

Agency Branding and Communications Project RPC
Task # D-1.25

djb.design

Jack Browning
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MODIFIED DOTD FORM: 24-102

RPC PLANNING REQUEST FOR PROPOSALS (RFP)

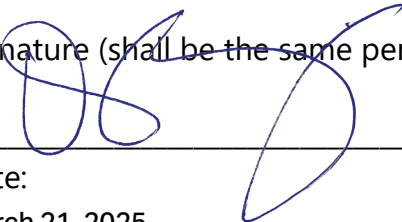
PROPOSAL TO PROVIDE CONSULTANT SERVICES

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 RPC
2. Contract number(s) as shown in the advertisement	Task # D-1.25
3. Prime consultant name (as registered with the Louisiana Secretary of State where such registration is required by law)	DJB Design LLC
4. Prime consultant? (Y/N)	Y
5. Consultant mailing address	3123 Milan St, New Orleans, LA 70125
6. Consultant physical address (existing or to be established, if location is used as an evaluation criteria)	3123 Milan St, New Orleans, LA 70125
7. Name, title, phone number, and email address of consultant’s contract point of contact	Jack Browning, Owner (504) 356-2490 jack@djb.design

<p>8. Name, title, phone number, and email address of the official with signing authority for this proposal</p>	<p>Jack Browning, Owner (504) 356-2490 jack@djb.design</p>
<p>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</p>	<p>Signature (shall be the same person as #9):</p>  <hr/> <p>Date: March 21, 2025</p>

<p>terminate any contract awarded based on such a false response.</p>	
<p>10. If an EPA certified Minority Business Enterprise (MBE), EPA certified Women’s Business Enterprise, or State of Louisiana certified Disadvantaged Business Enterprise (DBE) is participating in the project team, indicate the certification of each firm 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>	<p><u>Firm(s):</u> <u>MBE/WBE/DBE:</u> <u>Firm(s) %:</u></p>

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

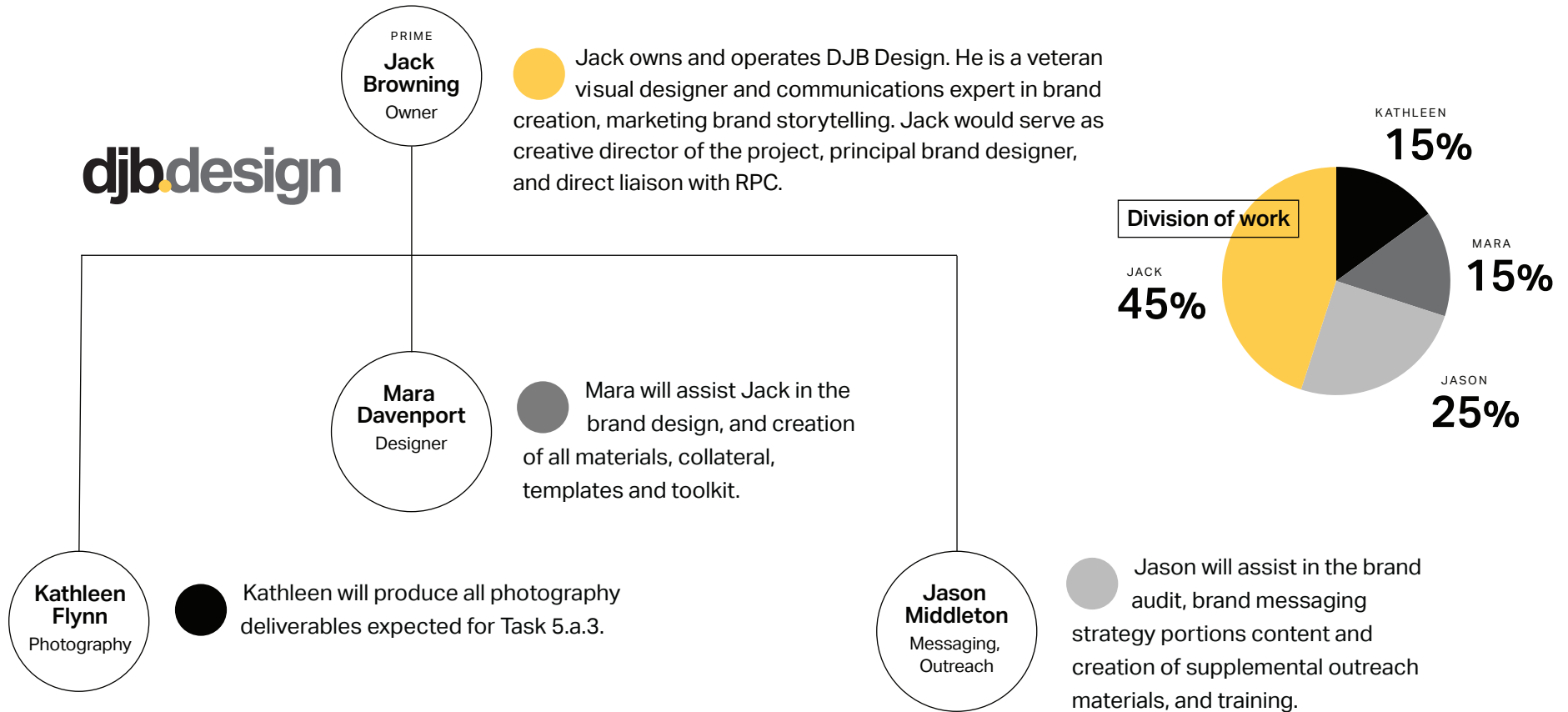
(Italicized examples are provided, please delete and replace):

