

SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION

ITEM 1511-42: Approving the Selection of Stokes Creative Group as the Consultant for the SJTPO Website Redevelopment

PROPOSAL

The Technical Advisory Committee recommends that the Policy Board approve the selection of Stokes Creative Group for the SJTPO Website Redevelopment.

BACKGROUND

At its July 13, 2015 meeting, the Technical Advisory Committee vested consultant selection authority in a committee consisting of SJTPO, Cape May County, and DVRPC. At its November 9, 2015 meeting, the Technical Advisory Committee endorsed the recommendation of the Selection Committee.

On August 26, 2015, SJTPO released a Request for Proposals (RFP) seeking a qualified firm to redevelop the SJTPO website. The effort will update the website to utilize modern functionality such as access for mobile devices, the addition of interactive opportunities for public input, improved accessibility for users, provide opportunities to support related outreach efforts of our partner organizations, and the seamless addition of content related to SJTPO's Safety Outreach and Education activities.

The scope of work includes a total cost not to exceed \$49,998 with a total of \$50,000 allocated within the Technical Program of the FY 2016 Unified Planning Work Program (UPWP) for SJTPO Website Development. The scope and budget includes one year of support beyond the release of the final website. Annual support costs will be \$3,795 with opportunities for SJTPO to re-evaluate this level of support periodically and the ability to expend unused support resources on other public relations tasks. As Stokes Creative Group is a Certified Disadvantaged Business Enterprise, 100% of the project cost counts toward SJTPO's Disadvantaged Business Enterprise (DBE) / Emerging Small Enterprise (ESBE) Goal. If this contract is awarded, the total SJTPO DBE/ESBE participation rate to-date for FY 2016 would become 16.5%.

The Notice of Availability of Requests was sent to approximately 120 firms, and two proposals were received by the Selection Committee. Both firms were asked to demonstrate their tools and proposals to the Committee.



SOUTH JERSEY
TRANSPORTATION PLANNING
ORGANIZATION
WEBSITE REDEVELOPMENT

September 30, 2015

Submitted by: Stokes Creative Group, Inc.
1666 Route 206
Vincentown, NJ 08088
609-859-8400
Contact: Patty Egan
Director of Business Development

PROJECT UNDERSTANDING

The purpose of this Request for Proposal which is being solicited by the **South Jersey Transportation Planning Organization (SJTPO)** is to acquire the expertise and services from a firm or individual that can provide website redesign and support of web services. With three decades of experience, **Stokes Creative Group, Inc. (SCG)** has been consistently offering exceptional web design services for state agencies, organizations and both public and private companies. Our team of professional designers, developers, writers and photographers has the talent and knowledge to put forward a quality end product that is both pleasing to the eye and easily navigated and will capture visitors. A website is the first impression for any agency, company or business, and you don't get a second chance for a first impression. According to Princeton



psychologists, they estimate it takes no more than a tenth of a second to form an impression. An impression is made and retained as quickly as a blink of an eye, and you want that first look to impress and capture visitors with your site. SCG is a leader in the creation of digital content. We take pride in creating not only visually stunning work but also work that strengthens the brand and identity and delivers the desired message and content. The graphic design, web programming and communication team of SCG

will work together with the SJTPO to conceptualize, plan and design a website that:

- ✓ Is visually appealing, recognizable and consistent
- ✓ Dynamically engaging
- ✓ Is structured in a way that is easy for users to navigate
- ✓ Allows for content, information and graphic elements to successfully communicate the SJTPO's message to visitors
- ✓ Can be easily updated by SJTPO staff
- ✓ Searchable Archived Documents
- ✓ Accounts for future growth and changes
- ✓ 24/7 Emergency assistance for website issues

OUR FIRM

Stokes Creative Group, Inc. is a full-service marketing and multi-media communications firm founded in 1985 and headquartered in Vincentown, New Jersey. We are a certified SBE/WBE/DBE company, serving clients in a broad cross-section of industries. Our experience with brand development, marketing, website development, public outreach, print collateral, and an award-winning graphic design department has earned Stokes Creative Group a reputation for excellence. What sets Stokes Creative Group apart from our competitors is our team of well-rounded and versatile staff.

