

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

Project Description: The Regional Transit Authority of New Orleans seeking qualified vendors to provide social media management platform per specifications in IFB 2025-032.

How to obtain a copy of the IFB: Specifications and further information concerning the IFB may be obtained August 21, 2025, from the RTA's Procurement website at <https://norta.procurement.com/home>. You will be required to first register on this website. The IFB can also be obtained at Regional Transit Authority's website at <http://www.norta.com>

Clarification Deadline: Any questions or further information concerning this IFB must be submitted through <https://norta.procurement.com/home> by 2:00 PM on September 18, 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 IFB 2025-032.

Responding to IFB: Bids shall be submitted through the RTA's Procurement website or delivered to 2817 Canal Street, New Orleans, LA 70119 on or before 2:00 P.M., September 18, 2025.

A Bid Opening will be held in the RTA Board Room located at 2817 Canal Street, New Orleans, LA 70119, on Thursday, September 18, 2025, at 2:00 PM. Any questions or further information concerning the IFB may be submitted Via <https://norta.procurement.com/home>, beginning on August 21, 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 32%.

No DBE goal has been established for this project as there are no subcontracting opportunities on 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. For additional information contact the RTA's Small Business Office at 504-827-8301.

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

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