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)
DJB Design LLC	Prime	Designer; Graphics	4	

(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. Also include a table showing percentage of overall work to be completed and percentage of budget per firm, with the prime consultant and subconsultant each listed.



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.

DJB Design's approach to meet these objectives involves a comprehensive and cohesive strategy that ensures a unified and recognizable brand identity for the Regional Planning Commission.

Following an extensive brand audit, surveys, and assessment, DJB Design will establish a centralized resource for consistent brand maintenance, including the development of a style guide outlining essential elements such as color palettes, logos, typography, and visual design principles. Visual tools such as icons, infographics, photography, and renderings will align to ensure uniformity. A complete branding toolkit will be assembled, offering templates and materials for a variety of applications ranging from reports and presentations to promotional items and event materials.

A messaging strategy will articulate RPC's narrative, clarifying its role as a metropolitan planning organization and its regional planning functions. Training workshops will teach staff how to adopt the messaging guidelines in order to ensure a unified brand voice. Engaging content will be crafted to simplify complex planning concepts that encourage public involvement. Outreach tools such as "meeting-in-a-box" kits will streamline stakeholder engagement and project planning. Finally, support for producing branded collateral and relationship management tools will ensure seamless communication and collaboration.

On the following pages, tasks and subtasks shall be defined.

Proposal Narrative

Tasks and Subtasks

Task 1: Project Management and Schedule

1. **Kickoff Meeting:** Initiate the project with a comprehensive meeting to align goals, objectives, and expectations between the project team and RPC staff.
2. **Detailed Task Breakdown:** Organize a clear roadmap including subtasks, responsibilities, timelines, and resources for efficient execution.
3. **Progress Tracking:** Maintain regular updates through monthly reports ensuring adherence to milestones and addressing challenges promptly.
4. **Gantt Chart:** Present a visual project schedule that outlines tasks, milestones, and deliverables.

Task 2: Brand Audit/Assessment of Existing Materials

1. **Information Gathering:** Collect data on RPC's programming, existing brand materials and outreach strategies.
2. **Brand Audit:** Evaluate current practices using SWOT analysis (Strengths / Weaknesses / Opportunities / Threats) to identify gaps and opportunities for enhancement.

Task 3: Brand Discovery Activities

1. **Survey and Workshop**
 - Conduct surveys to gather input on brand perceptions.
 - Facilitate workshops to define mission, vision, stakeholder needs, and brand personality.
2. **Pre- and Post-Event Materials:** Provide structured communications and summarize findings for actionable insights.

Task 4: Initial Design Concepts

1. **Strategic Design Approach:** Develop and present initial concepts for logos, templates, and branding tools.
2. **Approval Process:** Collaborate with RPC staff to refine designs based on feedback.

Proposal Narrative

Tasks and Subtasks

Task 5: Final Branding Materials

1. **Branding Toolkit:** Assemble comprehensive resources, including templates, infographics, icons and promotional designs.
2. **Style Guide:** Document guidelines for consistent application across media, ensuring accessibility and compliance with ADA standards.

Task 6: Messaging Strategy

1. **Core Elements:** Articulate RPC's mission, vision, and values through a tailored messaging strategy.
2. **Audience Segmentation:** Develop adaptable messaging for diverse stakeholders and communication channels.

Task 7: Supplemental Outreach Materials

1. **Content Creation:** Design fact sheets, brochures and educational presentations that effectively communicate RPC's role and impact.
2. **Accessibility:** Ensure materials are inclusive, multilingual, and ADA-compliant.

Task 8: Staff Training

1. **Workshop Delivery:** Train RPC staff to use the Brand Toolkit and how to deliver consistent messaging.
2. **Knowledge Transfer:** Equip RPC staff with the skills to manage and sustain stakeholder relationships.