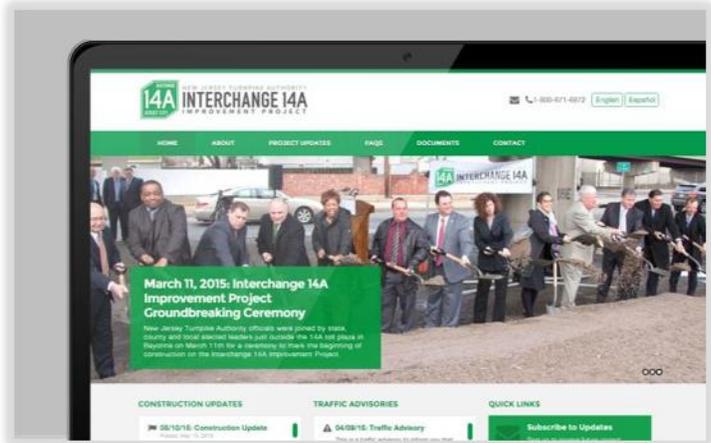


Figure 2.1.1. NJTA Interchange 14A Improvement Project website designed and developed by SCG

We have the experience and creativity to effectively monitor media in real-time, capture and review data analytics, and report them daily to the public relations liaison, in order to better target the SJTPO. We have developed over 70 websites for government agencies, corporations and organizations. Our success is built on a robust



Figure 2.1.2. Borough of Bay Head Bike and Pedestrian Study Project Website designed by SCG

team of individuals with decades of experience combined with the most up-to-date tools the industry has to offer.

SCG is a leader in the creation of digital content. The communications and technical team of SCG will work together with the SJTPO to conceptualize, plan and design a comprehensive website to support community engagement and interaction.

Project Team:

Our team of experts has extensive experience in the area of project management, project website design and digital media. Accompanying our principal-in-charge **Joanne Stokes** on this project is **Matt Touhey, Project Manager and Senior Programmer**. Matt will be overseeing the coordination of all Stokes project staff, their assigned tasks, completion of tasks in a timely manner and that the proper procedures are followed. In addition Matt will be responsible for programming a dynamic and user friendly website. Having worked with NJTPA, South Jersey Port Corporation, New Jersey Turnpike Authority, Essex County Department of Public Works, and Delaware River Joint Toll Bridge Commission on various other project websites, i.e. NJTPA Regional Plan 2035, Clay Street Bridge, and Front Street Bridge, South Jersey Port Corporation, and New Jersey Turnpike Authority Interchange 6-9 Widening Program, he understands the needs and goals of SJTPO and is quick to deliver a website that is easily navigated and meets the owner's objectives. **Qiao Wu, Multi Media Specialist**, has created some of the most dynamic and eye-catching project websites including TappanZeeConstructors.com, ecdpw.org, NJTA14A.com, and BayheadBikeWalk.com. In her role on various projects, Qiao has gained the knowledge and understanding of how a project runs from beginning to end and is able to transfer that knowledge to create visually appealing and vibrant websites. **Nicole Pace, Public Outreach Specialist**, oversees the websites social media aspect. Nicole, a former college professor, has conducted numerous workshops for Stokes Creative Group on the use of Social Media within a project. Ms. Pace will be responsible for overseeing the projects social media channels. Nicole has completed extensive research on social media and has a full understanding on getting ahead of a message and maintaining that message in a clear and consistent manner. **Chris Thompson, senior graphic designer**, is well versed in visual arts and motion graphics. Chris will be incorporating his experience of working with clients such as Fuji, JVC and Sumitomo in developing media-rich graphics that will stimulate the viewer and keep them engaged while navigating the website. **Vishal Dutt, Senior Content Developer**, will be working with SJTPO in crafting the perfect content to capture the attention of the intended audience. Through his experience and knowledge of working with other state agencies on newsletters, articles and website content, Vishal is adept in keeping a reader interested and desiring more. Supporting this team of experts is **Jennifer Murray, Graphic and Communication Support Specialist**. Jenn has worked with this team on previous websites developed for NJTPA, SJPC, Tappan Zee Constructors and NJTA Interchange 14A Improvements Project, as well as countless others. Jenn is multi-talented in graphics and content development, accompanied by her attention to detail and creative insight it makes her a perfect fit to complete this team. Their resumes immediately follow this section for more detail on their qualifications and past projects. Following their resumes,

are project sheets of some of the websites we have successfully completed to the satisfaction of our clients.

