



THE ESTOPINAL GROUP
A PUBLIC COMMUNICATIONS FIRM



STUDIO
MUNDI

AGENCY BRANDING AND COMMUNICATIONS PROJECT
RFP RESPONSE

State Project No.: PL-80-36-25 RPC Task: D-1.25

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
2. Contract number(s) as shown in the advertisement	State Project No.: PL-80-36-25 RPC Task: D-1.25
3. Prime consultant name	DAE, LLC DBA / The Estopinal Group
4. Prime consultant? (Y/N)	Y
5. Consultant mailing address	2826 Constance St., New Orleans, LA 70115
6. Consultant physical address	2826 Constance St., New Orleans, LA 70115
7. Name, title, phone number, and email address of consultant’s contract point of contact	Denise Estopinal, CEO and Founder denise@estopinalgroup.com (504) 495-2564
8. Name, title, phone number, and email address of the official with signing authority for this proposal	Denise Estopinal, CEO and Founder denise@estopinalgroup.com (504) 495-2564

9. This is to certify that all information contained herein is accurate and true, and that the team presently has sufficient staff to perform these services within the designated time frame. By submitting this proposal, proposer certifies that it is not engaged in a boycott of Israel and it will, for the duration of its contract obligations, refrain from a boycott of Israel. Proposer also certifies and agrees that the following information is correct: In preparing its response, the proposer has considered all proposals submitted from qualified, potential subcontractors and suppliers, and has not, in the solicitation, selection, or commercial treatment of any subcontractor or supplier, refused to transact or terminated business activities, or taken other actions intended to limit commercial relations, with a person or entity that is engaging in commercial transactions in Israel or Israeli-controlled territories, with the specific intent to accomplish a boycott or divestment of Israel. The proposer also has not retaliated against any person or other entity for reporting such refusal, termination, or commercially limiting actions. RPC reserves the right to reject the response of the bidder or proposer if this certification is subsequently determined to be false, and to terminate any contract awarded based on such a false response.

Signature (shall be the same person as #9):



3/10/2025

Date:

<p>10. If a Disadvantaged Business Enterprise (DBE) is participating in the project team, indicate which 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.</p>	<table border="0"> <thead> <tr> <th data-bbox="989 170 1094 203"><u>Firm(s):</u></th> <th data-bbox="1213 170 1423 203"><u>MBE/WBE/DBE:</u></th> <th data-bbox="1541 170 1682 203"><u>Firm(s) %:</u></th> </tr> </thead> <tbody> <tr> <td data-bbox="989 253 1503 331">DAE, LLC – DBA The Estopinal Group (See Appendix A, page 48)</td> <td data-bbox="1213 253 1423 331"></td> <td data-bbox="1562 253 1646 285">100%</td> </tr> <tr> <td data-bbox="989 381 1356 459">DMM and Associates (See appendix B, page 49)</td> <td data-bbox="1213 381 1423 459"></td> <td data-bbox="1562 381 1646 414">100%</td> </tr> </tbody> </table>	<u>Firm(s):</u>	<u>MBE/WBE/DBE:</u>	<u>Firm(s) %:</u>	DAE, LLC – DBA The Estopinal Group (See Appendix A, page 48)		100%	DMM and Associates (See appendix B, page 49)		100%
<u>Firm(s):</u>	<u>MBE/WBE/DBE:</u>	<u>Firm(s) %:</u>								
DAE, LLC – DBA The Estopinal Group (See Appendix A, page 48)		100%								
DMM and Associates (See appendix B, page 49)		100%								

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:

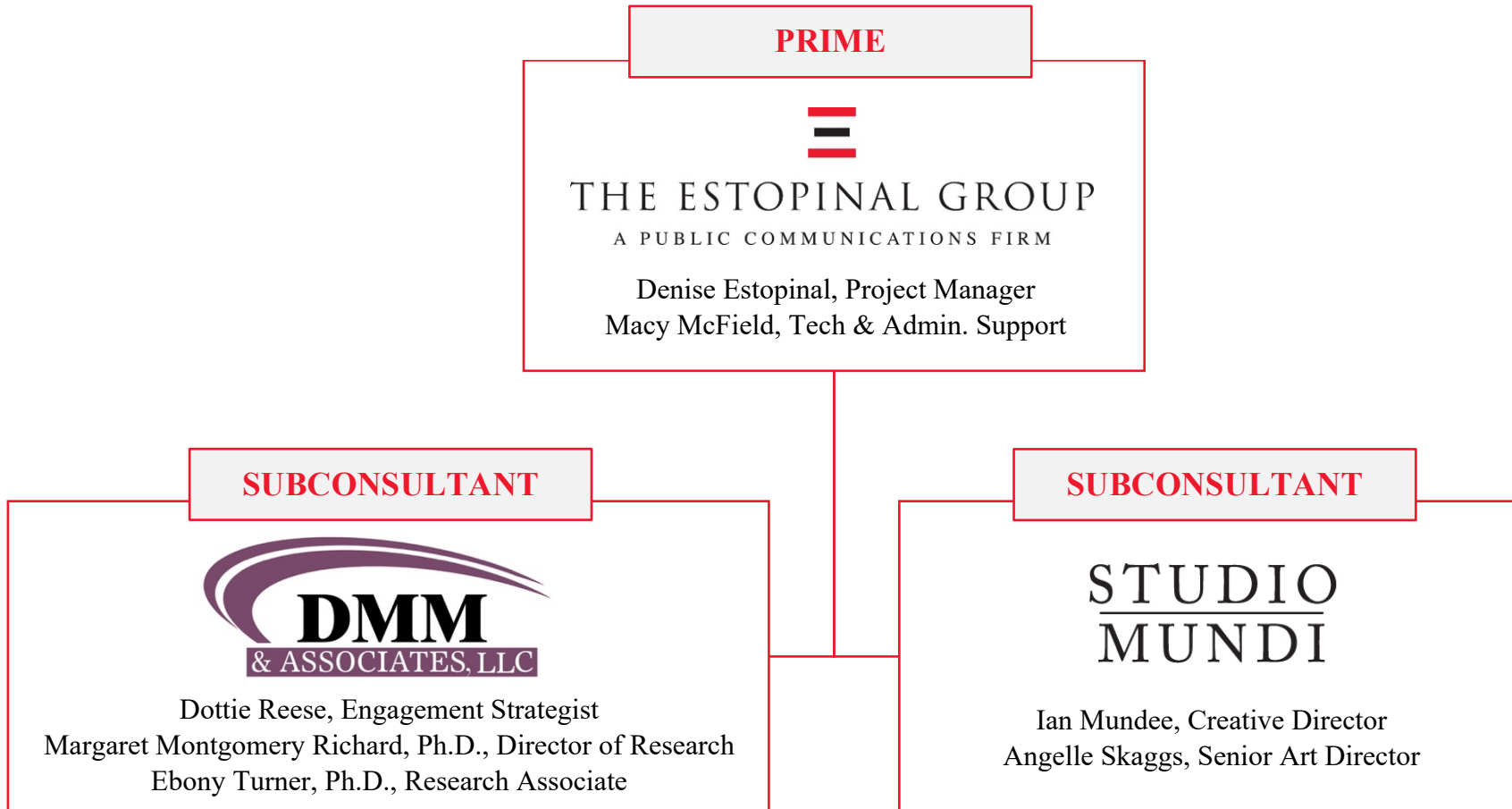
http://wwwsp.dotd.la.gov/Inside_LaDOTD/Divisions/Engineering/CCS/Job_Qualification/Job%20Classifications%20with%20Descriptions.pdf

(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)
DAE, LLC – The Estopinal Group	Prime	Principal Professional	2	1 Professional
DMM and Associates, LLC	Sub	Principal Principal Other (Researcher)	3	2 Professionals
Studio Mundi, Inc.	Sub	Principal Graphics	2	1 Professional 1 Graphics

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.



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.

INTRODUCTION

For decades, the Regional Planning Commission (RPC) has provided exceptional transportation, economic development and environment planning and development services to the people and the governing bodies of Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. John the Baptist, St. Tammany, and Tangipahoa Parishes. RPC's *Agency Branding and Communications Project* represents a visionary next step in maintaining this exceptional service for future generations.