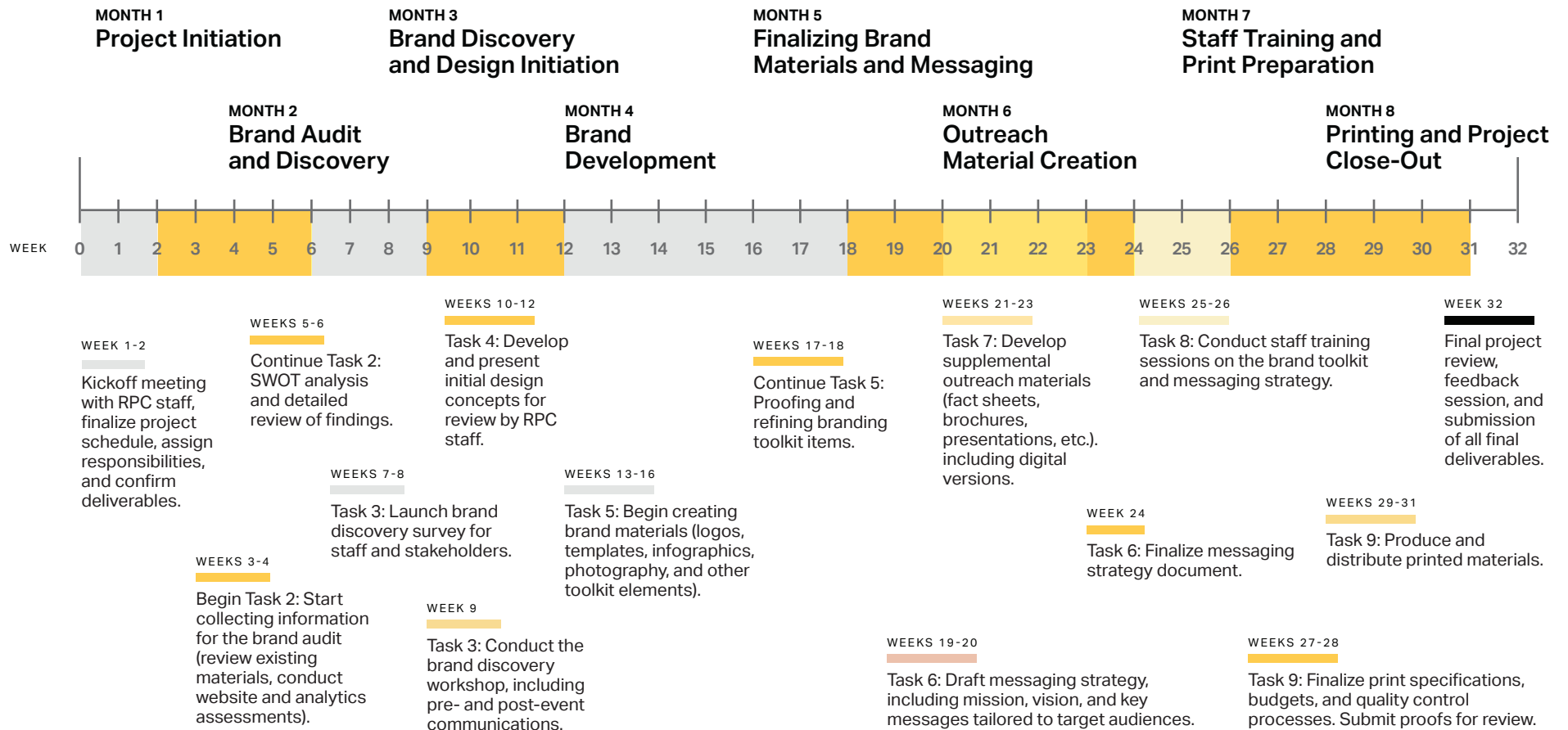
Task 9: Print Production

1. **Specifications and Budgeting:** Define technical details, timelines, and costs for high-quality printed materials.
2. **Proofing and Quality Control:** Validate all outputs through rigorous review processes before mass production.
3. **Distribution Planning:** Ensure timely delivery and efficient distribution of printed collateral.

This methodology ensures a structured and collaborative approach that meets the expectations of the scope while leveraging expertise in branding and public engagement. Each task is designed to contribute toward achieving RPC's objectives of consistent, impactful, and inclusive communication.

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 By Task

Provide the proposed cost for conducting this study by task 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.

Task 1: Project Management and Schedule

Kickoff meeting with RPC staff, finalize project schedule, assign responsibilities, and confirm deliverables. \$2,000

Task 2: Brand Audit/Assessment of Existing Materials

Collect information for the brand audit (review existing materials, conduct website and analytics assessments). SWOT analysis and detailed review of findings. \$20,000

Task 3: Brand Discovery Activities

Launch brand discovery survey for staff and stakeholders. Conduct the brand discovery workshop, including pre- and post-event communications. \$14,000

Task 4: Initial Design Concepts

Develop and present initial design concepts for review by RPC staff. \$15,000

Task 5: Final Branding Materials

Begin creating brand materials (logos, templates, infographics, photography, and other toolkit elements). Proofing and refining branding toolkit items. \$78,000

15. Cost and Budget By Task

Provide the proposed cost for conducting this study by task 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.

