



**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);
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- 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.






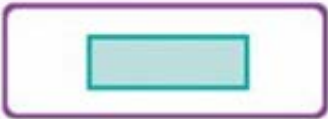
13.2. RTA VEHICLE BRANDING AND FUTURE

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)








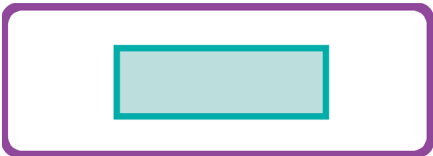
3. Lift (Paratransit)



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


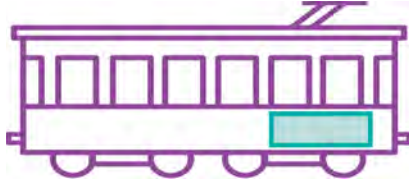
Interior Bus		
Ad Type	Visual	Description
Car Cards		Direct Application 42" W x 11"H / Live 40"W x 9"H 28" W x 11"H / Live 26"W x 9"H
Michelangelo		Direct Application Sizes Vary

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