurement

Purchase Orders Less than \$100K

(August 1, 2025 – August 31, 2025)

Order	Supplier	Cost Center Code	Cost Center Description	Account	Creation Date	Description	Purchase Order Amount
RTAP_01706	GRAINGER (2)	4300	Maintenance	01-4300-99-8640-061-03-00-00000-00000	8/11/25	Materials & Supplies	\$8,109.87
RTAP_01707	TRIO COMPRESSED AIR	2843	Infrastructure	01-2843-99-7570-125-00-00-00000-00000	8/11/25	Revenue Vehicle Repairs	\$462.50
RTAP_01708	KENWORTH OF LOUISIANA LLC	4300	Maintenance	01-4300-02-7360-061-01-00-00000-00000	8/11/25	Revenue Vehicle Repairs	\$22,533.69
RTAP_01709	KENWORTH OF LOUISIANA LLC	4300	Maintenance	01-4300-02-7360-061-01-00-00000-00000	8/11/25	Revenue Vehicle Repairs	\$15,506.84
RTAP_01710	GRAINGER (2)	4300	Maintenance	01-4300-99-8640-051-03-00-00000-00000	8/11/25	Materials & Supplies	\$2,671.40
RTAP_01711	JM TEST SYSTEMS INC	4300	Maintenance	01-4300-04-7610-061-03-00-00000-00000	8/11/25	Revenue Vehicle Repairs	\$439.00
RTAP_01712	POWELL ELECTRICAL SYSTEMS INC	4300	Maintenance	01-4300-99-8640-141-03-00-00000-00000	8/12/25	Charging Motor	\$1,522.00
RTAP_01713	TRANSIT AND PARATRANSIT COMPANY	4100	Operations	01-4100-99-8640-181-00-00-00000-00000	8/13/25	Materials & Supplies	\$2,200.00
RTAP_01714	BATTURE LLC	0000	Unspecified	01-0000-00-1501-000-00-00-00000-00000	8/13/25	Broad/Canal Transit Shelter Permitting (Rfp 2025-02)	\$39,831.00
RTAP_01715	LA DATA ADVERTISING INC	7600	Marketing and Communications	01-7600-02-9481-163-00-00-00000-00000	8/13/25	Software Licenses And Maintenance	\$1,886.00
RTAP_01716	INFINITY ENGINEERING CONSULTANTS	0000	Unspecified	01-0000-00-1501-000-00-00-00000-00000	8/13/25	Rampart/Loyola Electric Feeder Replacement (Rtp 2025-02)	\$72,000.00
RTAP_01717	FASTENAL COMPANY	4300	Maintenance	01-4300-99-8640-051-03-00-00000-00000	8/15/25	Materials & Supplies	\$3,058.97
RTAP_01718	FASTENERS INCORPORATED	4300	Maintenance	01-4300-99-8640-051-03-00-00000-00000	8/15/25	Materials & Supplies	\$492.80
RTAP_01719	DIXIE INDUSTRIES INC	4300	Maintenance	01-4300-16-8650-061-03-00-00000-00000	8/15/25	Materials & Supplies	\$1,623.00
RTAP_01720	JOHNSTONE SUPPLY	2843	Infrastructure	01-2843-99-8620-125-00-00-00000-00000	8/15/25	Materials & Supplies	\$1,561.25
RTAP_01721	STAR LOCK & KEY COMPANY INC	2843	Infrastructure	01-2843-99-8620-123-01-00-00000-00000	8/15/25	Materials & Supplies	\$225.00
RTAP_01722	SOUTHEAST SAFETY & SUPPLY CO	4300	Maintenance	01-4300-99-8640-051-03-00-00000-00000	8/15/25	Screws & Drill Bits	\$3,400.64
RTAP_01723	LAMARQUE FORD	4300	Maintenance	01-4300-06-8631-091-00-00-00000-00000	8/15/25	Materials & Supplies	\$634.20
RTAP_01724	CCS INDUSTRIAL SERVICES INC	2843	Infrastructure	01-2843-99-7570-127-00-00-00000-00000	8/18/25	Vehicle Parts And Supplies	\$21,140.00
RTAP_01725	ALTRO USA INC.	4300	Maintenance	01-4300-02-8510-062-01-00-00000-00000	8/18/25	Materials & Supplies	\$3,510.59
RTAP_01726	KENWORTH OF LOUISIANA LLC	4300	Maintenance	01-4300-02-7310-061-01-00-00000-00000	8/19/25	Revenue Vehicle Repairs	\$9,318.33
RTAP_01727	BERGERON CHRYSLER JEEP VOLVO	4300	Maintenance	01-4300-06-8631-091-00-00-00000-00000	8/19/25	Revenue Vehicle Repairs	\$2,467.50
RTAP_01728	TRI-STATE REFRIGERATION	4300	Maintenance	01-4300-02-7410-061-01-00-00000-00000	8/19/25	Revenue Vehicle Repairs	\$664.24
RTAP_01729	GRAINGER (2)	4300	Maintenance	01-4300-99-8640-051-03-00-00000-00000	8/20/25	Revenue Vehicle Repairs	\$2,145.59
RTAP_01730	TENNANT SALES & SERVICE COMPANY	4300	Maintenance	01-4300-06-7570-121-00-00-00000-00000	8/20/25	Equipment Repairs	\$2,835.19
RTAP_01731	G & M ELECTRIC COMPANY	2843	Infrastructure	01-2843-99-8620-127-00-00-00000-00000	8/20/25	Materials & Supplies	\$934.00
RTAP_01732	GRAINGER (2)	2843	Infrastructure	01-2843-99-8620-125-00-00-00000-00000	8/20/25	Materials & Supplies	\$2,193.60
RTAP_01733	NU-LITE ELECTRICAL WHOLESALERS (2)	4300	Maintenance	01-4300-99-8640-051-03-00-00000-00000	8/20/25	Materials & Supplies	\$2,713.69
RTAP_01734	TESH METALS LLC	4300	Maintenance	01-0000-00-1302-000-00-00-00000-00000	8/20/25	Vehicle Parts And Supplies	\$6,984.00
RTAP_01735	TRUCK & TRANSPORTATION EQUIPMENT CO INC	4300	Maintenance	01-4300-06-8631-091-00-00-00000-00000	8/20/25	Vehicle Parts And Supplies	\$2,700.00