Task 6: Messaging Strategy

Articulate RPC's mission, vision, and values through a tailored messaging strategy. Develop adaptable messaging for diverse stakeholders and communication channels. Finalize messaging strategy document. \$10,000

Task 7: Supplemental Outreach Materials

Design fact sheets, brochures and educational presentations that effectively communicate RPC's role and impact. Ensure materials are inclusive, multilingual, and ADA-compliant. \$11,000

Task 8: Staff training

Train RPC staff to use the Brand Toolkit and how to deliver consistent messaging. Equip RPC staff with the skills to manage and sustain stakeholder relationships. \$7,000

Task 9: Print Production

Finalize print specifications, budgets, and quality control processes. Submit proofs for review. Produce and distribute printed materials. \$6,000

Total budgeted cost \$163,000

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/yy)	Experience and qualifications relevant to this study:		
	See staff resumes and CVs on the following pages		

(Add rows as needed)

david jack browning.

New Orleans, LA, and San Francisco, CA

jack@djb.design

(504) 356-2490

www.djb.design

An award-winning visual designer (including contributing to a Pulitzer Prize), creative director and art director in brand marketing and storytelling, editorial and book design, and UX/UI design.

experience.

Owner + Creative Director

DJB Design LLC, 2018–Present

Owner of visual design firm providing graphic design, brand storytelling and marketing, UX/UI, editorial and book design, data visualization, and consultation. Some major clients include:

- **Rivian:** Designed visual creative for 4 earned media channels that reached more than 1 million followers each week. Redesigned brand storytelling style;
- **bp, Cheniere, Phillips 66:** Design of internal and external communications, large-format graphics, editing and retouching photos;
- **Alabama Media Group:** Created visuals for Pulitzer Prize-winning series “State of Denial” and provided design of 21 digital covers every week for daily editions;
- **Tribune Publishing:** Built, implemented and supported new content management and publishing software as well as teaching it to 125 designers and editors;
- **The Historic New Orleans Collection:** Designed 175-page hardback book for “Spanish New Orleans and the Caribbean” exhibition. Designed all wall graphics and marketing designs for “New Orleans Medley” exhibition.
- **Luci Willits for Boise City Council:** Devised and developed political candidate’s visual brand identity, iterating and creating logo, website, signs, and all print and digital materials from campaign launch through Election Day.

Senior Manager, Storytelling and Social

Rivian, November 2022 - May 2023

Joined Storytelling Team full time after 6 months of contract work in the same role. Designed visual creative for 4 earned media channels reaching more than 1 million followers each week. Redesigned brand storytelling style for Instagram Stories and Reels, showcasing customer journeys coupling audio and visual storytelling methods. Designed large content pieces for the official Rivian Stories blog. Laid off in May 2023 due to department downsizing.

tools.

Adobe Creative Cloud
Canva
Figma
Google Workspace
HTML/CSS
Microsoft Office

skills.

Book Design
Brand Design + Identity
Design Thinking
Editorial
Exhibition Design
Graphic Design
Information Architecture
Marketing
UX/UI
Visual Storytelling

education.

UX/UI Design Certification

University of California
Berkeley, Extension

Bachelor of Science,

Journalism
University of Idaho

david jack browning.

New Orleans, LA, and San Francisco, CA

jack@djb.design

(504) 356-2490

www.djb.design

Regional Director + Visual / Content Designer

Advance Local, New Orleans, LA, 2012–2018

Starting in 2016, directed a design and editing studio of 45 visual designers and content designers that produced daily, weekly, and special publications for 16 markets in 8 states. Provided visual coaching to 25 visual designers through weekly design critiques.

From 2012 to 2016, worked as a visual and content designer. Oversaw content migration between customer-facing mediums on daily deadlines. Edited up to 15 writer blogs daily and managed 2 digital asset libraries in content management system. Also led transition as lead super user to cloud-based content management system, assisting in system build, training end users and providing systems, technical, and user support.

Co-Founder + Researcher + Designer

Queer Cartography, New Orleans, LA, 2013-present

Poster-publishing project documenting untold stories of city's queer history. Give guest lectures and interviews and appear on panels to explain research, process and design.

volunteerism.

Head of Brand and Media

New Orleans Pridefest, New Orleans, LA, January 2024-present

Following creation of the new brand identity for the annual festival, now head all brand assets for Louisiana's largest pride festival. Conduct media interviews and design advertising, social media, and merchandise.

Museum front-desk attendant

GLBT Historical Society, San Francisco, CA, October 2021-present

Welcome visitors to the GLBT Historical Society Museum in the historic Castro neighborhood. Answer questions regarding the museum, archive and historical society. Assist with off-site events for community outreach to promote the society.

MARA DAVENPORT

5150 Venus St., New Orleans 70122
504-228-7559 davenportmara@gmail.com

SKILLS

Adobe Creative Suite (MAC or PC), Advanced knowledge of printing processes. Experience with: Mail/data merge, large format preparation, print vendors (pre-press, production, printing specifications, bidding), photo correction & editing, project management & supervision. Excellent verbal, written communication skills.

