



# **FILMING AND PHOTOGRAPHING GUIDELINES FOR THE REGIONAL TRANSIT AUTHORITY**

## **RTA IN BRIEF**

The Regional Transit Authority (RTA) provides bus and streetcar service to New Orleans metropolitan area. On an average weekday, over 55,000 rides are taken on the RTA. The RTA operates 33 bus lines, five streetcar lines, a paratransit curb-side program and the Lil' Easy. The RTA is an integral part of New Orleans' image and history. Our St. Charles streetcar line is the oldest continuously operating streetcar in the world, running for more than 150 years and has recently gained recognition as a National Historic Landmark.

## **RTA OFFERS:\***

**(Based on availability and approval)**

### **Product and Props:**

- Streetcars: There are two types of streetcars available:
  - (1) The historic St. Charles Perley Thomas "Green" streetcar
  - (2) The Canal St. and Riverfront "Red" streetcar.
- Buses: Buses that are not in the active fleet may be used based on availability and approval.
- Props: Bus stop signs, public information signage and literature.

### **Location and Settings:**

- Streetcar stops (restrictions may apply)
- Bus stops, Bus shelters (restrictions may apply)
- Other RTA facilities (restrictions may apply)

### **Personnel:**

- Supervisory staff to assist with your filming needs
- Other personnel as needed

Please note that Operators, Supervisors and/or other RTA personnel are strictly prohibited from altering the terms and conditions of the Filming and Photography Guidelines agreed to, by and between, the Marketing and Communications Department and the Applicant herein.

*\*All requests are subject to availability and the approval of RTA.*

## **HOW TO GET STARTED:**

1. Contact the RTA Marketing and Communications Department (**at least four weeks in advance**) via e-mail at [marcomm@rtafoward.org](mailto:marcomm@rtafoward.org).
2. Fax or Email a Letter of Intent, along with your script, storyboard or concept detailing how and when you want to use our services to: [marcomm@rtafoward.org](mailto:marcomm@rtafoward.org).
3. If required, a pre-production meeting will be held at the RTA General Offices with you and RTA representatives to discuss your plans and how we can accommodate them in compliance with RTA requirements.
4. Requests made less than four weeks in advance are subject to postponement until adequate RTA personnel are available.

## **REQUIREMENTS TO FILM:**

### **1. Provide Proof of Appropriate Insurance Coverage:\***

Applicant must submit evidence of required insured coverage as outlined below at least **2 weeks prior to production**.

Evidence of coverage must be provided:

#### **Certificate of Insurance Coverage/ Certified copy of the Insurance Policy**

All notices and documents pertaining to insurance must be mailed to:

Mr. Marc Popkin  
Risk Management Analyst  
Regional Transit Authority  
2817 Canal Street  
New Orleans, LA 70119

Please also fax or e-mail a copy to the Risk Management Analyst,  
**mpopkin@rtaforward.org and marcomm@rtaforward.org** or fax (504)  
648-5236.

#### **Proof of Insurance must include the following coverage and conditions:**

##### **A. WORKERS COMPENSATION**

Coverage A: Statutory: In form and in accordance with the laws of the State of Louisiana.

Coverage B: Employers Liability:

\$500,000	Bodily Injury by Accident
\$500,000	Bodily Injury by Disease, Each Employee
\$500,000	Bodily Injury by Disease, Policy Limit

##### **B. COMPREHENSIVE OR COMMERCIAL GENERAL LIABILITY**

\$2,000,000	General Aggregate (Per Location)
\$1,000,000	Personal Injury and Advertising Injury
\$1,000,000	Per Occurrence

The Commercial General Liability policy shall include, without limitation:

- (i) Broad Form Contractual Liability
- (ii) Premises/Operations, including deletion of explosion, collapse and underground (XCU) exclusions
- (iii) Broad Form Property Damage
- (iv) Personal Injury Liability, with employee and contractual exclusions deleted
- (v) Severability of Interest and Cross Liability endorsement
- (vi) Requestor expressly agrees to waive, and will require its insurer to waive, its rights, benefits and entitlement under the "Other Insurance" clause of its Commercial General Liability policy, with respect to the RTA.

