



Full service, creative agency providing:

**CUSTOM DESIGN • WEB DEVELOPMENT • DIGITAL MARKETING**



**CREATIVE SERVICES PROPOSAL**

Prepared for:  
**Regional Planning Commission (RPC)**

ELXELCREATIVE

ELXEL.COM | ELXELCREATIVE

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**Company Name:** ELXEL Creative, LLC.

**Website:** [www.ELXEL.com](http://www.ELXEL.com)

**Email:** [sammyk@elxel.com](mailto:sammyk@elxel.com)

**Founded:** 2015

**EIN:** 84-4586032

**DUNS:**025511211

**UEI:**Y1B3DD3Y1367

ELXEL Creative, LLC and Ascension Branding and Marketing, LLC is pleased to present our joint response to your request for proposals (RFP) for Agency Branding and Communications Project RPC Task # D-1.25. We accept all provisions for this project and the required deliverables. We look forward to working with your organization if selected.

#### **BACKGROUND:**

ELXEL Creative is an award-winning, full-service, custom web development, graphic design, and marketing agency that was founded in 2015 in Washington, DC. Our team consists of a small group of creative professionals with decades of individual experience working closely with clients in various industries to build memorable brands and develop unique online experiences.

Having worked with a wide variety of non-profit organizations, associations, and state and local municipalities, we would like to provide some insight on our approach to this project. As an agency, we really take pride in our strategic creative process and our ability to collaborate closely with our clients to create custom solutions that fit their specific needs.

They include the following phases:

**Discover** - We take our time and immerse ourselves in your unique business, learning your company vision, values, audience, competitors, pain points and goals.

**Define** – We identify your specific needs and present the organization with the best possible solutions based on the project requirements. We devise a clear, strategic plan on how to implement the recommendations and solutions that we have presented. We then break down the project into timelines that work for you and deliverables that ensure visibility and collaboration.

**Design** – Our design phase consists of conceptualizing, creating, presenting, collaborating, and refining. With your unique vision and objectives in mind, we develop an array of custom visual concepts that we can expand, combine, or even scrap and start over until we have the perfect solution for your brand.

**Develop** - This is where creativity meets functionality. We bring your design concepts to life by custom building your online platform from the ground up including all coding, UX and interactive design, individual web page development, mobile optimization, and even content creation if needed.

**Deploy** – Once we have final approval on your live staging site, we go through a series of quality assurance and cross-platform testing to ensure that all of the requirements have been met and your project is ready to launch.

## **CASE STUDIES:**

We have perfected this process through our experience working on projects for various non-profit organizations, NGOs and other member associations in the Washington, DC area. We have provided graphic design services for various projects or taken the role of the Clients in-house graphic design team for the following organizations:

- National Museum of African American History and Culture (NMAAHC)
- DC Department of Small and Local Business Development (DSLBD),
- Motor & Equipment Manufacturers Association (MEMA)
- Humanities Council of Washington, D.C.
- DC Arts and Humanities Education Collaborative (DCC)
- Mental Health America (MHA)
- The Annie E. Casey Foundation (AECF)

These are just a handful of the clients that we've worked with and provided graphic design services that include producing, custom program books, PowerPoint decks/templates, infographic, charts, and various other marketing materials that are similar to what is required for this project.

## **AWARDS:**

Throughout working on these projects and with our amazing Clients, we have been very fortunate enough to receive the following awards:

- Creative Excellence in Graphic Design & Branding (2024)
- Creative Excellence in Graphic Design & Branding (2023)
- Best Web Developers in Washington DC (2023)
- Best Design Agency in Washington DC (2022)
- Top Design Agency (2021)

**GOOGLE REVIEW RATING: 5 STARS** - <https://g.page/r/CZysqIGEKRpOEAE/review>

Regarding staffing for this project, we plan to use a team that consists of about three to five ELXEL Creative staff members that will be utilized during various stages of this project.