WORK

Graphic Illustrator freelance, DJB Design for Alabama Media Group digital product: *the Lede* — December 2021 - December 2024

Prepress, DocuMart, Harahan, LA — Aug. 2018 - 2020

Content Designer then Editor/Designer, Times-Picayune (subsequently Advance Media Southeast) New Orleans, LA — 2013 - Oct. 2017

Lead Designer, Houston Chronicle, Houston, TX — 1995-2000, 2004-2013

Publications Coordinator, St. John's School, Houston, TX — 2000-2002

Production Artist/Designer, Times-Picayune, New Orleans, LA — 1989-1995

Freelance, St. Tammany Parish Tourist Commission, Mandeville, LA — 2006- 2018

WORK DESCRIPTIONS

DOCUMART | Manage multiple projects, adhere to deadlines, rush orders, etc. Follow projects from creation (Invitations, envelopes, etc.) to variable data merge and subsequent mail outs. Design logos, posters, yard signs, cutouts, etc. for DocuMart clients. Prep files to ensure top quality printing. Specific file prep for different printing platforms: Digital, Komori, Jet Press, Large format (Banners, ABV, Foam Core, Styrene, Metal, etc.)

TIMES-PICAYUNE | Edit copy, write cut lines. Design news pages adhering to strict multiple deadlines. Edit, select photos to effectively 'tell a story.' Create photo effects, cutouts to enhance pages.

HOUSTON CHRONICLE | Management, guidance and subsequent approval of projects for three employees. Understand and execute style, culture and intent of product — and effectively communicate to others in department. Problem-solve in order to meet deadlines, manage traffic. Recommend and execute new designs, formats, templates, uses and platforms of materials. Ensuring quality and overseeing proper brand/ style usage. Conceptualize photo shoots.

ST. JOHN'S SCHOOL | Collaborate, manage and generate collateral material related to development department such as annual reports, campaign materials, monthly newsletters, invitations, etc. Shoot photography of various events related to school functions. Responsible for letterheads, business cards, etc., for the School and departments of the School. Responsible for bidding out printers relating to the above mentioned items. Assign print vendors to various projects after negotiating bids and specs. Responsibilities also include, but not limited to: managing publications budget; mail outs, and archiving photos and collateral pertaining to the School's various departments.

ST. TAMMANY TOURISM | Design quarterly news tab, design ads, brochures as needed. Work with (out-of-town) production/ printing facility to ensure quality and execution of product. Responsible for successfully redesigning newsletter to "match" louisiananorthshore.com web site.

EDUCATION Bachelor of Arts

PROFILE

An outgoing communicator with over 25 years of experience managing teams in print, digital, broadcast radio, and marketing newsrooms. Enthusiastic about integrating new technologies and platforms into communication programs. Dedicated to fostering diversity and increasing the range of voices within editorial teams.

AREAS OF EXPERTISE

- Strategic leadership
- Project management
- Business communications, internal and external
- Multiplatform content creation and distribution
- Live interviewing
- Source diversity and management
- Broadcast standards and practices

TECHNICAL SKILLS

- Microsoft, Apple, and Google office software
- Adobe CS
- SAP
- CMS: Clickability, Ellington, Wordpress, etc.

EDUCATION

English Arts and Journalism
University of West Virginia, WV

ADDITIONAL TRAINING

- NBC Universal Leadership Academy
- Poynter Institute alumni
- American Press Institute
- Newspaper Next Pilot Program

JASON MIDDLETON

Broadcast and Digital Journalist (WGA); On-Air Reporter (SAG-AFTRA);
Original Content Identification, Creation, and Strategist Expert

rjasonmittleton@gmail.com • 818-731-5844 • Los Angeles, CA

PROFESSIONAL EXPERIENCE

Staff Producer/Writer at KNX 1070 AM, 97.1 FM, Los Angeles

Audacy, Inc. 8/2023 - 5/2024

(released during staff reductions because of bankruptcy at Audacy Inc.)

Researched and covered news for the KNX News simulcast – the most listened-to news and information station in Los Angeles.

- Wrote 15-20 scripts daily for morning drive, with dozens of ongoing revisions/updates for other day-parts
- Scheduled guests; recorded and edited interviews for air

Show Host, Anchor, and On-Air Analyst at KFI 640 AM, Los Angeles

iHeartMedia, 1/2021 - 7/2023

Hosted weekly macroeconomics show ("Macro") and served as a fill-in anchor.

- Hosted a weekly show for broadcast and digital/podcast, "Macro," that put complex economic trends into relatable language and context
- Anchored morning show for summer of 2023; fill-in anchor for all day-parts
- Delivered original reporting and analysis during live broadcasts throughout several day-parts
- From 2017 to 2021, before moving to Los Angeles, was already a twice-weekly guest on KFI

Vice President and Tech Editor

Edelman, San Francisco, CA, 7/2019 to 7/2020

Led interactive multiplatform projects that translated market objectives into deliverable creative strategies. Communicated complex concepts and goals to a variety of stakeholders. Trained in internal and external communication strategies, with a strong focus on public speaking and broadcast.