Procurement

Purchase Orders Less than \$100K

(August 1, 2025 – August 31, 2025)

Order	Supplier	Cost Center Code	Cost Center Description	Account	Creation Date	Description	Purchase Order Amount
RTAP_01736	TRANE US INC	2843	Infrastructure	01-2843-99-7570-125-00-00-00000-00000	8/20/25	Equipment Repairs	\$3,583.82
RTAP_01737	TENNANT SALES & SERVICE COMPANY	4300	Maintenance	01-4300-06-7570-121-00-00-00000-00000	8/21/25	Floor Scrubber Repair	\$540.23
RTAP_01738	BROWNS UNIFORMS INC	4300	Maintenance	01-4300-99-8640-181-00-00-00000-00000	8/22/25	Uniform Polos & Shirts	\$622.48
RTAP_01739	JF PETROLEUM GROUP	2843	Infrastructure	01-2843-99-8620-125-00-00-00000-00000	8/22/25	Replacement Paper For Monitoring Tank Printer	\$1,356.60
RTAP_01740	MODEL1	4500	Paratransit Services	01-4500-06-8510-061-05-00-00000-00000	8/22/25	Bus Repair Parts (7602 & 7514)	\$2,291.98
RTAP_01741	TRANE US INC	2843	Infrastructure	01-2843-99-7570-125-00-00-00000-00000	8/22/25	Equipment Repairs	\$4,752.00
RTAP_01742	NEW FLYER OF AMERICA (2)	4300	Maintenance	01-4300-02-8510-062-01-00-00000-00000	8/22/25	Vehicle Parts And Supplies	\$3,201.68
RTAP_01743	LAMARQUE FORD	4500	Paratransit Services	01-4500-06-7310-061-05-00-00000-00000	8/22/25	Revenue Vehicle Repairs	\$11,169.69
RTAP_01744	GRAINGER (2)	4300	Maintenance	01-4300-06-8690-124-00-00-00000-00000	8/25/25	Materials & Supplies	\$1,591.72
RTAP_01745	BEAUCOUP MEDIA	7700	Human Resources	01-7700-02-9496-181-89-00-00000-00000	8/25/25	Professional Services	\$1,126.50
RTAP_01746	LEMME MASSAGE YOU LLC	7700	Human Resources	01-7700-02-9496-181-89-00-00000-00000	8/25/25	Professional Services	\$2,160.00
RTAP_01747	BERGERON CHRYSLER JEEP VOLVO	4300	Maintenance	01-4300-06-8631-091-00-00-00000-00000	8/25/25	Accident Parts (Unit 6301)	\$456.90
RTAP_01748	KENWORTH OF LOUISIANA LLC	4300	Maintenance	01-4300-02-7310-061-01-00-00000-00000	8/25/25	Revenue Vehicle Repairs	\$20,238.71
RTAP_01749	DELL MARKETING LP	2900	Information Technology	01-2900-02-7140-170-00-00-00000-00000	8/26/25	Software Licenses And Maintenance	\$90,807.25
RTAP_01750	RELIABLE TRANSMISSION SERVICE INC	4300	Maintenance	01-4300-02-7310-061-01-00-00000-00000	8/26/25	Revenue Vehicle Repairs	\$10,171.50
RTAP_01751	DIXIE INDUSTRIES INC	4300	Maintenance	01-4300-16-8650-061-03-00-00000-00000	8/26/25	Materials & Supplies	\$1,625.00
RTAP_01752	AIR NU INC	0000	Unspecified	01-0000-00-1302-000-00-00-00000-00000	8/28/25	Streetcar Air Filters	\$396.00
RTAP_01753	GRAINGER (2)	4300	Maintenance	01-4300-16-8650-061-03-00-00000-00000	8/28/25	Materials & Supplies	\$577.33
RTAP_01754	GOODYEAR TIRE & RUBBER COMPANY	4300	Maintenance	01-4300-06-8120-081-00-00-00000-00000	8/28/25	Vehicle Parts And Supplies	\$627.00
RTAP_01755	TRI-STATE REFRIGERATION	4300	Maintenance	01-4300-02-7410-061-01-00-00000-00000	8/28/25	Revenue Vehicle Repairs	\$4,418.74
RTAP_01756	RUDY SMITH SERVICE INC	4300	Maintenance	01-4300-02-7610-061-01-00-00000-00000	8/28/25	Revenue Vehicle Repairs	\$2,596.00
RTAP_01757	CDWG	2900	Information Technology	01-2900-02-8580-170-00-00-00000-00000	8/28/25	Materials & Supplies	\$1,428.61
RTAP_01758	TRANE US INC	2843	Infrastructure	01-2843-99-8620-125-00-00-00000-00000	8/29/25	Ac Motor Replacement Part (Carrollton)	\$674.91
RTAP_01759	GRAINGER (2)	4300	Maintenance	01-4300-99-8640-141-03-00-00000-00000	8/29/25	Copper Compression Lugs	\$2,903.20
RTAP_01760	DIXIE INDUSTRIES INC	2843	Infrastructure	01-2843-99-8620-123-01-00-00000-00000	8/29/25	Materials & Supplies	\$244.00
RTAP_01761	ACADIAN CYPRESS & HARDWOOD	2843	Infrastructure	01-2843-99-8620-123-01-00-00000-00000	8/29/25	Materials & Supplies	\$2,492.40
	TOTAL:						\$683,863.24