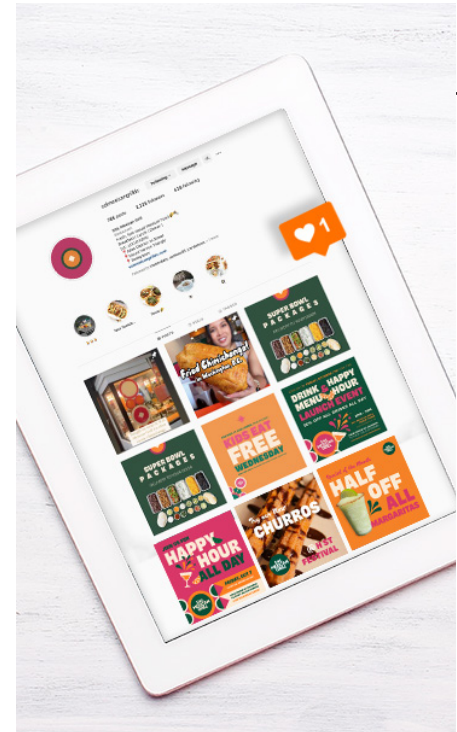
Check out  
**OUR SERVICES**

ELXELCREATIVE



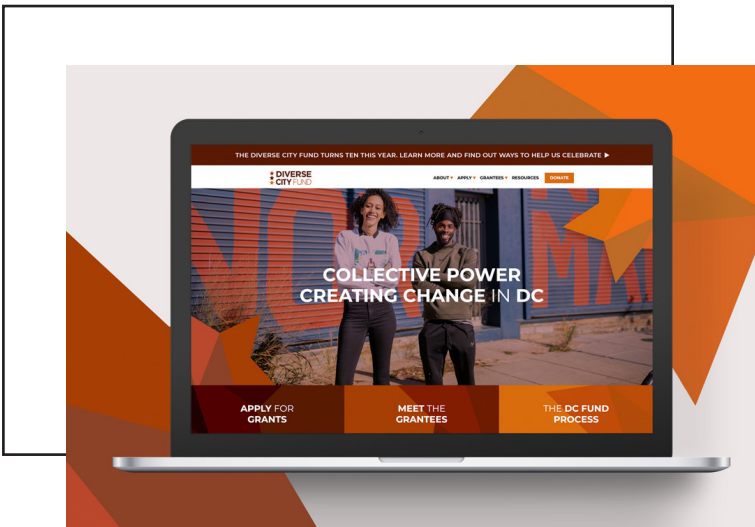
*Award-Winning*  
**BRANDING & DESIGN**

**Every detail matters.** With our customized brand exercises and questionnaires, we take the time to get very familiar with your unique vision and strategy before designing your perfect brand or design piece.



*Effective*  
**MARKETING & STRATEGY**

**Market with confidence.** Our marketing strategies have been proven to generate more leads, increase customer engagement, and build brand awareness.



*Custom, Efficient*  
**WEB DESIGN & DEVELOPMENT**

**Optimize and conquer.** Maximize your online presence and get the most out of your website. With our unique designs and custom development, we can build your perfect online environment.

**EXPERIENCE THE QUALITY & CREATIVITY OF A BIG AGENCY WITH THE ATTENTION, COMMITMENT & CARE OF AN IN-HOUSE TEAM.**

*Elxel.com*

A peak into

# OUR PROCESS



## 1. DISCOVER

**What do you do?** We begin each and every project by immersively learning and discovering your unique business. We take a deep dive into your vision, values, audience, competitors, pain points, achievements, and future goals.



## 2. DEFINE

**How can we help?** During this stage, we identify your specific needs and goals and define your custom solutions. We then break down the project into timelines that work for you and deliverables that ensure visibility and collaboration.



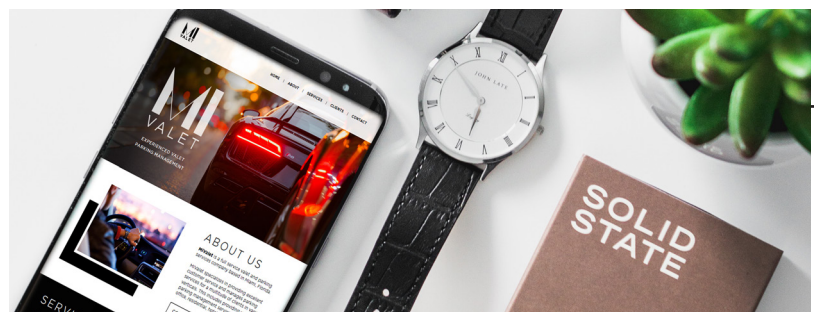
## 3. DESIGN

**Let's get creative!** Our design phase consists of conceptualizing, creating, presenting, collaborating, and refining. With your unique vision and objectives in mind, we develop an array of visual concepts that we can expand, combine, or even scrap and start over.



## 4. DEVELOP

**Where creativity meets functionality.** Now, we bring the design concepts to life. Our backend development process includes custom coding, UX design, mobile optimization, content creation, and more.



## 5. DEPLOY

**Go!** During this stage, we finalize quality assurance testing, ensure mobile optimization, and make your site live.

Meet the  
**CORE TEAM**



**BRITTANY HILL**  
Founder,  
Creative Director

Brittany is a natural leader and creative who specializes in solving business and marketing challenges with unique, comprehensive design. She has spearheaded the creative development of numerous new brands as well as refreshed and revived an array of existing brands.



**SAMMY KASSIM**  
Co-Founder,  
Managing Partner

Sammy is a true visionary and entrepreneur with exceptional knowledge in branding and strategic positioning. After starting his first company in 2012, he propelled Event Nation, an online ticketing venture he co-founded, to a successful acquisition within three years.



**RICHARD VASCO**  
Senior Web Developer

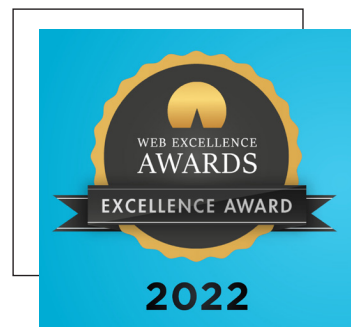
With over 17 years of experience in web development, Richard has honed his skills in crafting clean, well-structured code and finding creative solutions to technical challenges. He's also very passionate about staying up-to-date with the latest web practices and technologies.



