

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

Project Description: The New Orleans Regional Transit Authority (RTA) is seeking a contractor who shall have the exclusive right to market advertising space on RTA buses, streetcars, ferries and ferry terminals, per specifications in RFP 2025-004.

How to Obtain a copy of the RFP: Scope of Work and further information concerning the RFP may be obtained beginning January 10, 2025, from the RTA's Procurement website at <https://norta.procurement.com/home>. You will be required to first register on this website. The RFP can also be obtained at Regional Transit Authority's website at <http://www.norta.com>.

Clarifications: Any questions or further information concerning this RFP must be submitted through <https://norta.procurement.com/home> by 1:00PM on February 6, 2025. Only written questions submitted through Procurement site shall be considered official. All answers to questions shall be by formal addenda posted to the website under RFP 2025-004.

Responding to RFP: Proposals shall be submitted through RTA's Procurement website on or before 1:00 P.M., Thursday, February 20, 2025.

RTA in accordance with 49 Code of Federal Regulations (CFR) Part 26 has an obligation to ensure nondiscrimination of Disadvantaged Business Enterprises (DBEs) and to comply with all federal, state and local regulations relative to utilization of DBEs on publicly funded projects. The RTA is committed to utilization of DBEs on all federally funded projects toward attainment of the agency's established overall goal of 31%. **The RTA has established a Disadvantaged Business Enterprise (DBE) goal of 24.35% for this project.**

Notice to all offerors is hereby provided that in accordance with all applicable federal, state and local laws the RTA will ensure that DBEs are afforded full opportunity to submit offers and responses to this solicitation and to participate in any contract consummated pursuant to this advertisement. Additionally, no offeror will be discriminated against on the basis of age, sex, race, color, religion, national origin, ethnicity or disability.

As such, award of the contract will be conditioned on meeting the requirements of the federal, state and local laws for Equal Opportunity including compliance with the policies of DBE Program.

The RTA reserves the right to accept or reject any and all submittals.

Lona Hankins
Chief Executive Officer
Regional Transit Authority