The Estopinal Group and subconsultants DMM & Associates and Studio Mundi are remarkably skilled and proven in navigating and interpreting the RPC's governance, planning and stakeholder engagement across metropolitan New Orleans.

We are pleased to present our uniquely qualified team to deliver branding, government communications, planning, research, analysis, and community engagement expertise to the agency.

OUR TEAM

Our team has an established understanding and respect of the mission, vision, values, and governance of the RPC. There will be no learning curve. We live in your neighborhoods, are committed to your success, and we will hit the ground running. Simply put, we are committed to ensuring the agency's success for our families, for our neighbors, and for ourselves!

For more than 25 years, our team has successfully represented institutions, governments, and agencies across the metropolitan area. The Estopinal Group, DMM & Associates, and Studio Mundi are particularly familiar with the work of the RPC having designed, messaged and produced the agency's public participation guide *Connecting People + Places*, a user-friendly citizen and local official's guide to the Regional Planning Commission. Our team followed with a companion public participation outreach project that generated public awareness of RPC projects and programs and provided residents in targeted areas the opportunity to offer input in the planning process that guides the development of the Metropolitan Transportation Plan.

The team for this RPC project will again be led by **Denise Estopinal, CEO of The Estopinal Group**. She will manage the project's comprehensive messaging, planning, strategic communications, research, brand, and creative components.

THE ESTOPINAL GROUP

The Estopinal Group (TEG) is one of the most experienced strategic communications firms in Louisiana, drawing on 25+ years of marketing and public communications experience. The firm specializes in building and executing effective public communications strategies to create, market and manage brand, frame, and advance issues, develop community awareness and support, and provide proactive consistent public communications.

The firm's proven record of expertise has carved a niche among the region's strategic communication firms, and years of professional practice in Louisiana and across the metropolitan New Orleans area have produced a deep and respectful understanding of the region and its people. TEG's reputation is based on knowledge of public issues, creative insight, and technical savvy. Its work consistently demonstrates consensus building through a collaborative approach to communications development and design, public outreach, project management and implementation.



Denise Estopinal is a New Orleanian whose resource network, communications savvy, and creative, thoughtful insight provide a keen understanding of people and place. Denise is a communication, organizational, programming strategist who develops and implements organizational and project management structure, stewards' brand, frames and advances policies and programs of relevance to the organization; researches, creates and shapes editorial product; develops community awareness and support; promotes positive public relations; provides proactive consistent internal and external communications; and when appropriate, responds effectively and manages public and crisis communications.

Denise is a seasoned professional with knowledge of administration, organizational management, and sensitivities relative to large public, corporate and non-profit organizations.

DMM & ASSOCIATES

TEG's strategic partner, DMM & Associates (DMM), is a woman-owned New Orleans-based firm with a proven record in research and development, and community engagement. The firm's success is the result of clear, concise, and consistent planning and flawless on-the-ground implementation. DMM establishes and fosters mutual understanding, promotes public involvement, influences behaviors, attitudes, and actions to achieve client goals. Its strategies consistently build relationships and reach consensus among project partners, steering committees, community stakeholders and organizations. Their specializations include community engagement, leadership development, facilitation, curriculum development, cultural competency, education and training, and organizational culture assessments in the public, private, and non-profit sectors.

Principals Dottie Reese and Margaret Montgomery Richard will direct research, staff engagement, training, and agency systems analysis. Margaret and Dottie have more than 30 years of experience in management and leadership in the public, private, and non-profit sectors.



Dottie Reese, MPH, MSW, CCDP is experienced in performance management, change management, community engagement and leadership development. Her extensive experience in the health care industry includes profitability analysis and regulatory authorities. Dottie holds a Master of Social Work and Master of Public Health from Tulane University and a B.A. in Psychology from Pomona College, Claremont, CA. She is certified in Diversity Management, Cornell University, NY, and a Louisiana licensed Social Worker.



Margaret Montgomery Richard, Ph.D. is experienced in management and leadership in the public, private, and non-profit sectors. Her areas of expertise include performance and change management, research and analysis, organizational development, community engagement, and outreach. She has also launched statewide workforce development education and training initiatives. Margaret holds a B.A. in Marketing from Southeastern Louisiana University, a Master of Public Administration, and a Doctor of Philosophy from the University of New Orleans. She also has a certificate in Management and Leadership in Education from Harvard Graduate School of Education in Cambridge, Massachusetts, and attended Cornell University School of Industrial and Labor Relations.

STUDIO MUNDI

TEG's strategic partner, Studio Mundi, is a New Orleans-based design and multi-media company. They have worked with local, national and international brands since 1997. Clients include Ochsner, St. Thomas Community Health Center, Beignet Fest Foundation, the Regional Planning Commission, Sutter Health, New Orleans Career Center and many more.

Principal Ian Mundee will review, inventory, and recommend best practice style guidelines, create brand, and apply style and brand elements across agency collateral, multi-media, and digital communication products.



Ian Mundee has more than 35 years of experience in marketing and branding for organizations of all sizes. He began his career building advertising “mechanicals” with RapidoGraph pens and X-Acto knives. Today he spearheads traditional and digital communications for private businesses, nonprofits and government entities who want to communicate their messages effectively and creatively.

Ian has a Bachelor of Arts degree from the University of Virginia. His work has won numerous awards on the local, state and national level.

OUR APPROACH

We begin with the end in mind.

- Elevated community awareness and participation attained.
- Favorable public perception realized.
- Sustained support and enhancement of the Regional Planning Commission and its work.

In the dizzying digital media landscape, a public-facing undertaking requires disciplined internal strategic planning and integrated tactical implementation across multifaceted communications platforms. Specifically, this requires research, stakeholder engagement, substantive, consistent, simple, and clear messaging, an identifiable brand, and multimedia, digital and traditional collateral communications products that target diverse regional audiences.

On-Time On-Budget

We have a performance history of producing high quality, cost-effective professional communications, community engagement and creative services on time and on budget. The key to a successful project is effective **project management**. Our team knows this, and we are recognized for our strong collaborations and solid project delivery.

Learn & Evaluate

Our team is experienced in baseline strategic communications and fostering internal agency insights. We are skilled in the **assessment** of current brand use; **inventory** of communications and marketing materials; and effective engagement with **knowledgeable staff**.

Institutional Knowledge & Stakeholder Engagement

For 25 + years, our team has worked closely with governments, agencies, and stakeholders. We respect the assessment process. Through **research and workshops**, we listen to the perspectives and insights of those near the issues and we learn invaluable information.

Identifiable & Relatable

The team has long-standing experience understanding organizational complexities and have created and supported clear brand identities for government entities. We possess the specialization required to **communicate mission, purpose and actions through design, brand, and style consistency.**

Published & Spoken Words

Messaging is a significant strategic communications component. We have created, managed, simplified, and styled intricate content. The **development of a comprehensive messaging strategy** and its integration into infographics, digital, print and outreach collateral materials, community meeting displays, and agency and intergovernmental internal communications products are second nature to our team.

Staff Preparation & Communications Product Delivery

Our team acknowledges staff and stakeholders are tasked with managing multifaceted topics and relationships. To that end, the project will culminate with staff training on messaging, brand and style and a final blueprint that outlines print specifications, vendors, budgets, timelines, as well as proofs and printed branded materials. We will leave the agency with a clear path forward.