**AVERY GAY**  
Senior Graphic Designer

Avery is a dynamic and inventive designer who has a talent for seamlessly blending aesthetics with functionality, resulting in designs that resonate with audiences and drive business objectives. She has a keen eye for detail and a knack for bringing clients' visions to life.

Check out our  
**RECENT AWARDS**



# Our Team



## Digital Marketing

*Germain McCarthy* leads our digital strategies with over 15 years of experience in SEO, social media, and content marketing. Specializing in data-driven campaigns and marketing automation.



## Public Relations & Strategy

*Johnathan Thomas* brings 10+ years of expertise in corporate communications and media relations. Known for developing robust PR campaigns and crisis management strategies.



## Operations and Finance

*Mia Harrison* excels in creating structure and organization. Her innovative approach has helped clients manage millions in funding and execute projects flawlessly.



## Creative & Events

*Quintina Ricks* brings 20+ years of creative leadership experience, specializing in brand events, decor and experiential marketing. Her innovative designs have transformed client brands.



## Brand Strategy

*Theresa Thomas* brings 8+ years of expertise in brand development and strategic positioning. Her insights have helped numerous companies establish distinctive market presence and drive growth through cohesive brand strategies.

## SCOPE OF WORK

### PROJECT PHASES & ESTIMATED DURATION

This process chart is just an estimated prediction based on information provided during the introductory stage of the project. Project phases, estimated hours, and project deliverables are subject to change depending on information gathered during the research and discovery phase and by the request of the CLIENT.

PHASE/TASK	DELIVERABLES	TIMELINE
<p><b>PHASE #1: PROJECT MANAGEMENT &amp; SCHEDULE</b></p> <p>The consultant will be responsible for the effective management of all activities described herein (Tasks 1-9) and for regular updates to the project manager on the development of deliverables. The consultant will organize a kickoff meeting with RPC staff within two (2) weeks of the consultant's notice to proceed.</p>	<ul style="list-style-type: none"> <li>Briefing document detailing consultant's understanding of project purpose, objectives, and outcomes</li> <li>Detailed task breakdown and project schedule with timeline and major milestone</li> <li>Monthly progress reports and invoices</li> </ul>	<b>1 - 2 WEEKS</b>
<p><b>PHASE #2: BRAND AUDIT/ASSESSMENT OF EXISTING MARKETING MATERIALS</b></p> <p>Consultant will begin to collect information from each programmatic area within the RPC, review website content and analytics, review existing branding material and visual assets, review recurring plan and report documents, review outreach reports from past projects, and assess current outreach policies outlined in the agency's Public Participation Plan.</p>	<ul style="list-style-type: none"> <li>Detailed brand audit which inventories existing outreach, branding, and marketing material and practices (per RPC programmatic area), and analyzes their effectiveness as well as areas for improvement</li> <li>The consultant will then conduct a SWOT analysis of the current brand perception and outreach performance, looking at strengths, weaknesses, opportunities, and threats, and identify areas for improvement.</li> </ul>	<b>3 - 5 Weeks</b>
<p><b>PHASE #3A: BRAND DISCOVERY SURVEY</b></p> <p>The consultant will conduct a brand discovery survey for staff and, if possible, board members. The survey will inform the development of the messaging strategy and branding components. The survey should focus on assisting participants in brainstorming concepts such as RPC mission statements, core values and responsibilities, key words and concepts, definitions, and target audiences.</p>	<ul style="list-style-type: none"> <li>The consultant will conduct a brand discovery survey for staff and, if possible, board members.</li> </ul>	<b>1 - 2 WEEKS</b>
<p><b>PHASE #3B: BRAND DISCOVERY WORKSHOP</b></p> <p>organize an in-person workshop for select participants as directed by the project manager. The purpose of the workshop will be to develop brand identity through the following activities outlined below.</p>	<ul style="list-style-type: none"> <li>Brand discovery survey</li> <li>Briefing document detailing results and findings of the survey</li> <li>Pre-event communication materials</li> <li>Brand discovery workshop materials</li> <li>Post-event summary document with findings, emerging concepts, takeaways and actionable steps.</li> </ul>	<b>3 - 4 WEEKS</b>