Questions?



7. DBE Report

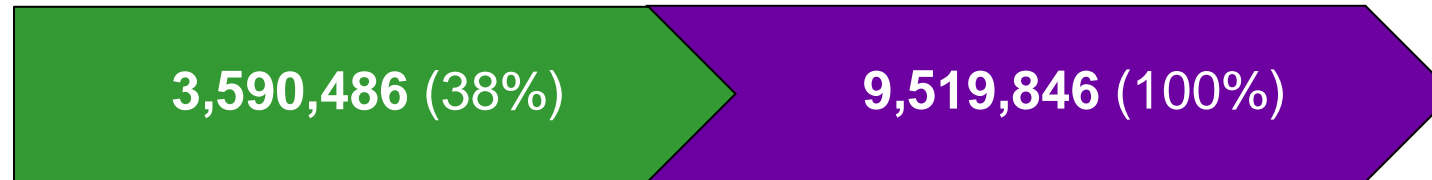


Contract Awards August 2025

\$9,519,846 in contracts were awarded

- \$3,590,486 was awarded to DBE firms.
- Of the DBE contracts \$3,590,486 was awarded to DBE/SBE Prime Contractors.

Total DBE participation (commitment) is 38%.



Current DBE Projects

Project	Contract Amount	DBE Goal	Payments Made to DBE	DBE Goal	% Goal Achieved July 2025	% Goal Achieved August 2025	Tentative Completion Date
Transit Ferry Services	\$8,442,843	\$842,442	\$1,179,010	10%	14%	14%	1/2026
OSHA Program Development and Training	\$203,800	\$203,800	\$124,990	100%	61%	61%	5/2026
Universal Accessibility Study	\$258,221	\$87,588	\$26,120	33.92%	7%	10%	12/2025
On Call Technical Safety Support	\$545,572	\$545,572	\$476,860	100%	81%	87%	11/2025
Drug and Alcohol Testing Services	\$95,000	\$95,000	\$84,684	100%	82%	89%	9/2026