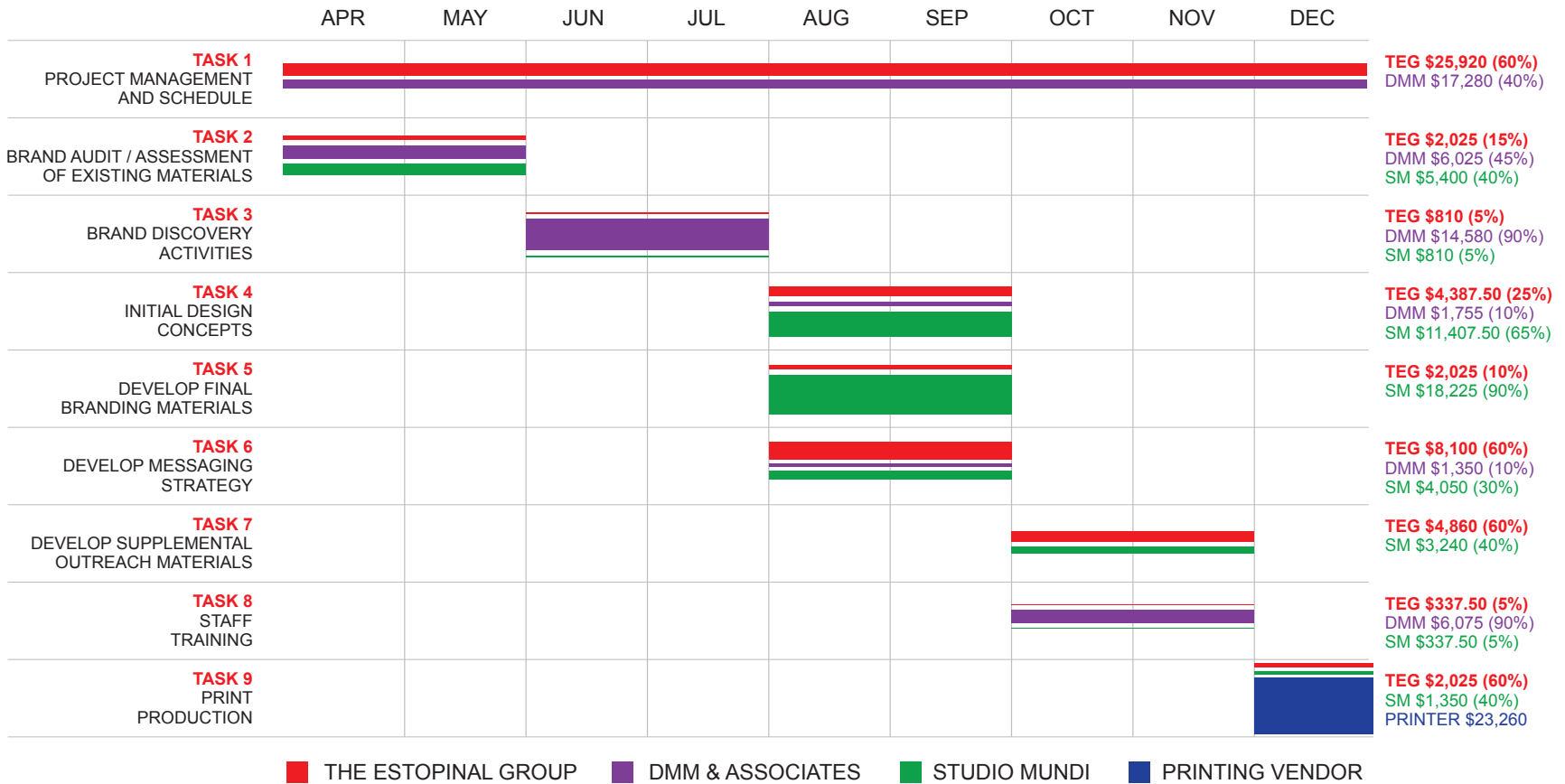
An Enduring Agency Brand

Upon its completion, RPC's *Agency Branding and Communications Project* will bring lasting value. The brand will distinguish and define the agency. The communications products will be accessible, practical, and user-friendly.

A fresh, improved strategic communications, brand and community engagement foundation will strengthen and guide the important work of the Regional Planning Commission on behalf of the people it serves.

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.



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.

OVERVIEW

FIRM	PERCENTAGES	PROFESSIONAL HOURS	COST
The Estopinal Group	28%	368 est. total - 46 est. per month	\$49,680.00
DMM & Associates	27%	349 est. total - 44 est. per month	\$47,115.00
Studio Mundi	26%	332 est. total - 42 est. per month	\$44,820.00
Contingency	6%	75 est. total	\$10,125.00
Vendor Printing	13%	–	\$23,260.00

- Professional Hourly \$135.00 (prime and each subconsultant)
- Estimated Project Total \$175,000.00 (including estimated contingency hours and printing costs)
- Project Contract Total \$175,000.00

TASKS & BUDGET

TASK 1 – PROJECT MANAGEMENT AND SCHEDULE

Budget Allocation

TEG	60%	\$29,920.00
+ DMM	40%	\$17,280.00
<hr/>		
Total		\$43,200.00

(Apr – Dec: 35.5 hours per month = 320 hours)

Deliverables

1. Briefing document detailing consultant’s understanding of project purpose, objectives, and outcomes
2. Detailed task breakdown and project schedule with timeline and major milestones
3. Monthly progress reports and invoices

TASK 2 – BRAND AUDIT / ASSESSMENT OF EXISTING MARKETING MATERIALS

Budget Allocation

TEG	15%	\$2,025.00
DMM	45%	\$6,075.00
+ Studio Mundi	40%	\$5,400.00
<hr/>		
Total		\$13,500.00

(Apr – May: 50 hours per month = 100 hours)

Deliverables

1. Detailed brand audit which inventories existing outreach, branding, and marketing material and practices (per RPC programmatic area)
2. Using SWOT model, engages with staff and analyzes effectiveness and areas for improvement

TASK 3 – BRAND DISCOVERY ACTIVITIES (SURVEY & WORKSHOP)

Budget Allocation

TEG	5%	\$810.00
DMM	90%	\$14,580.00
+ Studio Mundi	5%	\$810.00
<hr/>		
Total		\$16,200.00

(Jun – Jul: 60 hours per month = 120 hours)

Deliverables

1. Brand discovery survey
2. Briefing document detailing results and findings of the brand discovery survey pre-event communications materials
3. Brand discovery workshop materials
4. Post-event summary document with findings, emerging concepts, takeaways, and actionable steps

TASK 4 – INITIAL DESIGN CONCEPTS

Budget Allocation

TEG	25%	\$4,387.50
DMM	10%	\$1,755.00
+ Studio Mundi	65%	<u>\$11,407.50</u>
Total		\$17,550.00

(Aug – Sept: 65 hours per month = 130 hours)

Deliverables

1. Document outlining the strategic design approach and initial design concepts, branding toolkit components, and proposed print collaterals

TASK 5 – DEVELOP FINAL BRANDING MATERIALS (BRANDING TOOLKIT & STYLE GUIDE)

Budget Allocation

TEG	10%	\$2,025.00
+ Studio Mundi	90%	<u>\$18,225.00</u>
Total		\$20,250.00

(Oct – Nov: 75 hours per month = 150 hours)

Deliverables

1. Physical proofs of all printed materials
2. Full branding toolkit
3. Style guidelines

TASK 6 – DEVELOP MESSAGING STRATEGY

Budget Allocation

TEG	60%	\$8,100.00
DMM	10%	\$1,350.00
+ Studio Mundi	30%	<u>\$4,050.00</u>
Total		\$13,500.00

(Aug – Sept: 50 hours per month = 100 hours)

Deliverables

1. Messaging strategy document
2. Document outlining recommended web copy to integrate within the RPC's website

TASK 7 – DEVELOP SUPPLEMENTAL OUTREACH MATERIALS

Budget Allocation

TEG	60%	\$4,860.00
+ Studio Mundi	40%	\$3,240.00
<hr/>		
Total		\$8,100.00

(Oct – Nov: 30 hours per month = 60 hours)

Deliverables

1. Digital copies of the fact sheets, brochures, and educational presentations
2. Digital copy of the components of the “meeting-in-a-box” with note of the items needed for printing or production

TASK 8 – STAFF TRAINING

Budget Allocation

TEG	5%	\$337.50
DMM	90%	\$6,075.00
+ Studio Mundi	5%	\$337.50
<hr/>		
Total		\$6,750.00

(Oct – Nov: 25 hours per month = 50 hours)

Deliverables

1. Training agenda
2. Presentation and exercises

TASK 9 – PRINT PRODUCTION

Budget Allocation

TEG	60%	\$2,025.00
Studio Mundi	40%	\$1,350.00
+ Printing Vendor	est.	\$23,260.00
<hr/>		
Total		\$26,635.00

(Dec: 25 hours per month = 25 hours)

Deliverables

1. Memo outlining printing specifications, budget and timeline, quality control, vendor selection, and distribution/delivery plan
2. Physical proofs of all material
3. Final printed branded material