<p style="text-align: center;"><b>PHASE #4: INITIAL DESIGN CONCEPTS</b></p> <p>consultant shall distinguish which branding collaterals will be printed in accordance with Task 9 of this scope of work, such as brochures, flyers, posters, banners, business cards, and any other promotional items.</p>	<ul style="list-style-type: none"> <li>● Assemble initial design concepts for logos, icons, typography, color schemes for RPC program and core planning documents, templates, and any other concepts for infographics or data visualizations.</li> <li>● Document outlining the strategic design approach and initial design concepts, branding toolkit components, and proposed print collaterals</li> </ul>	<b>3 - 4 WEEKS</b>
<p style="text-align: center;"><b>PHASE #5 &amp; 5A DEVELOP FINAL BANDING MATERIALS &amp; BRANDING TOOLKIT</b></p> <p>development of all branded materials including a branding toolkit, style guide, and other visual tools.</p>	<ul style="list-style-type: none"> <li>● Development of all branded materials including a branding toolkit, style guide, and other visual tools.</li> <li>● Logo Design</li> <li>● Infographics</li> <li>● Photography, Stock Images, Aerials</li> <li>● Iconography</li> <li>● Illustrations &amp; Renderings</li> <li>● Templates</li> <li>● Promotional Swag</li> <li>● Brochures and Flyers</li> <li>● Posters &amp; Banners</li> </ul>	<b>4 - 6 WEEKS</b>
<p style="text-align: center;"><b>PHASE #5B: STYLE GUIDE</b></p> <p>The style guide shall encompass a comprehensive set of branding guidelines or specifications that dictate how all brand elements (e.g., logo, color scheme and palette, typography, etc.) should be used across various channels, such as websites, social media, print materials, presentations, reports, and others. This ensures uniformity and coherence in communications. The guidelines should cover legal and copyright considerations, ensuring that all published and printed materials comply with copyright laws and any other legal requirements..</p>	<ul style="list-style-type: none"> <li>● The style guide should also provide guidance for online presence, including website design integration, social media profile templates for project-based pages, and content creation guidelines. Finally, the guide should also contain specific guidance for ordering and printing special materials such as brochures, posters, booklets, or other promotional items, including print specifications (e.g., recommended paper type, weight, finishing, printing technique, colors, and binding), and budgets and cost estimates for varying alternatives.</li> <li>● Physical Proofs of all printed Materials</li> <li>● Full Branding Toolkit</li> <li>● Style Guidelines</li> </ul>	<b>3 - 4 WEEKS</b>
<p style="text-align: center;"><b>PHASE #6: DEVELOP MESSAGING STRATEGY</b></p> <p>The consultant will develop an agency-wide messaging strategy/plan that integrates the insights and recommendations that came from the brand discovery activities. The goals of the messaging strategy should also include assisting the agency in building trust, better relationships, more public buy-in, and an improved public perception of the benefits and limitations of the regional organization.</p>	<ul style="list-style-type: none"> <li>● The messaging strategy shall incorporate the following elements</li> <li>● described below. <ul style="list-style-type: none"> <li>○ Mission and Vision</li> <li>○ Core Values &amp; Responsibilities</li> <li>○ Elevator Pitch</li> <li>○ Target Audience Segmentation</li> <li>○ Key Messages</li> <li>○ Consistency Across Channels</li> <li>○ Language &amp; Tone</li> <li>○ Addressing Complex Issues</li> <li>○ Inclusivity &amp; Diversity</li> <li>○ Adaptable Messaging</li> </ul> </li> <li>● Messaging Strategy Document</li> <li>● Document outlining recommended web copy to integrate with RPC's website.</li> </ul>	<b>3 - 4 WEEKS</b>

<p style="text-align: center;"><b>PHASE #7: STAFF TRAINING</b></p> <p>outreach materials to assist RPC in its engagement efforts with stakeholders. Digital copies of the fact sheets, brochures, and educational presentations, and a digital copy of the components of the “meeting-in-a-box” with note of the items needed for printing or production</p>	<ul style="list-style-type: none"> <li>● Fact Sheets/ Brochures</li> <li>● Educational Presentations</li> <li>● Translation and Accessibility</li> <li>● Meeting in-a-box</li> </ul>	<p><b>2 -3 WEEKS</b></p>
<p style="text-align: center;"><b>PHASE #8: DEVELOP SUPPLEMENTAL OUTREACH MATERIALS</b></p> <p>plan and host a training with RPC on the use of the branding materials including the branding toolkit, style guide, and supplemental outreach items. The consultant shall also train the RPC in the delivery of the messaging strategy.</p>	<ul style="list-style-type: none"> <li>● Training Agenda</li> <li>● Presentation</li> <li>● Workshop/Exercises</li> </ul>	<p><b>1 - 2 WEEKS</b></p>
<p style="text-align: center;"><b>PHASE #9: PRINT PRODUCTION</b></p> <p>work with the RPC project manager to determine the required quantity of each printed item, and the desired size based on anticipated demand, distribution, and budget. All printed material shall comply with copyright laws and meet accessibility standards complying with the code of federal regulation’s ADA requirements.</p>	<ul style="list-style-type: none"> <li>● Memo Outlining the following: <ul style="list-style-type: none"> <li>○ Print Specifications</li> <li>○ Budget &amp; Timeline</li> <li>○ Proofing</li> <li>○ Quality Control</li> <li>○ Vendor Selection</li> <li>○ Distribution Delivery</li> </ul> </li> <li>● Physical proofs of all material</li> <li>● Final printed branded material</li> </ul>	<p><b>1 - 2 WEEKS</b></p>

## TIMELINE & PAYMENT STRUCTURE

### PAYMENT STRUCTURE

This engagement will be conducted on a time and materials basis. The total value for the services pursuant to this proposal shall not exceed this cost unless otherwise agreed to by both parties.

