



Regional Transit Authority Solicitation Request Routing Sheet

INSTRUCTION: The user department is responsible for providing all information requested below and securing the requisite signatures.

Attachments (*Indicates Required Items)	
* Scope of Work	Project Schedule/Delivery Date *
Technical Specifications	Selection Criteria (RFQ/RFP Only)
DBE/SBE Goal Calculation	

A. I have reviewed this form and the attachments provided and by signing below I give authority to the below stated Department Representative to proceed as lead in the procurement process.

Angele Young Boutte Director of Marketing 8416
 Name Title Ext.

B. Name of Project, Service or Product: Advertising Campaigns and Media Buying Services

C. Justification of Procurement:

RTA is seeking a vendor to create comprehensive marketing and advertising campaigns to support the RTA’s marketing and external affairs goals and initiatives. This includes educating and informing the ridership base, increasing ridership, increasing pass sales, building community engagement and, building RTA’s image in the community.

Specific objectives include:

- Improve RTA’s image among riders, potential riders, opinion leaders, community/elected leaders;
- Generate new revenue by focusing on untapped opportunities;
- Promote new and expanded transit services and rider tools i.e. the new mobile app and New Links;
- Increase current ridership; and
- Attract new riders to the system and encourage them to become repeat customers.

D. Certification of Authorized Grant:

Is this item/specification consistent with the Authorized Grant? Yes No

Angele Young Boutte _____
 Director of Grants/ Federal Compliance Date

E. Safety: Include Standard Safety Provisions Only



Additional Safety Requirements Attached
Michael G. Smith
Safety Director

5/2/22
Date

Risk Management: Include Standard Insurance Provisions Only? Yes No

Include Additional Insurance Requirements Attached n/a

Risk Management Analyst

5/2/2022
Date

F. Funding Source: Federal State Local Other:

Funds are specifically allocated in the Department's current fiscal year budget or in a grant to cover this expenditure as follows:

Total Available Funding: \$ _____

Estimated Cost: \$ 200,000

FTA Grant No.(s) _____

Line Item(s) _____

Operations/Department Code _____

Budget Code(s) 1760002.7010.163

ES 4 _____

Budget Analyst _____

5/3/22
Date

G. DBE/SBE Goal: 0 % DBE

0 % Small Business

Dir. G. Lopez
Director of Small Business Development

5/2/2022
Date

Dir. G. Lopez
DBE/EEO Compliance Manager

5/2/2022
Date

H. Authorizations: I have reviewed and approved the final solicitation document.

Angela Bonte
Department Head

5/2/22
Date

[Signature]
Division Manager

5/10/22
Date

[Signature]
Director of Procurement

5/3/22
Date



FOR PROCUREMENT USE ONLY

Type of Procurement Requested: (circle one) **IFB** **RFQ** **RFP** **SS** **TWO-STEP**

Invitation for Bid (IFB) This competitive method of awarding contracts is used for procurements of more than \$25,000 in value. The agency knows exactly what and how many of everything it needs in the contract, as well as when and how the products and services are to be delivered. The award is generally based on price.

Request for Quote (RFQ) This type of solicitation is often used to determine current market pricing.

Request for Proposal (RFP) This approach to contracting occurs when the agency isn't certain about what it wants and is looking to you to develop a solution and cost estimate.

Sole Source (SS) this procurement can be defined as any contract entered into without a competitive process, based on a justification that only one known source exists or that only one single supplier can fulfill the requirements.

Two-step Procurement - request for qualifications step-one used in the formal process of procuring a product or service, It is typically used as a screening step to establish a pool of vendors that are then qualified, and thus eligible to submit responses to a request for price proposal (RFP). In this two-step process, the response to the RFQ will describe the company or individual's general qualifications to perform a service or supply a product, and RFP will describe specific details or price proposals.



Chief Financial Officer

5/10/22

Date



Chief Executive Officer

5/11/22

Date

Independent Cost Estimate (ICE)

INDEPENDENT COST ESTIMATE SUMMARY FORM

Project Name/Number:

Date of Estimate:

Description of Goods/Services:

Advertising Campaigns and Service and Media Planning and Buying Services

New Procurement

Contract Modification (Change Order)

Exercise of Option

Method of Obtaining Estimate:

Attach additional documentation such as previous pricing, documentation, emails, internet screen shots, estimates on letterhead, etc.

Published Price List (attach source and date)

Historical Pricing (attach copy of documentation from previous PO/Contract)

Comparable Purchases by Other Agencies (attach email correspondence)

Engineering or Technical Estimate (attach)

Independent Third-Party Estimate (attach)

Other (specify) _____ attach documentation

Pre-established pricing resulting from competition (Contract Modification only)

Through the method(s) stated above, it has been determined the estimated

total cost of the goods/services is \$ 200,000

The preceding independent cost estimate was prepared by:

Name

Angele Young Boutte

Signature