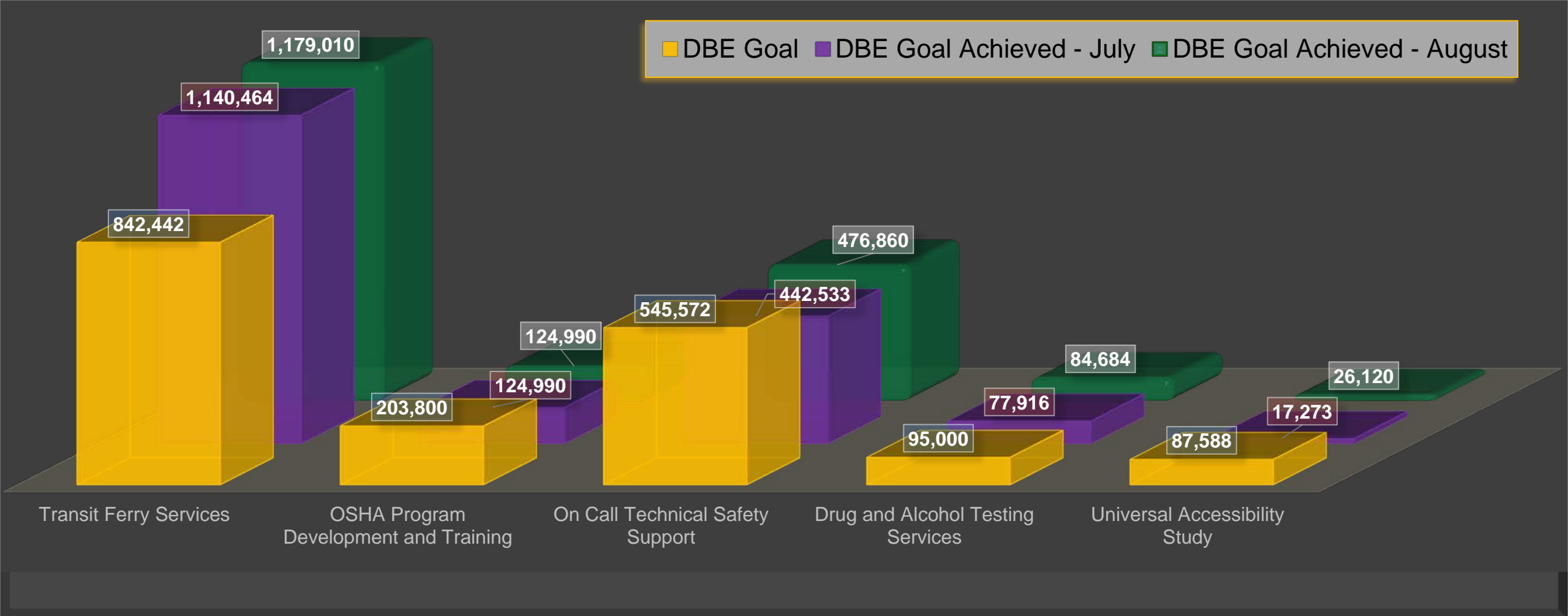
DBE goal achieved compares July 2025 to August 2025

Finance Committee Meeting

Current DBE Projects

Project	Contract Amount	DBE Goal	Payments Made to DBE	DBE Goal	% Goal Achieved July 2025	% Goal Achieved August 2025	Tentative Completion Date
Pest Control Services	\$178,568	\$178,568	\$17,468	100%	6%	10%	5/2029
Climate Adaptive Transit Shelter Design	\$650,000	\$117,000	\$0	18%	0%	0%	6/2026
Fare Collection System Upgrade Consultant	\$500,000	\$111,500	\$0	22.3%	0%	0%	7/2027
Streetcar System Modernization Master Plan	\$1,200,000	\$444,000	\$0	37%	0%	0%	9/2026
Standard Operating Procedure (SOP) Development	\$300,000	\$150,000	\$0	50%	0%	0%	12/2025

DBE goal achieved compares July 2025 to August 2025
The four projects that have 0% are newly awarded projects