PAYMENT SCHEDULE	ESTIMATED DUE DATE	COST
PROJECT KICKOFF - INITIAL PAYMENT	May 1, 2025	\$25,000
PAYMENT #2	Jun 1, 2025	\$15,000
PAYMENT #3	Jul 1, 2025	\$15,000
PAYMENT #4	Aug 1, 2025	\$15,000
PAYMENT #5	Sep 1, 2025	\$15,000
PAYMENT #6	Oct 1, 2025	\$15,000
PAYMENT #7	Nov 1, 2025	\$15,000
PAYMENT #8	Dec 1, 2025	\$15,000
<b>TOTAL</b>		<b>\$130,000</b>

In WITNESS WHEREOF, The Parties hereby agree to all terms and conditions in the Agreement and have duly authorized officers to execute and deliver this agreement as of the Effective Date above.

**REGIONAL PLANNING COMMISSION (RPC)**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

**ELXEL CREATIVE, LLC.**

Name: Sammy Kassim

Title: Managing Partner

Signature: *Sammy Kassim*

**ASCENSION MARKETING BRANDING LLC.**

Name: Jonathan Thomas

Title: CEO

Signature: \_\_\_\_\_

# MENTAL HEALTH AMERICA



## ABOUT PROJECT

MHA partnered with us to design, layout and create custom graphics for their 40 page 2022 Mental Health Toolkit, *Creating A Culter of Support and Well Being*. MHA wanted a clean, inviting, and easy to navigate design with friendly, eye catching elements and info-graphics to highlight and illustrate key content.

To start, we designed three custom cover concepts for MHA to choose from using their feedback, existing brand colors, and fonts. Once a concept was selected, we took their content and designed each page individually, implementing key design elements from the cover and creating unique, custom graphics to interact with the content and info-graphics to illustrate important points.

Branding • Graphic Design

# ANNIE E. CASEY FOUNDATION



## ABOUT PROJECT

The Annie E. Casey Foundation works toward building stronger communities to help better their educational, social, economic, and physical health. We've been working closely with this foundation to create custom tools and designs that market their goals and information. To accomplish this, a wide variety of print pieces, presentation decks, advertisements, displays and more have been deliberately designed to make sure their brand and message is always at the forefront of the work.

When designing these pieces, a large emphasis is placed on finding an engaging and interactive way to include the viewer, transforming very text and data heavy pieces into a more engaging ones.

Graphic Design

# NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY & CULTURE



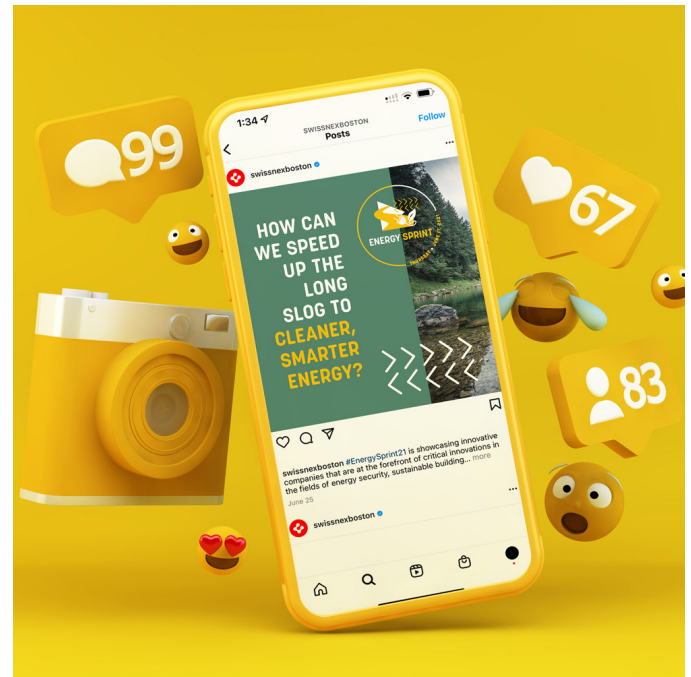
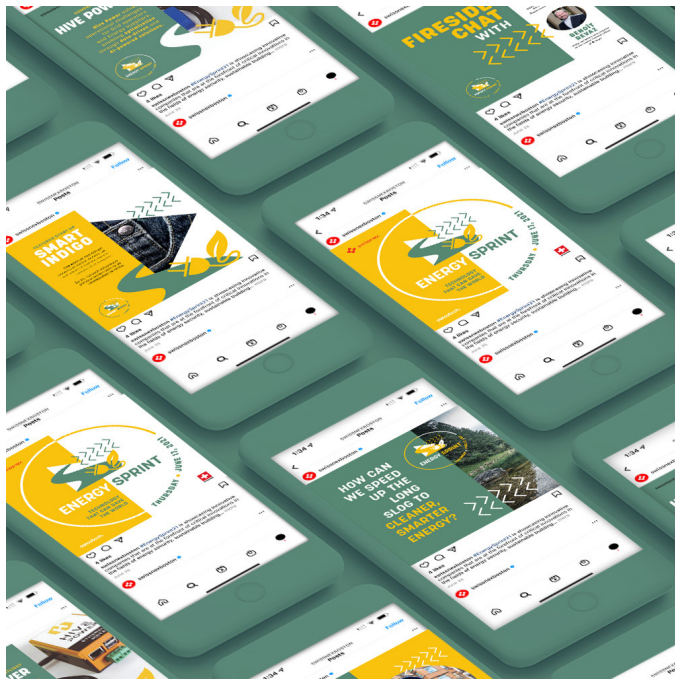
## ABOUT PROJECT

The NMAAHC partnered with us to re-brand and redesign their quarterly newsletter, *Curated for Community*, an eight-page informative newsletter that's distributed both online and print. They wanted a modern, clean, and inviting design that worked cohesively with their updated branding while showcasing their news and information.