##### **C. AUTOMOBILE LIABILITY**

\$1,000,000	Combined Single Limit (Bodily Injury and Property Damage)
-------------	---

*\*RTA reserves the right to require additional insurance coverage and/or limits based on the nature and extent of the project.*

## 2. Completion of Appropriate RTA Contracts:

- a) **Right of Entry; Bus Rental Agreement; and/or Bailment Agreement** signed by an authorized signatory of your company – **no less than 48 hours prior to production.**
- b) **RTA Transportation Waiver Agreement** signed by an authorized signatory of your company - **no less than 48 hours prior to production.**
- c) The authorized signatory must be of Vice-President Level or above (President, Owner, Co-owner, Partner etc.)

## 3. RTA's Image:

**The Regional Transit Authority (RTA), its employees or agents, must not be presented in a negative manner.** In general, filming and photography must not portray public transportation as an unsafe and/or dangerous environment. Filming must not include scenes that contain the following: suicide, attempted suicide, pushing to track level; re-creation of real life traumatic and/or violent events (e.g. bus or streetcar crash, murders); scenes which endanger others through potential copycat action; and explicit scenes such as sexual activity or assault on transit property or any other behaviors or activities that RTA deems inappropriate.

### **RTA'S AVAILABLE HOURS:**

Filming and photography work on RTA property and vehicles is possible on weekends; however, some filming may be limited to the non-rush hour periods during weekdays if necessary.

Non-rush hour periods are:

***Monday - Friday: 9:30 a.m. through 3:00 p.m. and 7:00 p.m. through 5:00 a.m.***

**Please Note:** Further restrictions may apply to certain locations at any time and/or during special events. Availability of RTA assets and/or personnel is based solely on the discretion of RTA.

### **RTA'S FILMING/ PHOTOGRAPHY LOCATIONS FOR STREETCAR:**

Filming and Photography work on the St. Charles Avenue, Canal Street, and Riverfront streetcar lines that require stationary filming or photography for extended periods of time must be completed at one of the following locations to avoid interruptions to RTA's regularly scheduled public transit services:

1. Canal Streetcar at Harrah's Casino
2. Canal Streetcar at City Park
3. St. Charles Streetcar at Howard Avenue
4. St. Charles Streetcar outside Willow Street Office
5. St. Charles Streetcar at intersection of Carrollton and Claiborne Avenues

**Please Note:** Filming along the streetcar lines in other areas must be completed without delay or interruption to RTA's regularly scheduled public transit services.

## **COSTS:**

- **Vehicles as Props (Rental upon availability primarily during non-rush hour periods)**  
Travel time to and from site will be included in total rental/usage time. Usage/rental time begins the moment the vehicle leaves its bus garage until it returns. If time overruns occur, costs will be assessed and billed post production.
  - **Basic Bus Filming Costs** – Rates are based on a four (4) hour minimum.
  - **Basic Streetcar Filming Costs** – Rates are based on a two (2) hour minimum.
- **RTA Personnel**  
RTA personnel must be present for all projects. The appropriate fees will be included in your estimate.
- **Other Personnel**  
Customer Assistants, Electricians, Laborers, Carpenters, Sheetmetal workers etc. may be necessary based on your needs. All appropriate labor costs will be included if required during production.

## **PAYMENT:**

RTA will give you a cost estimate as soon as practicable post Application. If a pre-production meeting is required, an estimate of your costs will be determined at that time.

The RTA requires a 10% deposit of total estimated costs, with a minimum deposit of \$250 for all projects. If cost overruns are incurred, additional fees may apply. This deposit is required to book your project.

Please note that full payment is due prior to the start of your project and before any RTA assets can be released.

Thank you for your interest. We look forward to working with you!