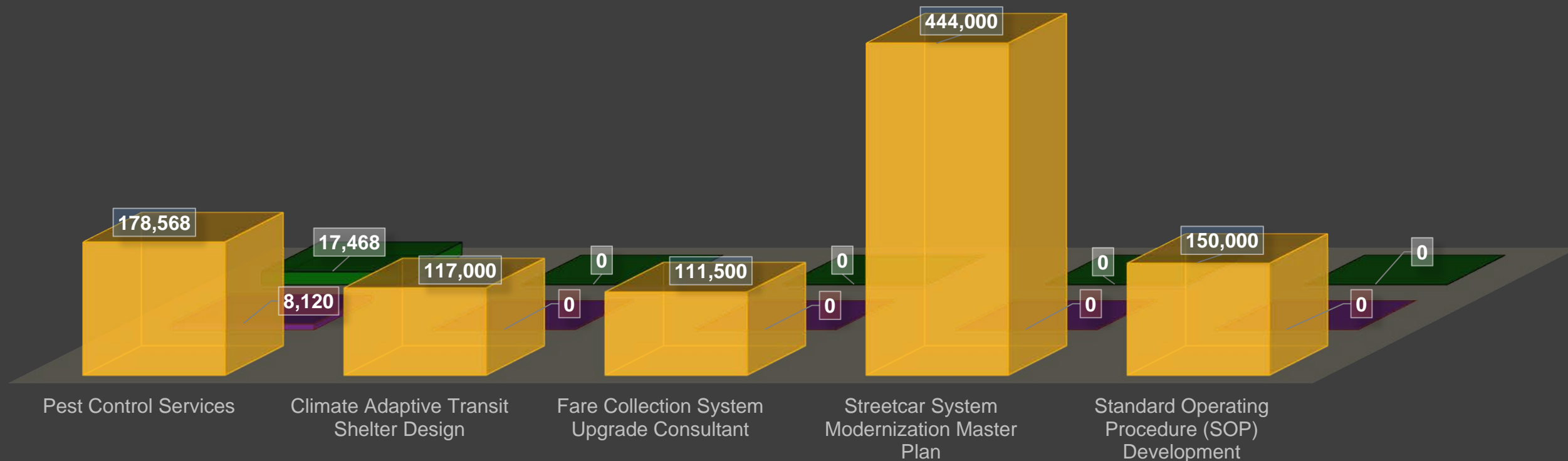
Current DBE Projects

Payments made to DBEs compares July 2025 to August 2025

DBE Goal

DBE Goal Achieved - July

DBE Goal Achieved - August



Current DBE Projects

Payments made to DBEs compares July 2025 to August 2025. The four projects that have 0 are newly awarded projects.



Current SBE Projects

Project	Contract Amount	SBE Goal	Payments Made to SBE	SBE Goal	% Goal Achieved July 2025	% Goal Achieved August 2025	Tentative Completion Date
Advertising Campaigns & Media Buying Services	\$400,000	\$400,000	\$389,771	100%	89%	97%	2/2028
Non-Advertisement Bus Shelters	\$858,210	\$858,210	\$757,005	100%	82%	88%	3/2025
Algiers Ferry Buildings Renovation	\$1,100,000	\$1,100,000	\$625,963	100%	57%	57%	3/2026
Algiers Ferry Barges Replacement	\$1,365,265	\$1,365,265	\$556,194	100%	31%	41%	12/2025
Website Services	\$300,000	\$300,000	\$158,327	100%	50%	53%	5/2026

SBE goal achieved compares July 2025 to August 2025



Current SBE Projects

Project	Contract Amount	SBE Goal	Payments Made to SBE	SBE Goal	% Goal Achieved July 2025	% Goal Achieved August 2025	Tentative Completion Date
Transit Stops Inventory Improvement	\$493,430	\$493,430	\$210,255	100%	27%	43%	1/2026
Rampart/Loyola Streetcar Electrical Feeder Repair	\$72,000	\$72,000	\$0	100%	0%	0%	5/2026
Transit Shelter Permitting for Broad and Canal Street	\$39,831	\$39,831	\$0	100%	0%	0%	12/2025
Opportunity Pass Marketing & Outreach Services	\$96,450	\$96,450	\$0	100%	0%	0%	2/2026

SBE goal achieved compares July 2025 to August 2025. The four projects that have 0% are newly awarded projects