*"Elxel does great work, very responsive and accommodating. The communication is consistent and their team is knowledgeable and helpful. They designed a newsletter for our unit within Smithsonian NMAAHC, excellent job."*

- Sterling Warren,  
Digital Content Producer

# SWISSNEX



## ABOUT PROJECT

Swissnex, the world's first science consulate, connects Switzerland, North America, and the world in science, education, innovation, and the arts. One of their main focus areas is technology and the environment, so Swissnex Boston partnered with us to brand their latest event series highlighting the newest ideas and technology in global energy transition called "ENERGY SPRINT." ENERGY SPRINT was a month-long series of events, talks, and sessions held by Swissnex.

We custom designed the event logo, created a unique brand that fit cohesively within Swissnex's current brand identity, and developed and designed all digital marketing materials utilized to promote ENERGY SPRINT online and through social media.

# HUMANITIESDC



4

## ABOUT PROJECT

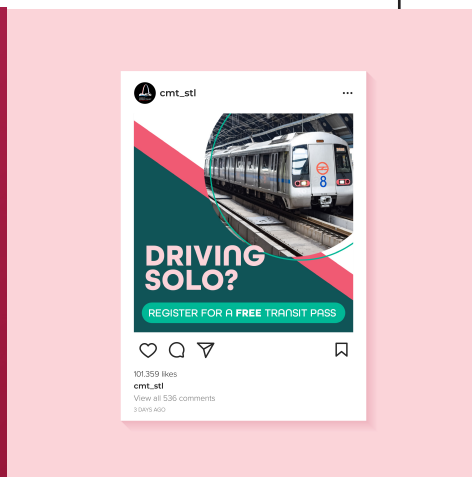
HumanitiesDC partnered with us to redesign and refresh their logo and branding and create a whole new brand experience.

First, we designed an array of new, unique custom logo options and worked closely with HumanitiesDC until landing on the collaborative logo showcased here. We then created an extensive brand guidelines book where we defined and outlined their new brand colors, fonts, logo variations, and even created custom program logos for all of their individual programs. Lastly, we designed an intricate yet easy-to-navigate website by taking all of their content and individually designing and developing each webpage. We also designed a wide variety of custom marketing materials for both online and print, including a full business suite, postcards, social media flyers, and more.



Branding • Graphic Design

# MATCH WITH METRO



## ABOUT PROJECT

“Match with Metro Transit” is a campaign that strives to encourage individual commuters to become better acquainted with the MetroLink and MetroBus systems in St. Louis.

Citizens for Modern Transit came seeking a unique logo mark, billboard design, and other print materials to help advertise their program, goals, and mission with designs influenced by classic iconography of the Valentine’s Day season.

To accomplish this, we established a direction for a new, custom logo mark that utilizes icons to reflect both topics of transit and Valentine’s, that implements a bold and playful typographic treatment and color palette.

To: Future and Potential Clients  
Re: Letter of Recommendation for Elxel Creative

To Whom it May Concern,

I strongly recommend Elxel Creative for hire. We have partnered with this innovative team on design and development projects and have found them to be an exceptional resource.

Their process is clean, organized, and efficient and their team is extremely easy to work with. Also, they were very reliable and always responsive when we needed them.

Overall, Elxel Creative is a great agency to work with and I would definitely recommend their services.

Sincerely,

*Khadijah Anderson*

**Khadijah Anderson**

Manager at Blackstone Technology Group

kanderson@bstonetech.com

(757) 470-6350

To: Future and Potential Clients

Re: Letter of Recommendation for Elxel Creative

I'm so happy to take a moment to share my great appreciation for Elxel and its Creative Director, Brittany Hill. Over the last few years, I have had the pleasure of working with the team on two large projects that included organizational rebranding and the design of new multi-paged websites. What I enjoyed from the process was that:

Both experiences were true collaborations that helped my organization feel like the final products really represented us well and helped us tell our story better.

1. Brittany and her team were incredibly prompt and communicative about timelines so that we always knew what to expect.
2. The pricing for the projects were competitive and the quality well-worth the investment.
3. Finally, Elxel continues to be available to us when we need them for some problem-solving or support with a refresh.
4. I really enjoy the relationship we have built with this multi-talented organization and highly recommend them to others interested in this type of service. Based on my experience I feel like other clients will be charmed by the final product and feel that it adds real value to their non-profit organization or company.