WEBSITE DEVELOPMENT

It is virtually impossible to find someone who doesn't own one or more mobile devices which is connected to the internet. With the growth in mobile internet usage comes the question of how to build websites suitable for all users. The industry response to this question has become responsive web design, also known as RWD. This is the type of website that we are proposing to develop for the SJTPO. Not only will it have a modern, clean user interface or "UI" it will also incorporate RWD. This way the SJTPO can rest assured that the website will be digestible to users on any device-creating a shared experience for all users. In addition, the site will also incorporate a content management system (CMS) so that changes "on the fly" can be made by anyone granted access to the backend of the site. This will create a practical and functional site in which content can be managed easily to fit the need of both the owner and end user.

Item 1: CMS SOFTWARE

The current website is full of content that will be ported to the new site using dynamic website design. The backend of the site will be built on a WordPress CMS. This will allow site administrators to create navigation, pages or content on the fly. These changes will then be viewable on the site and will be seamlessly integrated into the site without any technical or web development knowledge. This solution provides great security to the site as well as gives the Commission the ability to review content before it is "published" to the site. A strong feature of this CMS solution is the ability to pull data off the site and archive it for later use. The posting of videos will be easily incorporated, and since we also produce video content for client websites, we know exactly what is required to display them properly. In addition the website will be programmed using open source tool and would help SJTPO to keep maintenance costs down as there would be no fees associated with upgrades or version changes.

Stokes will provide the site with capabilities to address items important to SJTPO now and in the future such as:

- WYSIWYG functionality,
- Searchable for archived documents sorted by date, categories, other metrics
- Server supported by Linux
- Back-up server in the event of main server going down

- Embed third party content i.e. videos, webmaps, widgets
- Include Forums created by SJTPO
- Automatic sitemap updates as pages are added/deleted
- Transportation Glossary
- Delayed posting (24-48 hours)
- Trivia Page – attracting all genres
- Polling/surveys
- Interactive map by county – linked to county website by
- “Product” Selection page – User can choose a particular program and request further information regarding the program – A link to this page can be emailed through email tool to local schools.
- Appendix A – Integrated Content Management System (CMS) Components and Website Tools

Item 2: INTERFACING WITH OUTSIDE AGENCIES

When programming the website we can create infographics that link to tools of other agencies that SJTPO is accustomed to working with, strategically placing them on the website where they make the most sense. We can also work directly with any of these agencies and include available api's for their tools incorporating them directly to the new SJTPO website.

Item 3: DESIGN

In order to give a favorable experience to mobile devices as well portable devices, the site will be developed using Responsive Web Design (RWD) as mentioned above. This allows the site to fluidly change size and shape while delivering a constant browsing experience. As a standard form of practice in developing websites, SCG automatically considers and incorporates various means of assistance to reach all members of a community. The sites we program have the option of including website translation capabilities for our diverse residents of South Jersey, font size choice for the visually impaired and color contrasting for users that are color blind. Stokes Creative Group's policy is all sites designed and developed for a customer will be built and designed with the past and future in mind. As such, the site will be 508 compliant and stick to technologies that work across platforms and browsers. This means that the site will be available to, and digestible by, all end users.

Item 4 ANALYTICS

Based on the RFP, a goal of the redesign is to increase interaction between SJTPO and the South Jersey Community. This will be done through various avenues such as including a comments page for users to leave comments on either a specific topic or



general, Social Media Channels, i.e. Twitter, Facebook, Instagram, etc. Utilizing the social media channels and coding the site in such a way that SJTPO will have the ability to track the IP address of the user, this data can be logged into a database that can be used in analytics as well as mailings. This database can be exported to CSV or Excel format and can also be tied into to other web applications if necessary.

Item 5: PORTING

We see no issue with transitioning the old website to the new. SCG will provide the SJTPO with off-line archiving so that none of the old website's assets will be lost. The SJTPO will still have access to all the old files.