- Created an editorial calendar to ensure teams met quarterly goals and tentpoles
- Designed and launched a repeatable format for the entire storytelling pipeline, customizable for each client, regardless of size
- Activated extensive professional network of Tier 1 - Tier 3 journalists to meet clients' needs
- Delivered original, objective content by developing cross-functional teams comprised of expert sources from a variety of disciplines
- Built and quickly produced a content-delivery system for a story strike team
- Onboarded two new tech clients for annual contracts

Show Host, Anchor and On-Air Analyst at KGO 810 AM, San Francisco

Cumulus Media, 5/2013 - 5/2019

- Concepted, produced, and voiced the weekly radio broadcast and digital show "Techonomics"
- Co-hosted talk shows and/or anchored live broadcasts
- Contributed content to five stations in the Bay Area cluster

PROFESSIONAL EXPERIENCE, CONTINUED

Content and Communications Consultant

Cunningham Collective, CA, 12/2016 to 12/2017

Authored internal and external content including blogs, posts, podcasts, and video blogs. Conducted independent research, interviews, and data analysis for clients that ranged from Series A to mature multinational companies.

- Created internal communications story mining calendar for multiple tech clients, including Blackberry and Adobe
- Direct consultant for C-suite clients

West Coast Editor for ConnectCRE.com

Connect Commercial Real Estate, 1/2022 to 5/2022

- Identified, created, and edited 10 original stories per day covering commercial real estate for Connect CRE.com, an industry website and marketing platform
- Developed multiplatform editorial/content strategies for clients

Director of Integrated Media

NBC Bay Area (an O&O), San Jose, CA, 9/2010 to 11/2012

Provided corporate input and local leadership for owned-and-operated TV station. Directed daily assignments, strategically managed a team of freelance talent, and oversaw approximately 12 direct reports. Created dynamic and engaging content to enhance audience interest, yielding an increase in social media access, traffic volume, and sales.

- Delivered three new content platforms including California Travel and Press Here, which provided vertical technology coverage. Both platforms generated positive revenue within their first year
- Launched a new prime-time broadcast news show, implementing a unique digital-first approach

Additional Experience

Director of Editorial, LA.COM, CA (2008 - 2010)

Designer / Consultant, LA Daily News, CA (2006 - 2008)

Designer / Graphic Artist/ Features Writer, Houston Chronicle, TX (2000 - 2006)

AWARDS

Poynter Institute, 2002, 2006

American Press Institute, 2005

Producer, Local Emmy Award at NBC Bay Area, 2015

KATHLEEN FLYNN

independent photojournalist / documentary filmmaker / New Orleans, La.

kathleen@kflynn.com

Experience

Accountability Lab Liberia | Adviser for Reel Peace, a United Nations Development Program funded initiative designed to lift the voices of women in Liberia by training and equipping them as visual storytellers. It was a project of the nonprofit Accountability Lab. June 2018 - January 2019

Rochester Institute of Technology | Visiting faculty member | December 2017 - May 2018

Syracuse University S.I. Newhouse School of Public Communications | Fellow, Instructional Assistant | Multimedia Photography & Design | 2016 - 17

PBS Veterans Coming Home | Road Team | Multi-platform public media project which explored ideas of service and citizenry in an effort to give a voice to veterans while opening national dialogue about veterans' issues. March 2016 - June 2016

NOLA.com | The Times-Picayune | Staff Photojournalist | January 2013 - March 2016

Tampa Bay Times | St. Petersburg Times | Staff Photojournalist | December 2002 - December 2012

Center of Democracy at the University of Massachusetts US State Department | Media development educator, Liberia | 2008, 2009

Conflict Zone Board Member | Photo exhibit dedicated to injured journalists and military

Education

Syracuse University

Master of Science in Photography, 2022

Western Kentucky University

Bachelor in photojournalism, 2002

Eddie Adams Workshop

Student, 2002

Mountain Workshops Participant, 1999, 2000, 2012

Honors

Scripps Howard Journalism Awards

Excellence in Innovation, honoring Roy W. Howard, for ProPublica's Roots of an Outbreak, Finalist, (team) 2024

National Press Photographers Association, Best of Photojournalism

Culture, Sports, and Science, 2nd place Online Video Individual, 2024

Digital General News Story/1st place Team entry for The Washington Post, (photo), 2023