Sincerely,

A handwritten signature in black ink that reads "REBECCA LEMOS OTERO". The signature is stylized with a large, sweeping initial "R" and a horizontal line extending to the right.

Rebecca Lemos Otero

Executive Director

E: rlemosotero@humanitiesdc.org

W: www.humanitiesdc.org

T: 202.770.3077 Ext. 803

To: Future and Potential Clients

Re: Letter of Recommendation for Elxel Creative

It is my pleasure to highly recommend the strategic and creative services of Elxel Creative. As an association executive tasked with meeting complex branding and communications challenges, I have time and again turned to Elxel and their team to develop crisp, engaging, effective, on-message collateral – often on short notice. They have never let me down.

Personally, I have worked with Elxel creative director, Brittany Hill, for many years, and I know and trust her professionalism and judgement. She and her team have been able to provide personal service, assess my specific situation, and build on an established brand in new and innovative ways. From top-down branding to daily tasks such as resizing images and ads, I have been able to rely on Elxel as if they were my own internal team. Elxel is my go-to resource.

And having Elxel as a resource is critical. MEMA represents the largest sector of manufacturing jobs in the United States. Our industry alone generates nearly 3 percent of the U.S. GDP. We are in the national press and on Capitol Hill daily. Our issues impact 4.26 million American workers. We cannot afford to fail to look professional at every step.

You will not be disappointed with Elxel. This is a highly trained, creative-but-sensible team that you will come to know and rely upon again and again. They hit the mark every time.

Please feel free to contact me with any additional questions.

Sincerely,



Cindy Sebrell

Vice President, Communications

Motor & Equipment Manufacturers Association

[csebrell@mema.org](mailto:csebrell@mema.org)

(202) 312-9250

To: Future and Potential Clients

Re: Letter of Recommendation for Elxel Creative

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A handwritten signature in black ink that reads "REBECCA LEMOS OTERO". The signature is stylized with a large, sweeping initial "R" and a horizontal line extending to the right.

Rebecca Lemos Otero

Executive Director

E: rlemosotero@humanitiesdc.org

W: www.humanitiesdc.org

T: 202.770.3077 Ext. 803

# MODIFIED DOTD FORM: 24-102

## RPC TRANSIT PLANNING REQUEST FOR PROPOSALS (RFP)

### PROPOSAL TO PROVIDE CONSULTANT SERVICES

Please read carefully, as this form differs from Standard Form DOTD 24-102. **Subconsultants should respond only to questions 1-9 and 16-19, and these responses should be labeled by firm and included as attachments to of the Prime's submittal.**

ANY CONSULTANT FAILING TO SUBMIT ANY OF THE INFORMATION REQUIRED ON THE DOTD FORM 24-102, OR PROVIDING INACCURATE INFORMATION ON THE DOTD FORM 24-102, MAY BE CONSIDERED NON-RESPONSIVE.

Prime consultant should enter the firm name in the footer at the bottom of this page. (It will carry over to subsequent pages.)

1. Contract title as shown in the advertisement	Agency Branding And Communications Project State Project
2. Contract number(s) as shown in the advertisement	No.: PL-80-36-25 RPC Task: D-1.25
3. Prime consultant name (as registered with the Louisiana Secretary of State where such registration is required by law)	Ascension Branding and Marketing LLC
4. Prime consultant? (Y/N)	Y
5. Consultant mailing address	11226 Asphodel Drive, New Orleans, LA 70128
6. Consultant physical address (existing or to be established, if location is used as an evaluation criteria)	11226 Asphodel Drive, New Orleans, LA 70128
7. Name, title, phone number, and email address of consultant's contract point of contact	Johnathan Thomas, CEO of ABM, 504 428 4032, jpublicist@gmail.com



firm(s) are DBEs and their percentage of the contract. If a firm is not certified as a DBE in Louisiana, please indicate the state where they are certified.

**11. Firm(s) Size:**

For all firms that are part of this team, indicate the approximate number of personnel to be committed to this contract, by DOTD Job Classification and the total number of personnel within the firm that could provide support, if needed. If a specialized job classification is required and not included on the DOTD job classification list, specify “Other (xxxx)” and include the classification title inside the parentheses. The DOTD Job Classification(s) to be used can be found at the following link:

[http://wwwsp.dotd.la.gov/Inside\\_LaDOTD/Divisions/Engineering/CCS/Job\\_Qualification/Job%20Classifications%20with%20Descriptions.pdf](http://wwwsp.dotd.la.gov/Inside_LaDOTD/Divisions/Engineering/CCS/Job_Qualification/Job%20Classifications%20with%20Descriptions.pdf)

(Italicized examples are provided, please delete and replace):