Item 6: HOSTING AND MAINTAINANCE

In order for a website to be effective, it is essential that the information, visual elements, and content remain up –to-date. After the completion of the SJTPO's website, SCG will continue to work with the staff to provide website hosting and maintenance services. Understanding the SJTPO's immediate and future website needs, SCG can provide the following **hosting and maintenance services** after the initial completion of the SJTPO's website:

- ❖ Web server setup
- ❖ Website hosting
- ❖ Website content/data backups

The maintenance of the website is based on hours of modifications over the course of the maintenance period. For the SJTPO website, SCG plans for **50 hours of website updates** per year. This includes text revisions, image changes, and site modifications. Any requests that go beyond this scope will be discussed prior to the task being completed. In the event of emergencies our staff is available to SJTPO 24/7 assist with any issues and/or problems with the website and guarantee a one hour response time. Our dedicated staff will work with SJTPO staff until the issue or problem has been dealt with and is resolved. Stokes proposes the following in regard to the maintenance agreement:

- Maintenance Agreement includes a total of 50 hours which can be applied toward any Service Stokes Creative Group, Inc. offers (see attached)
- Stokes and SJTPO will review hours used under the maintenance agreement every 6 months to determine if an adjustment to increase or decrease hours is needed.
- Annual Maintenance agreement includes hosting at a cost of \$100 annually and maintenance up to 50 hours at a cost of \$3,695 annually effective for one year beginning the date the Final SJTPO website goes live.

Item 7: TRAINING

Once the final website has been approved, SCG will provide 2 full days of training with SJTPO staff navigating each area of the website. Once the two days are fulfilled, our staff is available for questions pertaining to the operations of the site Monday thru Friday 7:30am – 5:30pm

Item 8: SOCIAL MEDIA

In order to facilitate a high-level of public engagement, a website to communicate with the public and disseminate informational updates and other related details will be a vital tool. The website will also be a primary tool and source to receive feedback from the public and document existing issues. Social media channels should be linked to the SJTPO website. With today's technology and immediate dissemination of information, it is important to not only keep up but to stay ahead of the stream of information that is released on a daily basis. Our team will work with SJTPO in enhancing the current SJTPO social media channels, creating a strategy and structured plan to reach a broader audience base and develop a process for the release of information utilizing these mediums. In support of the SJTPO's outreach efforts, the Stokes team recommends the utilization of social media tools such as Twitter and Facebook to keep the general public informed of events, planning updates, etc. Utilizing social media will allowing SJTPO to

inform with statement of facts and truth. This gives the public a sense of transparency to SJTPO gaining their trust. The public will be able to access Twitter and Facebook through the website interface.

- *Social Media Strategy/Plan*
- *Social Media Calendar*
- *Monthly Analytical reports*
- *Monthly prescribed Social Media Plan and Twitter Account Management*
- *Twitter and Facebook account updates per Schedule determined at Kick off meeting*

PLAN OF APPROACH

Immediately after receiving "Notice to Proceed", SCG will schedule a kick off meeting to discuss concept development and begin an outline of the site navigation. Pertaining to the concept development, we understand that SJTPO would like to have three (3) examples to choose from. Each of these design concepts will incorporate the SJTPO logo to maintain consistency and promote brand recognition. These options will be presented to SJTPO as mock-ups on paper, at which time a preferred alternative will be selected. You will have the opportunity to request changes and revisions to the selected mock-ups. After all requested changes are complete the design is subject to final approval by SJTPO. Along with the concept development process, an outline for content will be remitted to SJTPO for approval. After the outline is approved by the SJTPO we will submit the content outline. We anticipate the website layout design and content review meeting to take place on or about week #6.

Stokes will conduct meetings with SJTPO for Data collection, status updates, draft review and final approval. The schedule of meetings will be established at the project kick off meeting including tasks, responsible parties and due dates to ensure timeliness and efficiency of the project. Upon Final Approval we assure a seamless transition with no interruption of service to visitors of the site. Should there be any extenuating circumstances where the website will experience downtime, we have the experience and knowledge to adjust with minimal disruption. In the event the SJTPO wishes to transition services to another provider, this is easily accomplished within one day. Stokes creative Group is fully capable of providing all of the required elements as most of these items are standard programming elements.