16. Staff Experience:

Résumés shall be provided for all personnel listed in Section 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: DAE, LLC – The Estopinal Group			
Name	Denise Estopinal	Years of relevant experience with this employer	20
Title	CEO / Founder	Years of relevant experience with other employer(s)	30
Degree: Bachelor of Arts (B.A.), Louisiana State University / 1981 / Journalism and Public Affairs			
Discipline	Strategic Communications		
Degree: Master of Public Administration (M.P.A.), University of New Orleans / 2000 / Communications and Branding for Government and Public Agencies			
Discipline	Managing Government and Public Agencies Communications and Community Engagement		
Contract role(s) / brief description of responsibilities		Project Manager, Lead Communications and Brand Strategist	
Experience dates	Experience and qualifications relevant to this study:		
2001-present	The Estopinal Group, CEO, Founder		
1999-2001	The Fifth Circuit Court of Appeals, Circuit Executive for Public and Community Affairs		
1994-1999	The City of New Orleans, Mayor Marc H Morial, Office of Communications, Director		
1990-1994	Communications Government and Public Issues Management, Consultant		
1984-1990	Television News Reporter, KALB-TV, Alexandria Louisiana		
1981-1984	Radio News Reporter, KTIB / KHOM, Thibodaux, Louisiana		

Firm employed by: DAE, LLC – The Estopinal Group and DMM & Associates			
Name	Macy McField	Years of relevant experience with this employer	10
Title	Technical and Administrative Support	Years of relevant experience with other employer(s)	0
Degree: Bachelor of Arts in Social Sciences and Health, Tulane University / 2020			
Discipline	Multidisciplinary perspective on administrative problem-solving and collaboration		
Contract role(s) / brief description of responsibilities		Tech and Admin Support - Proficient in Microsoft Office Suite, Adobe Photoshop, and Canva	
Experience dates	Experience and qualifications relevant to this study:		
2008-Present	DAE, LLC – The Estopinal Group and DMM & Associates		

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.

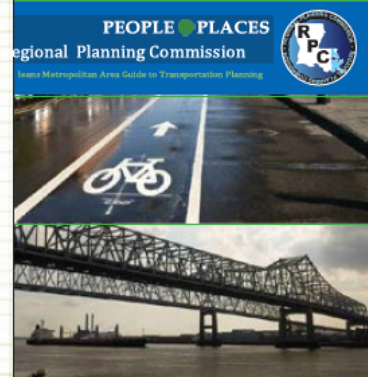
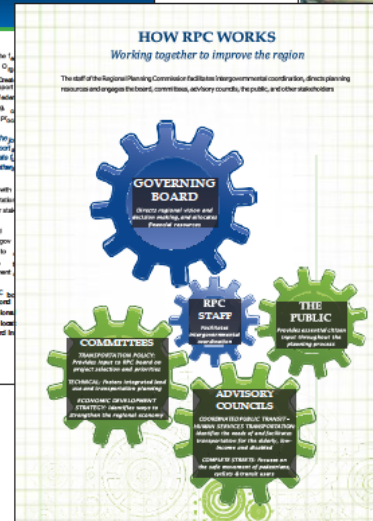
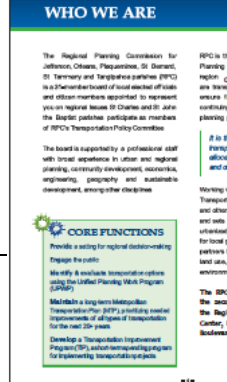
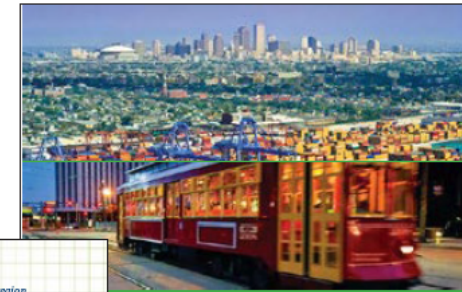
Project name	Regional Planning Commission - Public Participation Guide & Citizen Participation & Community Outreach (RFP D-2.13: FY-13 UPWP; RFP D-2.14; FY-14 UPWP)		Firm responsibility (prime or sub?)	Prime
Project number	1	Owner's name	The Regional Planning Commission	
Project location	New Orleans	Owner's Project Manager	Executive Director	
Owner's address, phone, email	10 Veterans Memorial Blvd, New Orleans, LA 70124 (504) 483-8500, info@norpc.org			
Services commenced by this firm (mm/yy)	02/13	Total consultant contract cost (\$1,000's)	60K	
Services completed by this firm (mm/yy)	01/14	Cost of consultant services provided (\$1,000's)	20K	

Firm's Role:

1. Education and Information
2. Research
3. Survey Development
4. Public Meeting Implementation

Members Involved:

- Denise Estopinal, Project Manager
- Dottie Reese, Researcher
- Ian Mundee, Creative Director,
- Production Manager
- Angelle Skaggs, Graphic Designer



Project name	The New Orleans Regional Transit Authority (RTA) Rider Education Campaign (RFQ 2012-016)		Firm responsibility (prime or sub?)	Prime
Project number	2	Owner's name	New Orleans Regional Transit Authority (RTA)	
Project location	New Orleans	Owner's Project Manager	VP Communications and Public Affairs	
Owner's address, phone, email	2817 Canal Street, New Orleans, LA 70119 (504) 248-3900, comments@norta.com			
Services commenced by this firm (mm/yy)	06/12	Total consultant contract cost (\$1,000's)	125K	
Services completed by this firm (mm/yy)	12/12	Cost of consultant services provided (\$1,000's)	90K	

Firm's Role:

1. Market Research
2. Strategic Community Outreach and Engagement
3. Creative Design
4. Media Relations and Placement



Members Involved:

- Denise Estopinal, Project Manager
- Dottie Reese, Researcher
- Ian Munde, Creative Director, Production Manager
- Angelle Skaggs, Graphic Designer



Project name	Entergy New Orleans, Inc. Nine-mile Napoleon-Derbigny Transmission System Upgrade		Firm responsibility (prime or sub?)	Prime
Project number	3	Owner's name	Entergy New Orleans	
Project location	New Orleans	Owner's Project Manager	VP Communications and Public Affairs	
Owner's address, phone, email	639 Loyola Avenue Suite 300, New Orleans, LA 70113 (504) 576-4000, news@entergy.com			
Services commenced by this firm (mm/yy)	04/15	Total consultant contract cost (\$1,000's)	250K	
Services completed by this firm (mm/yy)	04/16	Cost of consultant services provided (\$1,000's)	175K	

Firm's Role:

1. Strategic Communications Planning, Design, and Implementation
2. Project Brand Development and Reputation Management
3. Creative Services
4. Media Relations
5. Targeted Communications – Critical Audiences, Key Communicators, and Stakeholders
6. Contingency/Crisis Communications

Members Involved:

- Denise Estopinal, Project Manager
- Dottie Reese, Researcher
- Ian Mundee, Creative Director, Production Manager
- Angelle Skaggs, Graphic Designer

The collage features several key documents and images related to the 'Power to Grow NOLA' project:

- Map:** A map titled 'Power to Grow NOLA' showing the layout of the transmission system in New Orleans.
- Press Release:** A document dated May 28, 2015, titled 'Power to Grow NOLA Informational Set for Wednesday, June 3 and Thursday, June 4'. It details the project's goals and provides contact information for Yohanna Pollard and Charlotte J. Cavell.
- Join Us Flyer:** A flyer for informational meetings on Wednesday, June 3 (6 p.m. - 7:30 p.m. at Audubon Tea Room) and Thursday, June 4 (6 p.m. - 7:30 p.m. at NORDC Lyons Recreation Center).
- TV Broadcast:** A screenshot from a FOX 8 news broadcast showing two men in suits discussing the project. The on-screen text reads: 'TRANSMISSION UPGRADE', 'ENTERGY WORK TO CAUSE ROAD CLOSURE, DETOURS THIS WEEKEND', and 'CURRENTS 7:16 55°'. The FOX 8 logo is also visible.

