

**New Orleans Regional Transit Authority (RTA)**  
**2021 OLI TRANSIT COMPETITIVE GRANT**

Max. Grant Award Breakdown		
\$	20,000	Agency Share (cash)
\$	6,667	Match (cash or in-kind)
\$	26,667	Total Amount

	Itemized Expenditures (direct cash outlays/receipts required)	Total Expenditures	
1	Audio/video production for media clips (e.g., clever vision, radio, social)	\$20,000	
2	Streetcar ads through advertising vendor	\$7,500	
3	OCS pole banners on St. Charles and Canal lines - for 50 poles	\$5,000	
4	Replacement/upgrade of ROW signage - pilot priority locations	\$5,000	
5	Promotional materials for community events, "blitzes"	\$10,000	
6			
7			
8			
9			
10			
	Total Direct Cash Outlays	\$47,500	(will automatically fill)
	Max Award	20,000	
	OLI FTA Grant Award	\$20,000	(will automatically fill)
	Required Match (list below)	\$6,667	(will automatically fill)
	Total Grant Program Amount	\$26,667	(will automatically fill)

	Complete for Final Report: Value of ALL in-kind and cash match contributions	Actual	Value	
1				(if applicable)
2				
3				
4				
5				
6				
7				
8				
9				
10				
	Total (must equal or exceed amt. on D24)	-		(will automatically fill)