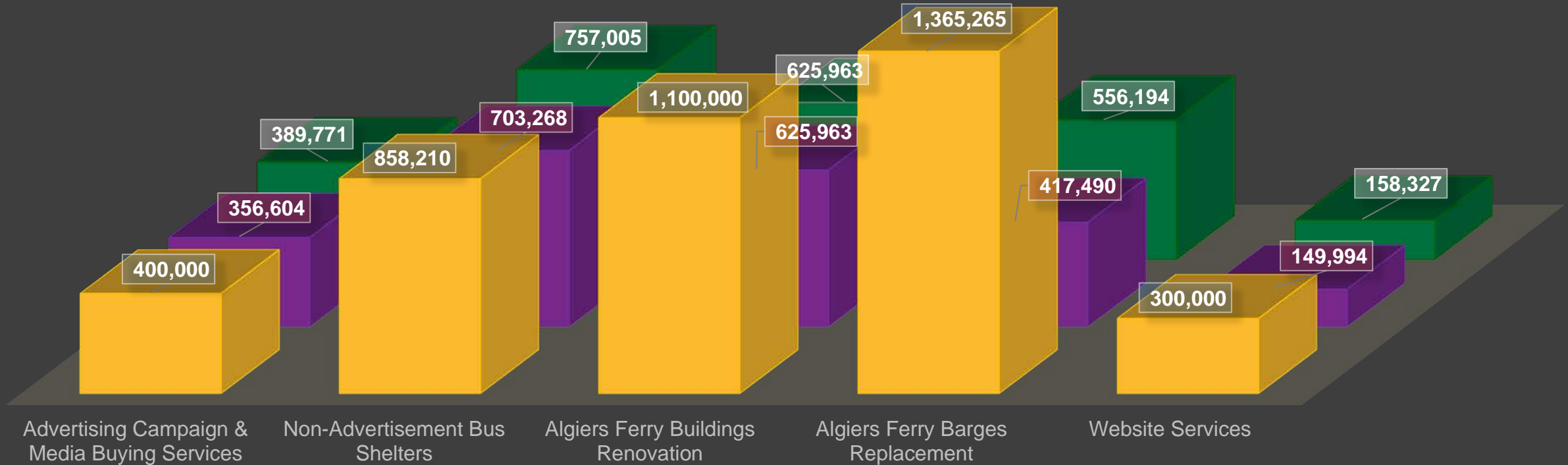
Current SBE Projects

Project	Contract Amount	SBE Goal	Payments Made to SBE	SBE Goal	% Goal Achieved July 2025	% Goal Achieved August 2025	Tentative Completion Date
All Stations Accessibility Program – St Charles Streetcar	\$1,300,000	\$1,300,000	\$0	100%	0%	0%	10/2026

■ SBE Goal

■ SBE Goal Achieved - July

■ SBE Goal Achieved - August



Current SBE Projects

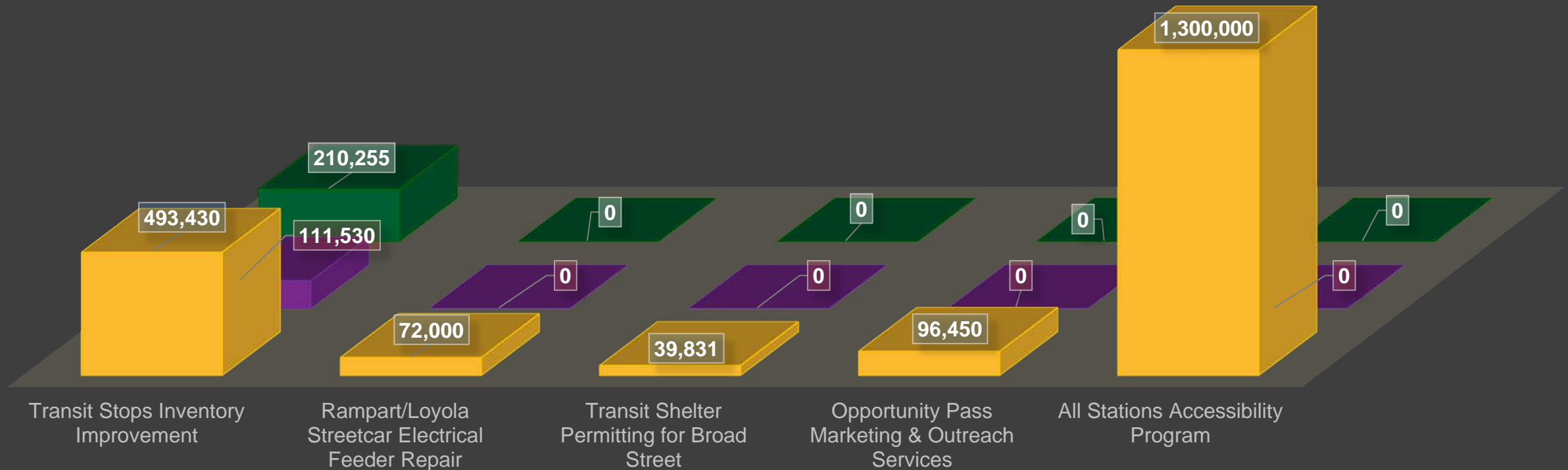
Payments made to SBEs compares July 2025 to August 2025



■ SBE Goal

■ SBE Goal Achieved - July

■ SBE Goal Achieved - August



Current SBE Projects

Payments made to SBEs compares July 2025 to August 2025. The four projects that have 0 are newly awarded projects.



Upcoming DBE/SBE Projects

DBE/SBE Goal

RFP 2025-004 Exclusive Advertisement Rights
(To be awarded at September Board Meeting)

24.35% DBE

IFB 2025-016 Algiers Ferry Terminal & Ferry Maintenance Building
(To be awarded at September Board Meeting)

37.27% DBE

RFQ 2025-018 East-West Bank Bus Rapid Transit Preliminary
Engineering & NEPA Clearance
(Conducting Administrative Review)

30.5% DBE

RFQ 2025-029 Program Management Consultant Services
(Proposals due 9/26/25 by 4pm)

37.5% DBE

RFP 2025-033 Audit & Financial Oversight Services
(Proposals due 10/1/25 by 1pm)

18% DBE



DBE/SBE Outreach Events



Small Business Success Stories: “How they Won & Delivered”

August 18th, 2025





DBE/SBE Business Development Trainings

DBE Workshop: Writing your Social Disadvantaged Narrative

This hands-on workshop is designed to guide socially and economically disadvantaged business owners through the process of crafting a compelling and compliant DBE or 8(a) certification narrative.