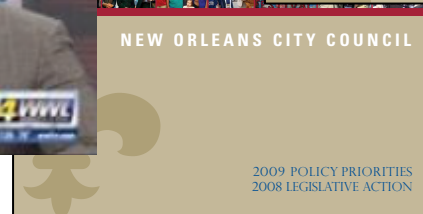
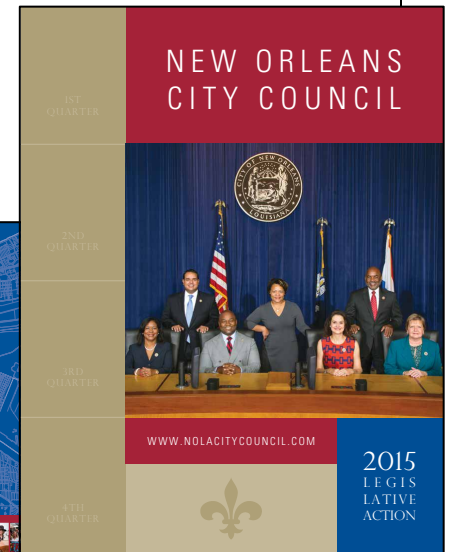
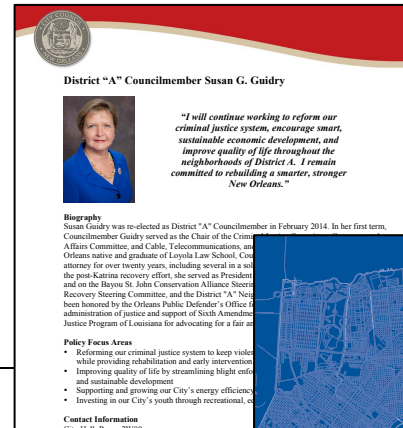
Project name	New Orleans City Council Strategic Communications and Brand Identification		Firm responsibility (prime or sub?)	Prime
Project number	4	Owner's name	New Orleans City Council	
Project location	New Orleans	Owner's Project Manager	Chief of Staff	
Owner's address, phone, email	1300 Perdido St. Ste 2W70, New Orleans, LA 70112 (504) 658-1030, councilcentralstaff@nola.gov			
Services commenced by this firm (mm/yy)	01/07	Total consultant contract cost (\$1,000's)	1.5M	
Services completed by this firm (mm/yy)	01/17	Cost of consultant services provided (\$1,000's)	900K	

Firm's Role:

1. Public Information Strategy and Communications Administration
2. Meetings Attendance and Coverage
3. Communications & Editorial Products
4. Website Development & Maintenance
5. Media Relations
6. Social Media
7. Contingency/Crisis Communications

Members Involved:

- Denise Estopinal, Project Manager
- Ian Munde, Creative Director, Production Manager
- Angelle Skaggs, Graphic Designer



Project name	Flood Protection Authority – East Communications Strategy and Brand Identification		Firm responsibility (prime or sub?)	Subconsultant to Dewberry
Project number	5	Owner's name	St. Bernard Parish Government	
Project location	Orleans, Jefferson and St. Bernard Parishes	Owner's Project Manager	Government Relations Chief	
Owner's address, phone, email	8201 W Judge Perez Drive, Chalmette, LA 70043 (504) 278-4200, media@floodauthority.org			
Services commenced by this firm (mm/yy)	01/10	Total consultant contract cost (\$1,000's)	900K	
Services completed by this firm (mm/yy)	12/17	Cost of consultant services provided (\$1,000's)	560K	

Firm's Role:

1. Public Information Strategy and Communications Administration
2. Strategic Communications
3. Community and Special Projects Engagement
4. Media Relations
5. Creative / Brand Services
6. Crisis Communications

Members Involved:

- Denise Estopinal, Project Manager
- Ian Munde, Creative Director, Production Manager
- Angelle Skaggs, Graphic Designer



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.

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

Project name	Client/Contracting Entity	Remaining Unpaid Balance	Est. Time to Completion
Strategic Public Messaging	Sunrise Foods International	30K	Jan. 2026
Strategic Communications / Community Outreach	Ochsner Health	40K	Oct. 2026
Public Relations / Community Engagement	GMc Strategic Communications	25K	Jan. 2026

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.

- The Estopinal Group (TEG) confirms that it has the staffing and capacity to handle the Regional Planning Commission Agency Branding and Communications Project.

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
DMM & Associates	4298 Elysian Fields Avenue New Orleans, LA 70122	Dottie Reese dottie@dmmassociates.com	(504) 723-2525
		Margaret Montgomery-Richard margaretmr@dmmassociates.com	(225) 241-5418
Studio Mundi	7414 Maple Street New Orleans, LA 70118	Ian Munde ian@studiomundi.com	(504) 299-9990

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

DMM & ASSOCIATES SECTIONS 1-9 AND 16-18

1. Contract title as shown in the advertisement	Agency Branding and Communications Project
2. Contract number(s) as shown in the advertisement	State Project No.: PL-80-36-25 RPC Task: D-1.25lo
3. Prime consultant name (as registered with the Louisiana Secretary of State where such registration is required by law)	DMM & Associates, LLC
4. Prime consultant? (Y/N)	N
5. Consultant mailing address	4298 Elysian Fields Avenue, New Orleans, LA 70122
6. Consultant physical address (existing or to be established, if location is used as an evaluation criteria)	4298 Elysian Fields Avenue, New Orleans, LA 70122
7. Name, title, phone number, and email address of consultant’s contract point of contact	Margaret Montgomery Richard, Ph.D., Owner/Partner margaretmr@dmmassociates.com (225) 241-5418
8. Name, title, phone number, and email address of the official with signing authority for this proposal	Margaret Montgomery Richard, Ph.D., Owner/Partner margaretmr@dmmassociates.com (225) 241-5418
9. This is to certify that all information contained herein is accurate and true, and that the team presently has sufficient staff to perform these services within the designated time frame. By submitting this proposal, proposer certifies that it is not engaged in a boycott of Israel and it will, for the duration of its contract obligations, refrain from a boycott of Israel. Proposer also certifies and agrees that the following information is correct: In	Signature (shall be the same person as #9): <i>Margaret Montgomery Richard</i> <u>3/10/2025</u> Date:

preparing its response, the proposer has considered all proposals submitted from qualified, potential subcontractors and suppliers, and has not, in the solicitation, selection, or commercial treatment of any subcontractor or supplier, refused to transact or terminated business activities, or taken other actions intended to limit commercial relations, with a person or entity that is engaging in commercial transactions in Israel or Israeli-controlled territories, with the specific intent to accomplish a boycott or divestment of Israel. The proposer also has not retaliated against any person or other entity for reporting such refusal, termination, or commercially limiting actions. RPC reserves the right to reject the response of the bidder or proposer if this certification is subsequently determined to be false, and to terminate any contract awarded based on such a false response.

16. Staff Experience:

Firm employed by: DMM & Associates, LLC				
Name	Dorothy F. Reese		Years of relevant experience with this employer	19
Title	Owner/Partner		Years of relevant experience with other employer(s)	30
Degrees: Master Public Health, Master Social Work, Bachelor Arts / 1980, 1979, 1975 / Human Behavior				
Discipline	Behavioral Health	Certifications	LCSW (Licensed Clinical Social Worker), CCDP (Cornell Certified Diversity Professional)	
Contract role(s) / brief description of responsibilities			Engagement Strategist	
Experience dates	Experience and qualifications relevant to this study:			
2006-Present	DMM & Associates, LLC, Owner/Partner			
2005-2006	D. Reese & Associates, LLC, President			
2003-2005	UHS Methodist Hospital, Director			
1986-2003	Pendleton Memorial Methodist Hospital, Director			
1981-1986	New Orleans General Hospital, Director			

Firm employed by: DMM & Associates, LLC			
Name	Margaret Montgomery Richard, Ph.D.	Years of relevant experience with this employer	19
Title	Owner/Partner	Years of relevant experience with other employer(s)	30
Degree(s): Ph.D. Higher Education Leadership 1996; MPA – Public Education Planning 1983; BA Marketing 1977			
Discipline	Education/Research		
Contract role(s) / brief description of responsibilities		Director of Research	
Experience dates	Experience and qualifications relevant to this study:		
2006-Present	DMM & Associates, LLC – Owner/ Partner -Research/ Survey Design and Analysis Community Engagement/ Organization Assessment		
2022-Present	Complete College America – Consultancy – Leadership Development, Coaching, Curriculum Development, Evaluation		
2003-2007	Louisiana Technical College – Chancellor - Organization Development		
2002-2003	Louisiana Community and Technical College System – Senior Vice President for Academic and Student Affairs		
1979-2002	Delgado Community College – College Administrator (Multiple Positions)		