Image Acquisition (Optional)

Visual information is processed 60x faster than text, and utilizing captivating imagery and online video is becoming an integral component to reaching your targeted audiences. In order to create the best possible website, the purchase of stock images may be required. These images will incur additional charges. The image acquisition will be thoroughly discussed by SCG and SJTPO prior to the purchase of images. With an in-house staff of photographers and videographers we can offer the most up-to-date photos for the new website.



RELEVANT PROJECT EXPERIENCE

Stokes Creative Group, Inc.	Essex County – Department of Public Works <ul style="list-style-type: none"> Created and developed new web site Maintain & Host 	Essex County	David Antonio 973-226-8500	2013
	The New NY Bridge Project – <ul style="list-style-type: none"> Redevelopment of website Video production Image database Newsletter Stakeholder database support in maintaining web site 	NYS Thruway Authority Tappan Zee Constructors LLC	Carla Julien 914-336-0938	2013
	NJTA Interchange 6to 9 Widening Program – <ul style="list-style-type: none"> Create and developed site Maintain image data base Maintain and update news 	NJTA, 581 Main St., Woodridge, NJ	John Keller, Program Mgr. , 732-750-5300	2009-present
	NJTPA Regional Transportation Plan 2035 <ul style="list-style-type: none"> Public Outreach Workshops Web based interactive tool used in 13 counties 	AECOM 516 E. State St. Trenton, NJ 08691	Mary K. Murphy 973-639-8400 Marge Quinn (AECOM) 609-599-4261	2008-2009
	Tappan Zee Constructors, LLC <ul style="list-style-type: none"> Created and developed website 	550 White Plains Rd., Tarrytown, NY	Carla Julien 914-336-0938	2014
	NJ Transit Ambassador Program <ul style="list-style-type: none"> Video Training Program for NJ Transit Employees for Super Bowl 48 	AECOM 570 Broad Str. Suite 501 Newark, NJ 07102	Gary Davies 973-643-0807	2014
	NJTPA Essex & Union County LCD Studies; Clay Street and S. Front Street Bridges <ul style="list-style-type: none"> Created and developed website Multilingual Social Media integration 	NJTPA One Penn Plaza East Newark, NJ	Bruce Reigel Hardesty & Hanover 609-538-8233	2015-current

APPENDIX A**INTEGRATED CONTENT MANAGEMENT SYSTEM (CMS) COMPONENTS
AND WEBSITE TOOLS**

The listing below represents functional categories and is not comprehensive; vendors are strongly encouraged to add components/tools, which they provide that, are not listed below. The selected website vendor will be able to provide the desired components shown. All items included below should be considered essential, except those designated as optional (marked with an asterisk) under the module "Function" section. Vendors are asked to respond to all module functions.

Number/Module Name	Function (functions marked with * are optional)	Offered by Vendor (Yes/No)	Vendor Comment
1	Agenda Management	Upload, manage agendas*	YES
2	Audience based navigation	Intuitive design navigation features*	YES
3	Automatic expirations	Expiration dating and dated posting	YES
4	Breadcrumbs	Or comparable navigation tool	YES
5	Browser based administration	Update, delete, and create template-based web pages	YES
6	Calendar	Update/publish calendars	YES
7	Calendar subscription	Download ics/web cal file*	YES
8	Contact Us	Dynamic content	YES
9	Cascading Style Sheet (CSS)	Customizable templates	YES
10	Citizen request tracker	Self-serve request tracking*	YES
11	Directories, listings	Dynamic content	YES
12	Document repository	Portal to upload, store, and retrieve documents in PDF and Word format.	YES
13	E-subscriptions	User managed electronic subscription for communications	YES
14	Emergency Notification	Global site notification*	YES
15	Exit Page	Notice of leaving site	YES
16	Frequently Asked Questions	Dynamic content	YES
17	Hit Tracking	Analytics and site audit reports	YES
18	Hyperlink utility	Link function and notification utility	YES
19	Intranet/Extranet	User restricted pages	YES
20	Maps	Dynamic location function*	YES
21	Multi-lingual/Translator	Dynamic content	YES