Online Video Storytelling/Documentary/Large team: 1st place (co-director), 2019

Feature Multimedia Story Award of Excellence, 2015

News Multimedia story/ 48 hours, 1st place, 2013

Returning Veterans, Coming Home, 2nd place, 2012

NPPA Humanitarian Award, 2019

NPPA Region 6 photographer of the year, 2004

Online News Association Journalism Awards

University of Florida award in Investigative Data Journalism, (team) 2023

Society of Environmental Journalists

Kevin Carmody Award for Outstanding Investigative Reporting, (team) 2022

The Gerald Loeb Awards

Visual Storytelling, finalist, 2022

Pictures of the Year International

Documentary Journalism

Finalist, 2022

Documentary Daily life

Award of Excellence, 2021

Impact 2020

Award of Excellence, 2021

Documentary Journalism

1st place (co-director), 2019

World Press Photo

Online video of the year nominee

(co-director), 2019

Overseas Press Club

Citation (runner-up) for the Overseas Press Club's Madeline Dane Ross Award for best international reporting in the print medium or digital showing a concern for the human condition, 2019

Edward R. Murrow Awards Best News Documentary in the Small Digital News Organization division (co-director), 2019

Nieman Foundation

Taylor Family Award for Fairness in Journalism, finalist, 2019

News Leaders Association

Dori J. Maynard Award for Justice in Journalism finalist, 2019

Suncoast Emmy Awards

Children, Youth, Teens, 2016

Societal Concerns – Program, 2016

Societal Concerns – News, 2014

Journalistic Enterprise, 2014

Human Interest, 2014

Education schools, 2013

Casey Medal

Awarded for the best reporting on children, youth and families in the United States, 2013

America’s Promise Journalism Award for Action, 2013

Other honors

Florida Society of News Editors

Society of American Business Editors and Writers Society of Features Journalism

Green Eyeshade Awards

Lectures/Seminars

Atlanta Photojournalism Seminar speaker, 2023

Mountain Workshops staff, 2001-2009, 2012-2024

Syracuse University Trauma Informed Workshop speaker and coach, 2023

NPPA Multimedia Immersion team leader, 2019

News Leaders Association Leadership Conference speaker, 2019

Northern Short Course speaker, 2018, 2019

Syracuse University Fall Workshop team leader, 2018

Geekfest speaker, 2018

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	Newscycle Content Management System Implementation			Firm responsibility (prime or sub?)	Sub
Project number	N/A	Owner’s name	Tribune Publishing		
Project location	Remote		Owner’s Project Manager	Phil Spencer	
Owner’s address, phone, email	160 N Stetson Ave, Chicago, IL 60601; (407) 420-5084; pspencer@tribpub.com				
Services commenced by this firm (mm/yy)	08/19	Total consultant contract cost (\$1,000’s)			N/A
Services completed by this firm (mm/yy)	05/21	Cost of consultant services provided by this firm (\$1,000’s)			\$231,410

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

I began this project as a subcontractor to transition some of the nation’s largest newsrooms (Chicago Tribune, Orlando Sentinel, The Baltimore Sun, The New York Daily News) to a new content management system and publishing software. Later, I became the sole team lead, taking full responsibility for the project’s direction and execution. This massive undertaking included rebuilding all brand and editorial assets and creating templates within the software, and training Tribune Publishing’s 125 designers and editors to ensure a seamless transition.

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	Rapides Parish Comprehensive Resiliency Plan 2017			Firm responsibility (prime or sub?)	Sub
Project number	N/A	Owner’s name	Rapides Area Planning Commission via Water Works		
Project location	Remote		Owner’s Project Manager	Miriam Belblidia	
Owner’s address, phone, email	1164 Camp St, New Orleans, LA 70130; (504) 615-2711; miriam@waterworksla.com				
Services commenced by this firm (mm/yy)	02/17	Total consultant contract cost (\$1,000’s)	N/A		
Services completed by this firm (mm/yy)	07/21	Cost of consultant services provided by this firm (\$1,000’s)	\$7,700		

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

In 2017, I worked as a subcontractor on the Rapides Parish Comprehensive Resiliency Plan. This 300-plus page report was my first introduction to the work of a regional planning commission. My role involved designing the report, creating detailed graphics, developing maps, and integrating formatting assets derived from public meetings. This work required a keen eye for detail and the ability to distill complex information into clear, visually compelling materials. The experience gave me valuable insight into regional planning processes and showcased my design, organizational, and collaborative skills.

Some sample pages from the report are on the following pages.

RAPIDES PARISH

COMPREHENSIVE RESILIENCY PLAN

MAY 2017



FUNDED BY



DEVELOPED FOR



EXECUTIVE SUMMARY



The Rapides Parish Police Jury received a \$300,000 grant from the Louisiana Office of Community Development through the Community Development Block Grant (CDBG) Disaster Recovery program to develop the first parish-wide Comprehensive Resiliency Plan since 1972.