Firm name	Sub or Prime	DOTD Job Classification	Number of personnel committed to this contract	Total number of personnel available in this DOTD Job Classification (if needed)
<i>ELXEL Creative, LLC.</i>	<i>Sub</i>	<i>Principal</i>	<i>1</i>	<i>2</i>
<i>ELXEL Creative, LLC.</i>	<i>Sub</i>	<i>Principal</i>	<i>1</i>	<i>2</i>
<i>ELXEL Creative, LLC.</i>	<i>Sub</i>	<i>Professional</i>	<i>1</i>	<i>1</i>
<i>ELXEL Creative, LLC.</i>	<i>Sub</i>	<i>Professional</i>	<i>1</i>	<i>1</i>
<i>ELXEL Creative, LLC.</i>	<i>Sub</i>	<i>Professional</i>	<i>1</i>	<i>1</i>
Ascension Branding and Marketing LLC	Prime	Principal	1	1
Ascension Branding and Marketing LLC	Prime	Professional	1	1
Ascension Branding and Marketing LLC	Prime	Professional	1	1

(Add rows as needed)

**12. Organizational Chart:**

Provide an organizational chart showing all prime consultant and sub-consultant (if applicable) personnel assigned to the contract, area of project responsibility for each, and reporting lines for the purposes of this contract. Note that all personnel included are expected to contribute to the conduct of the project, and any significant future changes to the chart must be pre-approved by the RPC Project Manager.

N/A - This is a creative services project.

### **13. Proposal Narrative**

Describe the methodology by which the project team proposes to undertake this study, organized by the tasks and sub-tasks described in the scope. This narrative should be in sufficient detail to demonstrate that the project team understands the expectations of the scope and has the knowledge and expertise to successfully meet those expectations. Innovative and/or cost efficient approaches to conducting tasks are welcome, provided they do not compromise the quality or intent of the study. The narrative must not exceed ten (10) pages, including graphics. Any pages beyond the first 10 will be disregarded.

Please refer to the “Detailed Scope” section of the formal proposal.

### **14. Project Schedule**

A schedule shall be provided for all prime and sub-consultant tasks as described in the Section 13. The schedule should be in GANTT or a similar format. The proposed timeline must fit within the delivery requirements described in the project scope. Any future modifications to the proposed schedule must be approved by the RPC Project Manager.

Please refer to the "Project Schedule" section in the formal proposal.

### **15. Cost and Budget**

Provide the proposed cost for conducting this study and producing the deliverables described in the scope. Include a budget that has line items, by firm, for labor (budget by personnel member is not necessary), travel, proposed profit, and other major costs associated with the narrative described in Section 13.

Please refer to the "cost breakdown" section in the formal proposal.

**16. Staff Experience:**

Résumés shall be provided for all personnel listed in Sections 12 of the proposal. Résumés of personnel not identified in Section 12 of the proposal should not be included and will not be evaluated. Résumés should be limited to 2 pages per person.

Firm employed by			
Name		Years of relevant experience with this employer	
Title		Years of relevant experience with other employer(s)	
Degree(s) / Years / Specialization			
Discipline		Certifications	
Contract role(s) / brief description of responsibilities			
Experience dates (mm/yy-mm/y)	Experience and qualifications relevant to this study:		


(Add rows as needed)

Please refer to the "Team" section in the formal proposal.

**17. Firm Experience:**

Identify the team’s project experience **most relevant** to the scope in the advertisement. The projects should be limited to a total of 5, If more than 5 projects are identified, all projects identified after the first 5 will not be evaluated. Include no more than one page per project. Projects identified shall only include work performed by firms on the team. The projects identified do not need to have been RPC projects. RPC staff may contact the contracting entity to discuss project performance.

Project name		Firm responsibility (prime or sub?)	
Project number		Owner’s name	
Project location		Owner’s Project Manager	
Owner’s address, phone, email			
Services commenced by this firm (mm/yy)		Total consultant contract cost (\$1,000’s)	
Services completed by this firm (mm/yy)		Cost of consultant services provided by this firm (\$1,000’s)	

Describe the project including the firm’s role and members involved. (Highlight staff to be used in this proposal.)

\*Please refer to the “Firm Experience” section in the formal proposal.

Please refer to the detailed scope section in the formal proposal.

**18. Workload:**

For all contracts where a contract was executed by the consultant and the contracting entity by the date the advertisement for this proposal was posted, list all work for which the firm is currently under contract and that are staffed by key personnel proposed for this study.

*\*We do not provide information about our clients that are under contract to other third party entities.*

List only the portion of the fees attributable to your firm.

Project name	Client/Contracting Entity	Remaining Unpaid Balance	Estimated Time to Completion

(Add rows as needed)

**19. Staffing Capacity:**

Referencing Section 17 where appropriate (i.e., where key personnel would be working on multiple projects simultaneously) describe how your firm will ensure that sufficient staffing and capacity will be made available for the conduct of this project.

*\*Key personnel are carefully assigned based on project priorities and timelines, ensuring no overlap compromises quality or efficiency. We maintain a dynamic resource management system that allows us to monitor workloads in real-time and reallocate team members as needed.*

**20. Sub-consultant information:**

If one or more sub-consultants will be used, provide the name, address, point of contact and phone number for each. Otherwise, leave this section blank.

Firm Name	Address	Point of Contact and email address	Phone Number
ELXEL CREATIVE, LLC.	12300 NE Miami Ct, Miami FL 33161		

(Add rows as needed)

**Sections 1-9 and 16-18 must be completed separately by each subconsultant and included below.**