Number/Module Name		Function (functions marked with * are optional)	Offered by Vendor (Yes/No)	Vendor Comment
22	News & Announcements	Dynamic content	YES	
23	News Releases	Online publishing	YES	
24	Newsletters	Subscription and online publishing*	YES	
25	Online forms	Online fillable forms/ publishing/ tracking	YES	
26	Photo Gallery	Dynamic content*	YES	
27	Printable pages	Print friendly function	YES	
28	Public Notices	Dynamic content	YES	
29	Rotating Photos/Banner Ads	Dynamic image display	YES	
30	RSS feeds out	Registration by function	YES	
31	Shortcuts	Web editor ability to redirect truncate URLs	YES	
32	Site search	Internal site search engine with maximized third-party software inclusion	YES	
33	Social media interface	Scalable interface with Twitter and other social media sites.	YES	
34	Survey/polling capability	Poll/question/answer tracking	YES	
35	Site Index	Automated index	YES	
36	Third party vendor software interface/integration	Interface with current third party systems such as: ArcGIS Online, MailChimp, YouTube, Google Apps, iFrame compatibility	YES	
37	Video hosting **	Server storage		NO

** YouTube can house the videos.

Ongoing Web Hosting, Update & Maintenance Services



In order for a website to be effective it is essential that the information, visual elements, and content remain up to date. In the past, clients often find it helpful to allocate a set number of service hours annually to utilize our support services. SCG offers an ongoing website update & support services plan to ensure SJTPO long-term business development strategies are successfully implemented.

The Benefits of the Ongoing Web Update & Maintenance Service Plan are:

- ✓ Eliminating the need to hire specialized website maintenance staff.
- ✓ Having a team of professionals dedicated to SJTPO
- ✓ Tapping into SCG's wide range of expertise in different areas of media development.
- ✓ Ensuring the timely execution of your website update & marketing activities.

Under SCG's ongoing web update & marketing consultation services plan, we will work with SJTPO staff on an on-call basis to ensure the newly designed website is consistently maintained and updated, and also provide SCG's full range of strategic and creative services to meet all your marketing objectives. The ongoing marketing consultation service plan includes the following services:

- [Website](#)
- Maintenance & Content Update
- Copy Writing & Text Edits
- Layout Design & Navigation Update
- Social Media Marketing Efforts
- Email Newsletters
- Web Statistics & Report
- [Multimedia Production](#)
- Corporate Video Production
 - *(History, Executive Bio, Client Testimonials)*
- Aerial Video
- Time-Lapse Video
- Project Documentary
- Training video
- Motion Graphics
- Renderings & 3D Animation
- [Photography](#)
- Corporate Executive Portraiture
- Aerial Photography
- Project Progress Photography
- Architectural Photography
- [Graphic Design](#)
- Proposal Template
- Corporate Brochure
- Project Sheets & Folder
- Stationery
- Advertisements
- Exhibit and Display Design
- [Presentations & Special Events](#)
- Presentation Development
 - *(PowerPoint Design & Edits)*
- Corporate Event Planning
- Audio/Visual Equipment & Support
- Event Photography & Video

While SCG normally bills at \$150.00/hour for these services (minimum billing increment of 2 hours), with this plan SJTPO will enjoy access to these services at deeply discounted rates, allowing for the ability to solicit any included marketing and web support services on an on-call basis for a term of one year. With the purchase of a Plan SCG will also host your website on a secure server with redundant backup FREE OF CHARGE. *Domain name registration additional.

Please select the Plan that best meets SJTPO needs and budget:

Bronze Plan: includes up to 5 hours of service hours per year from the date of signature at the reduced rate of \$700.00. Additional hours will be billed at \$135.00 per hour.

Silver Plan: includes up to 10 hours of service hours per year from the date of signature at the reduced rate of \$1,350.00. Additional hours will be billed at \$125.00 per hour.

Gold Plan: includes up to 20 hours of service hours per year from the date of signature at the reduced rate of \$2,500.00. Additional hours will be billed at \$115.00 per hour.

Platinum Plan: includes up to 30 hours of service hours per year from the date of signature at the reduced rate of \$3,300.00. Additional hours will be billed at \$100.00 per hour.