Firm employed by: DMM & Associates, LLC			
Name	Ebony Turner, Ph.D.	Years of relevant experience with this employer	10
Title	Research Associate	Years of relevant experience with other employer(s)	25
Degrees: Ph.D. Higher Education Leadership 2006; Master of Science – Applied Mathematics 1998; BS Mathematics 1996			
Discipline	Mathematics/Research		
Contract role(s) / brief description of responsibilities		Research Associate	
Experience dates	Experience and qualifications relevant to this study:		
2009-Present	DMM & Associates, LLC, Research Associate		
2024-Present	Grambling State University, Director of Project Development		
2021-2023	Complete College America, Director of Grants		
2018-2021	Dillard University, Dean of University College, Coordinator of Grants, Programs, and Evaluations; Minority Health & Health Disparity Research Center		
2018-1998	Xavier University / Dillard University – Deep South Center for Environment Justice		

17. Firm Experience:

Project name	Entergy New Orleans Community Meetings for the Nine-mile Napoleon Project, Nine-mile Derbigny Project, and Nine-mile Market Project		Firm responsibility (prime or sub?)	Prime
Project number	1	Owner's name	Entergy New Orleans	
Project location	New Orleans, LA	Owner's Project Manager	Vice President of Customer Service	
Owner's address, phone, email	3798 Tulane Ave. New Orleans, LA (504) 670-3602 nscott3@entergy.com			
Services commenced by this firm (mm/yy)	07/15	Total consultant contract cost (\$1,000's)	600K	
Services completed by this firm (mm/yy)	03/16	Cost of consultant services provided (\$1,000's)	600K	
Firm's Role:				
1. Coordinated all aspects of community meetings for seven council districts				
Members Involved:				
<ul style="list-style-type: none"> ▪ Dottie Reese, Project Manager ▪ Margaret Montgomery Richard, Deputy Project Manager 				

Project name	Beloved Community for NOLA Public Schools Equity Audit Project		Firm responsibility (prime or sub?)	Sub
Project number	2	Owner's name	Beloved Community	
Project location	New Orleans	Owner's Project Manager	Associate Director of Research and Evaluation	
Owner's address, phone, email	3157 Gentilly Blvd. #176 New Orleans, LA (504) 272-7766 info@wearebeloved.org			
Services commenced by this firm (mm/yy)	01/21	Total consultant contract cost (\$1,000's)	30K	
Services completed by this firm (mm/yy)	06/21	Cost of consultant services provided (\$1,000's)	30K	
Firm's Role: <ol style="list-style-type: none"> 1. Assisted in creating messaging about the project 2. Developed survey instrument 3. Identified research participants 4. Scheduled and conducted 14 focus groups 5. Delivered transcripts, analysis of qualitative data, and written report with findings and recommendations 				
Members Involved: <ul style="list-style-type: none"> ▪ Dottie Reese, Project Manager ▪ Margaret Montgomery Richard, Deputy Project Manager 				

Project name	Louisiana Workforce Commission Office of Community Service (OCS) – Technical Assistance		Firm responsibility (prime or sub?)	Prime
Project number	3	Owner's name	Louisiana Workforce Commission Office of Community Service	
Project location	Statewide	Owner's Project Manager	Director	
Owner's address, phone, email	1001 N. 23 rd Street 3 rd Flr, Baton Rouge, LA 70802 (225) 342-5612 rwoods@lwc.la.gov			
Services commenced by this firm (mm/yy)	09/18	Total consultant contract cost (\$1,000's)	75K	
Services completed by this firm (mm/yy)	present	Cost of consultant services provided (\$1,000's)	75K	
Firm's Role: <ol style="list-style-type: none"> 1. Collaborated with OCS staff to the design of effective Community Needs Assessments 2. Facilitated statistical information such as demographic data and economic indicators 3. Facilitated insights gathered through interviews, focus groups, and surveys 4. Organized initiatives that involved community members, stakeholders, and organizations 				
Members Involved: <ul style="list-style-type: none"> ▪ Dottie Reese, Project Manager ▪ Margaret Montgomery Richard, Deputy Project Manager 				

18. Workload:

Project name	Client/Contracting Entity	Remaining Unpaid Balance	Est Time to Completion
Entergy Reliability Project	Entergy New Orleans	Cost Reimbursement	July 2025
Entergy Resiliency Project	Ampirical Solutions	Cost Reimbursement	July 2028
Community Action Agencies Strategy Planning	Louisiana Workforce Commission	\$75,000	On-going
Implicit Bias Training	Stone Pigman Law Firm		
Relocation of Homeland Security Command Center	Louisiana Air National Guard	\$30,000	Dec 2025

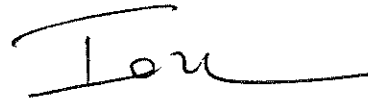
- DMM & Associates confirms that it has the staffing and capacity to handle the Regional Planning Commission Agency Branding and Communications Project.

STUDIO MUNDI SECTIONS 1-9 AND 16-18

1. Contract title as shown in the advertisement	Agency Branding and Communications Project
2. Contract number(s) as shown in the advertisement	State Project No.: PL-80-36-25 RPC Task: D-1.25lo
3. Prime consultant name (as registered with the Louisiana Secretary of State where such registration is required by law)	Studio Mundi, Inc.
4. Prime consultant? (Y/N)	N
5. Consultant mailing address	7414 Maple Street, New Orleans, LA 70118
6. Consultant physical address (existing or to be established, if location is used as an evaluation criteria)	7414 Maple Street, New Orleans, LA 70118
7. Name, title, phone number, and email address of consultant’s contract point of contact	Ian Mundee, Founder and Creative Director ian@studiomundi.com (504) 299-9990 x 4
8. Name, title, phone number, and email address of the official with signing authority for this proposal	Ian Mundee, Founder and Creative Director ian@studiomundi.com (504) 299-9990 x 4

9. This is to certify that all information contained herein is accurate and true, and that the team presently has sufficient staff to perform these services within the designated time frame. By submitting this proposal, proposer certifies that it is not engaged in a boycott of Israel and it will, for the duration of its contract obligations, refrain from a boycott of Israel. Proposer also certifies and agrees that the following information is correct: In preparing its response, the proposer has considered all proposals submitted from qualified, potential subcontractors and suppliers, and has not, in the solicitation, selection, or commercial treatment of any subcontractor or supplier, refused to transact or terminated business activities, or taken other actions intended to limit commercial relations, with a person or entity that is engaging in commercial transactions in Israel or Israeli-controlled territories, with the specific intent to accomplish a boycott or divestment of Israel. The proposer also has not retaliated against any person or other entity for reporting such refusal, termination, or commercially limiting actions. RPC reserves the right to reject the response of the bidder or proposer if this certification is subsequently determined to be false, and to terminate any contract awarded based on such a false response.

Signature (shall be the same person as #9):

A handwritten signature in black ink, appearing to read "Lou", written over a horizontal line.

3/10/2025

Date:

16. Staff Experience:

Firm employed by: Studio Mundi, Inc			
Name	Ian Munde	Years of relevant experience with this employer	27
Title	President / Creative Director	Years of relevant experience with other employer(s)	7
Degree: Bachelor of Arts (B.A.), University of Virginia / 1991 / Language and Literature			
Discipline	Graphic Design and Communication		
Contract role(s) / brief description of responsibilities	Creative Design Lead		
Experience dates	Experience and qualifications relevant to this study:		
1997-present	Studio Mundi, Inc., President, Creative Director		
1995-1997	Logan Marketing, Senior Art Director		
1993-1995	Gallinghouse, Gregory & Associates, Art Director		
1991-1993	Bauerlein Advertising, Graphic Designer		
1988-1991	<i>The Cavalier Daily</i> , Graphics Editor		
1995-1997	Logan Marketing, Senior Art Director		

Firm employed by: Studio Mundi, Inc			
Name	Angelle Skaggs	Years of relevant experience with this employer	24
Title	Senior Art Director	Years of relevant experience with other employer(s)	0
Degree: Bachelor of Arts (B.A.), Nicholls State University / 2001 / Art			
Discipline	Graphic Design & Communication		
Contract role(s) / brief description of responsibilities		Graphic Designer	
Experience dates	Experience and qualifications relevant to this study:		
2002-present	Studio Mundi, Inc, Graphic Designer, Senior Art Director, Web Developer		