Tuesday, September 30th 5:30 PM to 7:00 PM

RTA Board Room, 2nd Floor
2817 Canal Street, New Orleans



Questions?



8. Chief Planning and Capital Project Officer's Report



Open Projects: Procurement

Algiers Ferry Buildings Renovation

Rehabilitate and modernize the 40-year-old Algiers Ferry Terminal for modern vessels and access, add Marine administrative offices, develop concessions/public space. Renovate Lower Algiers Maintenance Facility.

Contracting:

Engineer: Batture

Contractor: TBD (award for September)

Contracting Strategy: D/B/B

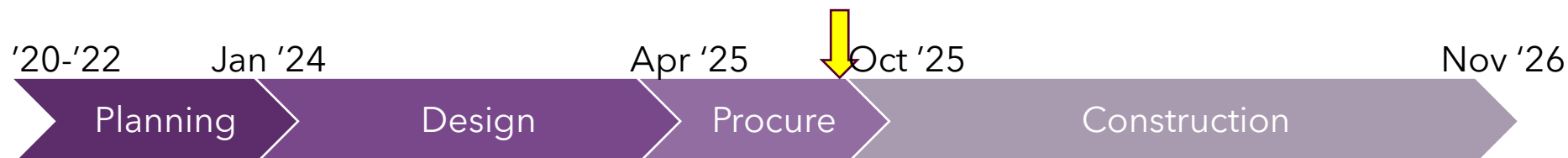
Project Budget:

Total: \$11,407,000 (70% grant funded)

Status:

- Ready to award construction contract

Schedule:



Board Action:

Construction award September
(full Board)



Open Projects: Design

Algiers Ferry Barges Modernization

Replace landing barges at Algiers Point and Lower Algiers with new, standardized design for interoperability between ferry landing locations.

Contracting:

Engineer: Infinity Engineering (On-Call A&E)

Contractor: TBD

Contracting Strategy: D/B/B

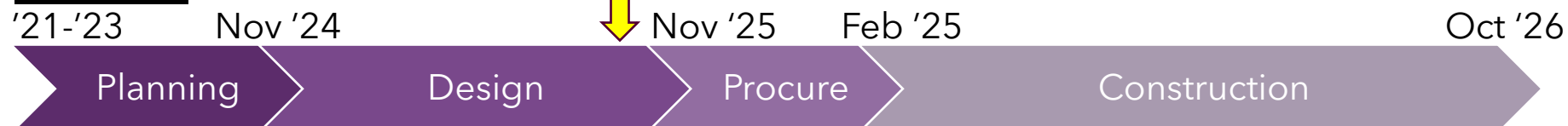
Project Budget:

Total: \$13,670,000 (80% grant funded)

Status:

- 100% design completed and under review; costs estimates coming in closer to budget
- Bid package being finalized
- Evaluating dredging needs and costs at Lower Algiers

Schedule:



Board Action:

None currently



Open Projects: Design

Zero Emission Bus Pilot

Purchase of three (3) electric buses and charging infrastructure. Engineering is included in the purchase.

Contracting:

Engineer: Kimley Horn

Contractor: New Flyer

Contracting Strategy: Named partner (turnkey)

Project Budget:

Total: \$6,791,092 (85% grant funded)

Status:

- Buses arrive in Q1 2026
- Charging infrastructure in final design

Schedule:

- NTP for Bus Procurement: October 2024
- Infrastructure Design 100% complete: September 2025
- Construction NTP: January 2026
- Electric Bus Roll Out: Fall 2026



Board Action:

None currently



Open Projects: Design

Resilient, Zero-Emission Fleet

Advance the conversion of bus fleet to zero emissions with 20 vehicles, resilient charging infrastructure, investment in workforce transition.

Contracting:

PM:	CTE (Named partner)
Design:	Jacobs (Named partner)
Charging Equipment:	Heliox (Named partner)
Construction:	TBD
Vehicles:	TBD
Workforce Dev:	Delgado, IBEW (Named partners)

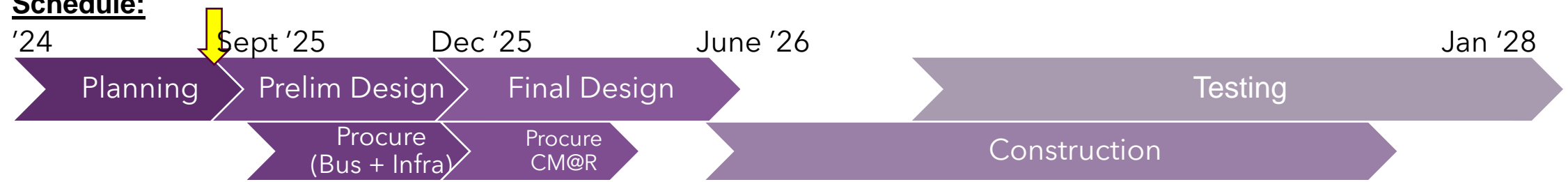
Project Budget:

Total: \$81,832,687

Status:

- Initiate design of charging infrastructure
- Requirements analysis underway
- Identify key long-lead infrastructure items for procurement
- **Finalize Grant Agreement and Scope**

Schedule:



Board Action:

Bus order (**October**)

Key equipment order (**October**)



Open Projects: Design

BRT: East-West Bank Corridor

Replace landing barges at Algiers Point and Lower Algiers with new, standardized design for interoperability between ferry landing location

Contracting:

Prelim. Engineer: TBD (Award in Sept)

Final Engineer: TBD

CMAR Contractor: TBD

Contracting Strategy: CMAR

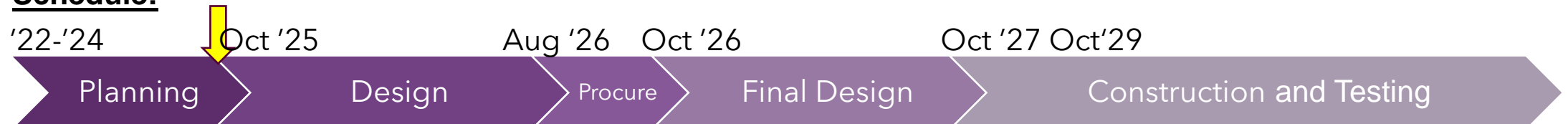
Project Budget:

Total: \$250-350 million

Status:

- Contract negotiations with selected engineering team underway

Schedule:



Board Action:

Award Preliminary Design (October)



Open Projects: Planning

Streetcar System Modernization Masterplan

- Detailed condition assessment of power, electrical, track, guideway and vehicles.
- Develop modernization scenarios for all systems that includes 100% full ADA-compliant fleet.
- Support community engagement of process and selection of preferred scenario and final plan.

Contracting:

Consultant: HDR

Schedule:

- NTP: September 2025
- Modernization Scenarios: August 2026
- Board-adopted Alternative: September 2026

Status:

- Complete final contract
- Kickoff schedule for 9/25



Board Action:

None currently



Open Projects: Plans/Studies

Plan/Study	Scope	Status	Budget	Funding Source
Universal Accessibility Study	Roadmap for access to all RTA services regardless of ability, implementation plan and evaluation framework	Draft Framework Underway	\$250,000	Local (Operating)
Lo/No Implementation Planning	1) Evaluate program delivery options 2) Develop future fleet facility plan	In closeout	\$150,000	Local (Operating)
Transit Stop Inventory Update & Assessment	Update transit stops inventory and ADA compliance; develop improvement program;	1,897 stops (94%) surveyed	\$600,000	Local (Operating)
Fare Modernization Initiative Consultant	Service related to: <ul style="list-style-type: none">• fare modernization plan;• technology procurement;• Implementation support	Kickoff 9/4	NTE \$876,000	Capital (80% Fed)



Open Projects: In Procurement

Name	Number	Solicitation	Status	Budget
All Stops Accessible, St Charles Streetcar	2023-FL-04	Upgrade 40 streetcar stops for ADA-compliance	Finalizing task order NTP October	\$6,900,000 (total project)
Program Management Services (BRT + CIP)	n/a	PM/CM Support for Capital Program	RFQ Released 8/15 Due 9/26	On-call
Carrollton Double Crossover Replacement	2019-FG-01	Installation of special trackwork at end of St Charles streetcar	Re-bid for Oct 2025	\$2,000,000



Open Projects: In Development

Name	Number	Scope	Status	Budget
Paratransit Software Modernization	2023-IT-03	Replace paratransit booking, routing, scheduling and eligibility software	RFP release: 9/2025	\$1.4 million
Downtown Transit Center	2015-FA-01	100% Design	RFQ release 9/2025	\$33 million (total project)
Major Transit Hubs	2024-FA-04	100% Design of 2 Major Hubs (NO East + Gentilly)	RFQ release 10/2025	\$13.8 million (total project)



Grants / Funding Request

Grant Program	Funding Request	Status	Federal Amount Awarded	Scope Request
FY25 Low/No + Bus & Bus Facilities	\$27.2 million Fed \$6.8 million RTA	Submitted	TBD	8 fixed-route buses ENO ad Canal Facility Improvements



Questions?



Agenda

9. Procurements

A. Authorizations:

Cooperative Endeavor Agreement (CEA) Between the RTA and the following entities: Sunstar Gate; Treme for Treme, and New Orleans Four LLC 25-114

Contract Award to Vector Media Holding, Corp for Exclusive Advertising Rights 25-115

B. Amendments:

Change Order for Transit Security Services – SEAL 25-101



Agenda

10. New Business



Agenda

11. Audience Questions & Comments



Agenda

12. Adjournment