Diamond Plan: includes up to 50 hours of service hours per year from the date of signature at the reduced rate of \$4,500.00. Additional hours will be billed at \$85.00 per hour. *PER THE PROPOSAL FOR SJTPO THE COST PROPOSED WAS DISCOUNTED AT AN ANNUAL FEE OF \$3,750.00*

Agreement terms: *On-call task requests from plan holders will be processed within 5 business days from the date the request is received. Plan will automatically renew one year from date of signature unless written notification of a change in plan is received by SCG prior to the end of the one-year term.*

Upgrading: *Plan Agreement holders may elect to upgrade their plan at any time throughout the one-year term of the agreement to allow for additional hours by paying the cost difference between the plans they currently hold and the plan to which they wish to upgrade.*

Payment terms: *Per revised proposal remitted 11/3/15
Out-of-pocket expenses; taxes and shipping charges additional*

South Jersey
Transportation Planning Organization
Website Redevelopment
September 30, 2015

COST PROPOSAL

Submitted by: Stokes Creative Group Inc.
1666 Route 206
Vincentown, NJ 08088

Stokes Creative Group, Inc.
South Jersey Transportation Planning Organization
Website Redesign and Support of Web Services
Website Redesign
Cost Proposal
09/29/15

Personnel	Title	Hours				
		Project Mgmt	Pre-Production	Production	Post Production	Total
Joanne Stokes	Principal In Charge	12	0	0	0	12
Qiao Wu	Multimedia Specialist/Supervisor	32	32	120	16	200
Matt Touhey	Project Manager	32	0	0	0	32
Chris Thompson	Senior Graphic Designer	0	32	80	16	128
Jennifer Murray	Graphic/Communication Assistant	0	0	16	0	16
Vishall Dutt	Writer	0	0	16	8	24
Nicole Pace	Text Editor/Proofreader	0	0	4	0	4
Lauren Adams	Photo Processing	0	0	0	8	8
TOTAL HOURS		76	64	236	48	424

Stokes Creative Group, Inc.
South Jersey Transportation Planning Organization
Website Redesign and Support of Web Services
Website Redesign
Cost Proposal
09/29/15

	Project Mgmt	Pre-Production	Production	Post Production	Domain	Hosting & Maintenance	Total
Stokes Creative Group	\$10,526	\$6,563	\$24,268	\$4,846	\$100	\$3,695	\$49,998

SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION

RESOLUTION 1511-42: Approving the Selection of Stokes Creative Group as the Consultant for the SJTPO Website Redevelopment

WHEREAS, the South Jersey Transportation Planning Organization (SJTPO) is the Metropolitan Planning Organization (MPO) designated under Federal law for the southern region of New Jersey including Atlantic, Cape May, Cumberland, and Salem Counties; and

WHEREAS, the Fiscal Year 2016 SJTPO Unified Planning Work Program includes Federal Highway Administration planning funds for this project; and

WHEREAS, the Notice of Availability of Requests was sent to approximately 120 firms on August 26, 2015; and

WHEREAS, the Request for Proposal (RFP) announcement and supplementary materials were also posted on the publicly accessible SJTPO website; and

WHEREAS, two proposals were received; and

WHEREAS, the SJTPO Technical Advisory Committee vested consultant selection authority in a committee consisting of SJTPO, Cape May County, and DVRPC, who reviewed the proposals and evaluated them according to SJTPO's published criteria; and

WHEREAS, the Selection Committee recommends Stokes Creative Group (an NJDOT Certified Disadvantaged Business Enterprise); and

WHEREAS, the SJTPO Technical Advisory Committee endorsed the recommendation of the Consultant Selection Committee.

NOW THEREFORE BE IT RESOLVED, that the Policy Board of the South Jersey Transportation Planning Organization hereby approves the above selection for the SJTPO Website Redevelopment project for a maximum fee of \$49,998; and

BE IT FURTHER RESOLVED, that the Policy Board authorizes the Executive Director to execute scope of work and cost modifications to the original contract amount, provided that funding is available.

Certification

I hereby certify that the foregoing is a correct and true copy of a resolution adopted by the Policy Board of the South Jersey Transportation Planning Organization at its meeting of November 23, 2015.

Will Pauls, Secretary/Treasurer