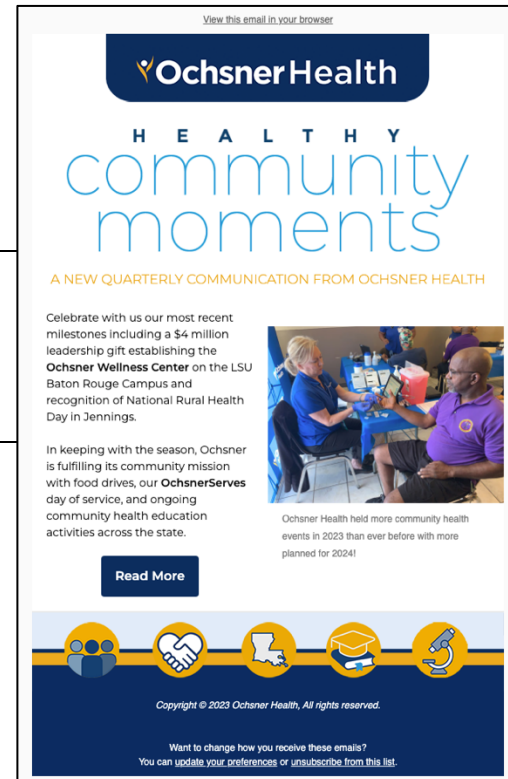
17. Firm Experience:

**Please refer to previous firm experience listed under The Estopinal Group (pages 22-31) in addition to those listed below.

Project name	VECF Branding and Communications		Firm responsibility (prime or sub?)	Prime
Project number	1	Owner's name	Virginia Early Childhood Foundation	
Project location	Richmond, VA	Owner's Project Manager	CEO	
Owner's address, phone, email	1703 N. Parham Road, Suite 110, Richmond, VA 23229 (804) 358-8323 kathy@vecf.org			
Services commenced by this firm (mm/yy)	04/13	Total consultant contract cost (\$1,000's)	250K	
Services completed by this firm (mm/yy)	present	Cost of consultant services provided (\$1,000's)	250K	
<p>Firm's Role:</p> <ol style="list-style-type: none"> 1. Website Development (https://vecf.org/) 2. Develop Lobbyist Materials 3. Created Communications Program 4. Co-brand Ancillary Programs 				
<p>Members Involved:</p> <ul style="list-style-type: none"> ▪ Ian Munde, Creative Director ▪ Carrie Fox, Graphic Designer, Web Developer 				



Project name	Ochsner Health "Healthy Community Moments" E-Newsletter		Firm responsibility (prime or sub?)	Sub
Project number	2	Owner's name	Ochsner Health	
Project location	New Orleans, LA	Owner's Project Manager	Communications Director	
Owner's address, phone, email	1516 Jefferson Highway New Orleans, LA 70121 504-842-3000, carlos.calix@ochsner.org			
Services commenced by this firm (mm/yy)	06/23	Total consultant contract cost (\$1,000's)	16K	
Services completed by this firm (mm/yy)	11/23	Cost of consultant services provided (\$1,000's)	4K	
Firm's Role:	<ol style="list-style-type: none"> 1. Design Quarterly Electronic Newsletter 2. Plan and Write Content 3. Plan future content 4. Distribute Email 5. Create Landing Site and Archive 			
Members Involved:	<ul style="list-style-type: none"> ▪ Denise Estopinal, Project Manager ▪ Ian Munde, Creative Director, Copywriter ▪ Angelle Skaggs, Graphic Designer 			



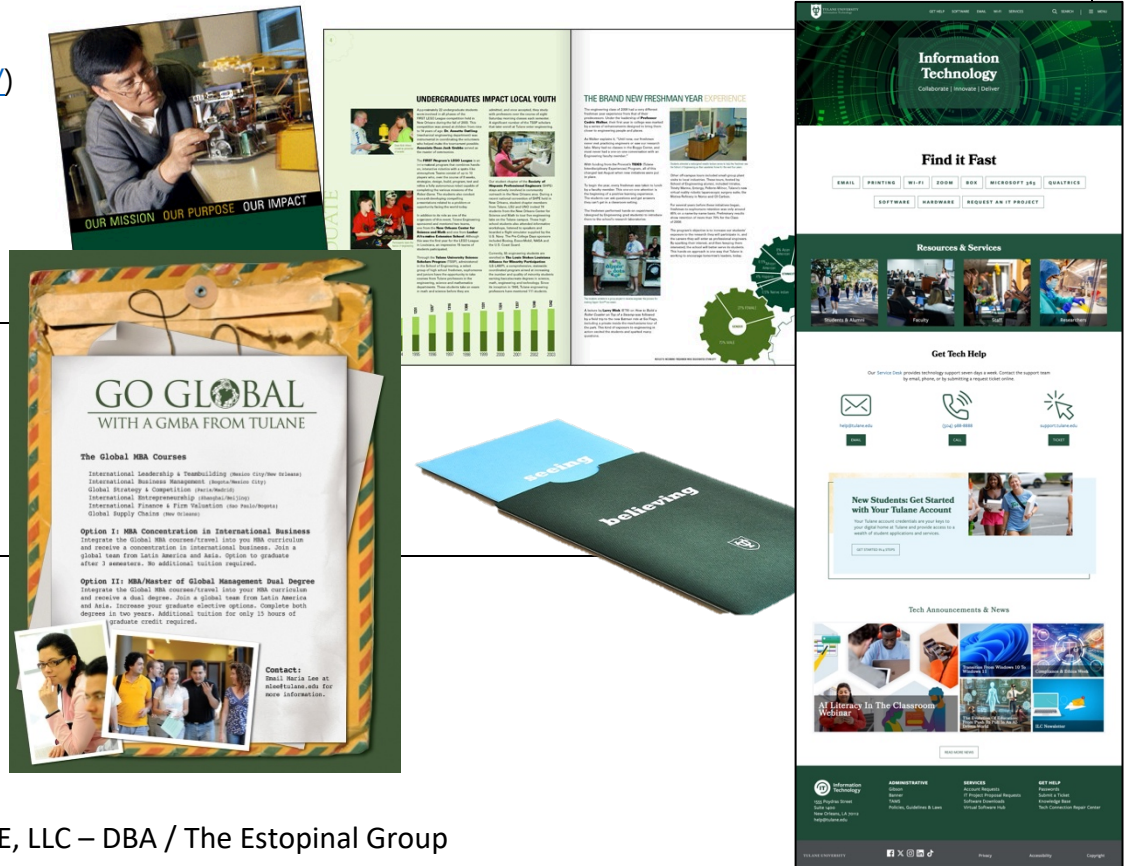
Project name	Tulane University Websites and Print Collateral Projects		Firm responsibility (prime or sub?)	Prime
Project number	3	Owner's name	Tulane University	
Project location	New Orleans, LA	Owner's Project Manager	Director of Communications	
Owner's address, phone, email	6823 St. Charles Avenue, New Orleans, LA 70118 (504) 865-5000, communications@tulane.edu			
Services commenced by this firm (mm/yy)	07/99	Total consultant contract cost (\$1,000's)	50K	
Services completed by this firm (mm/yy)	present	Cost of consultant services provided (\$1,000's)	150K	

Firm's Role:

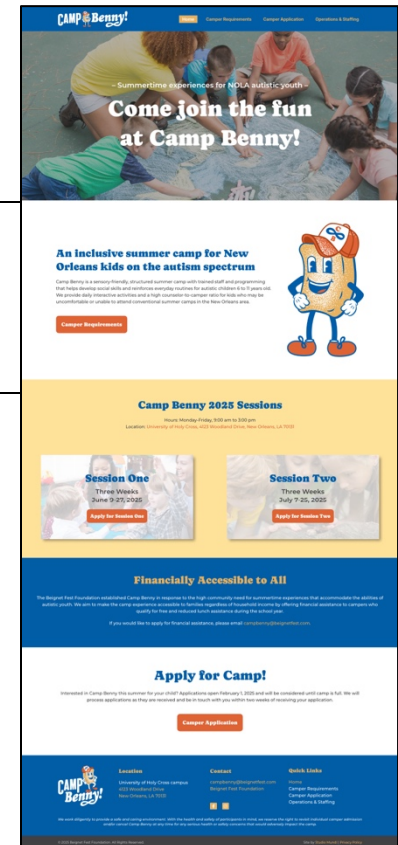
1. Development of 12 Websites (example shown: <https://it.tulane.edu/>)
2. Print Collateral Design and Production for communication materials, accreditation reports, development outreach and special events

