

REGIONAL TRANSIT AUTHORITY

PUBLIC NOTICE

RFP 2025-032 – SOCIAL MEDIA MANAGEMENT PLATFORM

Addendum I

Acknowledge receipt of this addendum in the bid submission. This addendum is a part of the Contract Documents and shall be included in the Contract Documents. Changes made by the addenda take precedence over information published at an earlier date. Addendum I 9-9-2025

Questions from a vendor

1. **Is there an incumbent currently performing this work? If so, what is the incumbent?**

There's no current contract or previous contract for the solicitation. This is the first time IFB for this service.

2. **What is the annual spend for the incumbent contract? N/A see # 1**
3. **Are there any new capabilities or modifications from the incumbent Performance Work Statement to this solicitation? N/A see # 1**
4. **In the Section 1.6 (Qualifications for Award) the RFP stipulates that the award will go the "lowest responsible bidder." Please provide details on what NORTA means responsible.**

Lowest responsible bidder" means the lowest-priced bid submitted by a vendor that demonstrates it meets all technical specifications, qualifications, and requirements outlined in the Scope of Work. Vendors must be able to perform successfully under the terms and conditions of the contract, considering factors such as integrity, compliance with public policy, record of past performance, and financial and technical resources

The term "lowest responsible bidder" under Louisiana Public Bid Law does not mean Lowest Price Technically Acceptable (LPTA). A responsible bidder is defined as one who has submitted a responsive bid and has demonstrated the capability, integrity, financial capacity, and satisfactory record of performance necessary to successfully perform the contract. Accordingly, award will be made to the lowest-priced bidder who is also determined to be responsible, not solely to the lowest price submitted.

5. Is that simply the lowest price technically acceptable (LPTA), where a vendor meets criteria and has the lowest price of any offering vendor? **Yes. Vendors must meet the minimum requirements in the Scope of Work. Among those that do, the lowest-cost bid will be considered for award**
6. What is the anticipated or dedicated budget for this specific? **The dedicated budget is not to exceed \$12,000 per year**
7. An unrepresentative sampling of posts> ?
8. “The duration of the contract will be for one (3) three (3)-year period with an option for additional” Is the option for additional renewal another one (3) three-year period? Or one additional option year? **The contract is for a three-year period with one option to renew for an additional three-year term. After the renewal term, the contract will be put out to rebid**
9. Technical Specification is NORTA open to a solution that allows for the tracking and reporting of both boosted and non-boosted social media posts, while boosting posts outside of the Meltwater platform? **Yes. The RTA is open to solutions that track and report on both boosted and non-boosted posts, even if the boosting occurs outside of the platform, provided that the reporting requirements in the Scope of Work are met**
10. Technical Specification the scope articulates “Unlimited Quick Search on 30 days data. “Please confirm that this requirement requires the vendor’s firm-fixed price package to include unlimited keyword/topic search capabilities on day one with no additional price modifications over time. **Correct. Unlimited keyword/topic search on 30 days’ data must be included at contract initiation, and vendors should not impose additional costs for this capability during the contract term**
11. Technical Specifications potential advertising/communications strategy. **Vendors may propose strategies or features that enhance RTA’s ability to manage and evaluate advertising and communications across platforms, provided they align with the Scope of Work and budget cap**
12. Technical Specifications Building on the AI capabilities, can NORTA identify any potential concerns regarding AI that might impact their workflow, such as hallucinations? **The RTA recognizes the potential benefits of AI tools but requires that any AI features used for data collection, analysis, or content generation provide transparency and citation of reputable sources where applicable. Vendors should demonstrate safeguards against misinformation or AI “hallucinations” that could impact workflow**

13. Consider clarifying this requirement to include citation of multiple reputable sources to prevent hallucinations. See above.

Is there a way to see the winning bid for the previous IFB?

There's no previous contract from this solicitation? Not applicable. There is no previous IFB or winning bid for this solicitation

**Lona Hankins
Chief Executive Officer
Regional Transit Authority**