

ATTACHMENT I TECHNICAL SPECIFICATIONS

REGIONAL TRANSIT AUTHORITY
INVITATION FOR BID (IFB) #2025-032
SOCIAL MEDIA MANAGEMENT PLATFORM

Scope:

The New Orleans Regional Transit Authority seeks a qualified vendor to provide social media management platform.

Objectives:

The New Orleans Regional Transit Authority (RTA) seeks to select a vendor that can provide a social media management platform designed to allow staff to pre-schedule posts, plan strategy, engage customers, and track insights and metrics for monitoring RTA's social media through one software across all platforms. This software will assist staff with executing the agency's SOCIAL MEDIA COMMUNICATIONS plan and strategy.

Goal:

To select a qualified vendor that can provide a Social Media Management Platform which allows us to design, plan, and execute our agency's Owned and Social Media Strategy.

Requirements:

1. A minimum of 10 Ad profiles with Social Advertising and Unlimited Boost Spend.
2. 5 limited User Roles (User with limited or custom social network permissions).
3. Daily Sample Rate – 5 Topics

Sampling Topics with 3,000 mentions per day
Unlimited Quick Search on 30 days' data
Data Saved per Topic for 13 months rolling period

4. AI option for data collection and analysis.

5. Customer engagement across all platforms.

AI Chat box for FAQ
Inbox Monitoring across all platforms.

6. Access to Agency support, Customer Success & implementation resource to help maximize platform usage and help achieve agency goals.

Product/Service:

Social Media Management Platform with an option for Single sign-on (SSO).

Timeline:

The duration of the contract will be Three (3) year contract with an option for additional renewal.