Members Involved:

- **Ian Munde**, Creative Director, Production Manager
- **Angelle Skaggs**, Graphic Designer, Web Developer



Project name	Camp Benny		Firm responsibility (prime or sub?)	Prime
Project number	4	Owner's name	Beignet Fest Foundation	
Project location	New Orleans, LA	Owner's Project Manager	Executive Director	
Owner's address, phone, email	PO Box 792054, New Orleans, LA 70179 (504) 214-2454, sherwood@beignetfest.com			
Services commenced by this firm (mm/yy)	10/24	Total consultant contract cost (\$1,000's)	5K	
Services completed by this firm (mm/yy)	2/25	Cost of consultant services provided (\$1,000's)	10K	
Firm's Role:	<ol style="list-style-type: none"> 1. Brand Development 2. Website Development (https://campbennynola.org/) 3. Communications 			
Members Involved:	<ul style="list-style-type: none"> ▪ Ian Munde, Creative Director ▪ Angelle Skaggs, Graphic Designer, Web Developer 			



Project name	New Orleans Bike Map and Guide to Safe Cycling 2019 (RPC Task: LHSCBMG)		Firm responsibility (prime or sub?)	Prime
Project number	5	Owner's name	Regional Planning Commission	
Project location	New Orleans, LA	Owner's Project Manager	Regional Safety Coalition Coordinator	
Owner's address, phone, email	10 Veterans Boulevard, New Orleans, LA 70124 (504) 483-8523, nhollings@norpc.org			
Services commenced by this firm (mm/yy)	07/19	Total consultant contract cost (\$1,000's)	15K	
Services completed by this firm (mm/yy)	10/19	Cost of consultant services provided (\$1,000's)	8K	

Firm's Role:

1. Design Map
2. Plot Routes
3. Draw Maps
4. Supervise Translations
5. Supervise Print Production

Members Involved:

- **Ian Munde**, Creative Director, Production Manager
- **Carrie Fox**, Graphic Designer



18. Workload:

Project name	Client/Contracting Entity	Remaining Unpaid Balance	Est Time to Completion
Wayfinding Project	Sutter Health	\$18,000	June 2025
Patient Education Materials	Ochsner Health	\$8,500	April 2025
Annual Report and Donor Communications	Louise S. McGehee School	\$5,600	July 2025
Website Design and Programming	Tulane University	\$3,500	February 2025
Online Class Digital Marketing	Loyola University	\$2,200	March 2025

- Studio Mundi confirms that it has the staffing and capacity to handle the Regional Planning Commission Agency Branding and Communications Project.

APPENDIX A: THE ESTOPINAL GROUP DBE CERTIFICATION LETTER

STATE & LOCAL DISADVANTAGED BUSINESS ENTERPRISE PROGRAM

1340 Poydras Street, Suite 1800 | New Orleans, LA 70112

December 6, 2024

VIA EMAIL

Denise Estopinal
DAE, LLC DBA The Estopinal Group
2826 Constance St.
New Orleans, LA 70115
denise@estopinalgroup.com

RE: SLDBE Certification Renewal

Dear Denise Estopinal:

We are pleased to inform you that **DAE, LLC DBA The Estopinal Group** has been approved for re-certification as a State & Local Disadvantaged Business Enterprise (SLDBE). This approval represents certification with the City of New Orleans, Sewerage & Water Board of New Orleans, and the Louis Armstrong New Orleans International Airport.

Your firm's contact information will remain active on the online SLDBE Directory (<http://neworleans.dbsystem.com>). It will reflect your areas of certification. Your specialties will be listed with the following NAICS as:

- NAICS 541611 Strategic Planning Consulting Services
- NAICS 541613 Marketing Consulting Services
- NAICS 541618 Other Management Consulting Services
- NAICS 54182 Public Relations Agencies
- NAICS 541820 Public Relations Consulting Services

Expiration Date: December 6, 2025

A re-certification notice will be emailed to you prior to the date of expiration. However, should you not receive notification from this office for your re-certification, it is your responsibility to contact us. The submittal of this information is necessary to ensure that there is no interruption in your certified status. **If a re-certification application is not received by the renewal date, we will proceed with decertification procedures. Additionally, you must notify our office immediately regarding any changes which affect the social and economic disadvantaged status, size, ownership, or control of your firm.**

We reserve the right to withdraw this certification if at any time it is determined that DBE certification was knowingly obtained by the submission of false, misleading, or incorrect data. We further reserve the right to request additional information and/or conduct an on-site visit at any time while your certification is active.

Office of Supplier Diversity | City of New Orleans | 1340 Poydras Street | Suite 1800 | New Orleans, LA 70112



STATE & LOCAL DISADVANTAGED BUSINESS ENTERPRISE PROGRAM

1340 Poydras Street, Suite 1800 | New Orleans, LA 70112

If you have any questions and or comments, please do not hesitate to contact me.

Sincerely,

Lesabra Ventress

Lesabra Ventress
Certification Program Manager



APPENDIX B: DMM & ASSOCIATES DBE CERTIFICATION LETTER

STATE & LOCAL DISADVANTAGED BUSINESS ENTERPRISE PROGRAM

1340 Poydras Street, Suite 1800 | New Orleans, LA 70112

March 13, 2024

VIA EMAIL

Ms. Dorothy Reese,
Ms. Margaret Montgomery-Richard
DMM & Associates, LLC
4298 Elysian Fields
New Orleans, LA 70122-7012
Dottie@dmmassociates.com

RE: SLDBE Certification Renewal

Dear Ms. Dorothy Reese, Ms. Margaret Montgomery-Richard:

We are pleased to inform you that **DMM & Associates, LLC** has been approved for re-certification as a State & Local Disadvantaged Business Enterprise (SLDBE). This approval represents certification with the City of New Orleans, Sewerage & Water Board of New Orleans, and the Louis Armstrong New Orleans International Airport.

Your firm's contact information will remain active on the online SLDBE Directory (<http://neworleans.dbesystem.com>). It will reflect your areas of certification. Your specialties will be listed with the following NAICS as:

NAICS	611430	Professional Management Development Training
	611710	Educational Consulting Services
NAICS	541620	Environmental Consulting Services
	541690	Safety Consulting/Emergency Preparedness Services
NAICS	541910	Marketing Research & Public Opinion Polling
		DBE Compliance & Monitoring
	561110	Office Administrative Services
	561311	Staff Augmentation
	561320	Temporary Help Services
	561210	Facilities Support Services
NAICS	541611	Administrative Management and General Management Consulting Services;
	541612	Human Resources Consulting Services
	541613	Marketing Consulting Services
	541618	Other Management Services

Expiration Date: March 13, 2025

A re-certification notice will be emailed to you prior to the date of expiration. However, should you not receive notification from this office for your re-certification, it is your responsibility to contact us. The submittal of this information is necessary to ensure that there is no interruption in your certified status. **If a re-certification application is not received by the renewal date, we will proceed with decertification procedures. Additionally, you must notify our office immediately regarding any changes which affect the social and economic disadvantaged status, size, ownership, or control of your firm.**

Office of Supplier Diversity | City of New Orleans | 1340 Poydras Street | Suite 1800 | New Orleans, LA 70112



STATE & LOCAL DISADVANTAGED BUSINESS ENTERPRISE PROGRAM

1340 Poydras Street, Suite 1800 | New Orleans, LA 70112

We reserve the right to withdraw this certification if at any time it is determined that DBE certification was knowingly obtained by the submission of false, misleading, or incorrect data. We further reserve the right to request additional information and/or conduct an on-site visit at any time while your certification is active.

If you have any questions and or comments, please do not hesitate to contact me.

Sincerely,

Veronica Christmas

Veronica Christmas
Certification Program Manager



Page 2 of 2

Office of Supplier Diversity | City of New Orleans | 1340 Poydras Street | Suite 1800 | New Orleans, LA 70112