The Rapides Area Planning Commission initiated the Comprehensive Resilience Plan in November 2015, in order to lead an in-depth planning process to update Rapides Parish’s Comprehensive Plan. In addition to a Steering Committee and a Planning Team with representatives from throughout the Parish, the RAPC introduced five stakeholder working groups, which met throughout the planning process to address the components of the plan:

1. Transportation and Infrastructure
2. Housing and Economic Resilience
3. Hazard Mitigation and Floodplain Management
4. Public Facilities
5. Historic, Cultural, and Natural Environment

Through input from the public, Planning Team, and Steering Committee, the RAPC drafted a vision statement to guide the planning process and to serve as a means to operationalize what is meant by “resilience.” The statement, detailed in Section 1, provides the shared vision for what a resilient Rapides Parish will look like, focusing on its historic, cultural, and natural resources, while highlighting the importance of safe growth, economic development, and quality of life. The RAPC also engaged in a robust process of public engagement (detailed in Section 2), using an online survey and three rounds of public meetings held throughout the parish.

The planners conducted an in-depth analysis of Rapides Parish’s resiliency, and the planning process spanned eighteen months.



	STEERING COMMITTEE MEETING NO. 1	PLANNING TEAM MEETING NO. 1	<i>December 2015</i>	Vision statement
PUBLIC MEETINGS ROUND NO. 1	STEERING COMMITTEE MEETING NO. 2	PLANNING TEAM MEETING NO. 2	<i>January 2016</i>	Transportation and infrastructure
	STEERING COMMITTEE MEETING NO. 3	PLANNING TEAM MEETING NO. 3	<i>March 2016</i>	Housing and Community Development and Economic Resilience
PUBLIC MEETINGS ROUND NO. 2	STEERING COMMITTEE MEETING NO. 4	PLANNING TEAM MEETING NO. 4	<i>April 2016</i>	Hazard Mitigation and Floodplan Management
	STEERING COMMITTEE MEETING NO. 5	PLANNING TEAM MEETING NO. 5	<i>June 2016</i>	Public Facilities
	STEERING COMMITTEE MEETING NO. 6	PLANNING TEAM MEETING NO. 6	<i>August 2016</i>	Historic and Cultural Resources and the Natural Environment
	STEERING COMMITTEE MEETING NO. 7	PLANNING TEAM MEETING NO. 7	<i>October 2016</i>	Implementation Plan
PUBLIC MEETINGS ROUND NO. 3			<i>February 2017</i>	Draft Plan Review
	FINAL DRAFT REVIEW AND ADOPTION	PROJECT CLOSEOUT	<i>May 2017</i>	Plan Adoption

Key findings from the analysis include:

1. TRANSPORTATION AND INFRASTRUCTURE

- Maintenance is a challenge and a mechanism is needed for continued funding (especially for drainage);
- There are concerns about the condition of infrastructure;
- There are challenges for access to broadband and public transportation for all parts of the parish;
- The importance of connecting rural and urban areas was highlighted; and
- The relationship between transportation and infrastructure and economic resilience must be considered.



SECTION 1

VISION

The Rapides Area Planning Commission (RAPC) facilitated a robust process of engagement, described in Section 2, which began with the development of a shared vision. This shared vision was informed by ongoing community engagement and stakeholder input throughout the planning process. The initial vision statement was developed through an exercise at the first Planning Team meeting and was then revised with subsequent input from the Planning Team, Steering Committee, and public meetings. This vision serves as a means to operationalize what is meant by “resilience” and to ensure clarity of vision across the planning process and its participants.



NAME	TITLE	ORGANIZATION
Ollie Overton	Police Juror	Rapides Parish Police Jury
Richard Billings	Police Juror	Rapides Parish Police Jury
Craig Smith	Police Juror	Rapides Parish Police Jury
Bruce Kelly	Parish Treasurer	Rapides Parish Police Jury
Matt Johns	Executive Director	Rapides Area Planning Commission
Melissa Becker	Assistant Director	Rapides Area Planning Commission
Carrie Robinette	Grants Administrator	Rapides Area Planning Commission
Kendall Magee	Principal	Frye-Magee
Doug Landry	Consultant	Frye-Magee
Jerry Graves	Consultant	Frye-Magee
Alessandra Jerolleman	Consultant	Water Works
Miriam Belblidia	Consultant	Water Works
Paul Trimble	Engineer	Myer, Myer, Lacroix, and Hixson

The below timeline illustrates the frequency of Steering Committee meetings throughout the planning process:



All Steering Committee meetings were conducted in conjunction with Planning Team meetings

The Planning Team consisted of a diverse, multidisciplinary group of over fifty (50) stakeholders representing various public and private entities throughout Rapides Parish. The composition of the Planning Team was based largely on the subject matter being addressed in each section of the plan. The RAPC added additional team members throughout the planning effort as deemed necessary and appropriate. The Planning Team first convened in order to conduct a visioning exercise and to develop a vision statement for the planning effort. The membership was subsequently divided into working groups by subject matter and was asked to reconvene as needed to discuss

SECTION 4

TRANSPORTATION AND INFRASTRUCTURE



Transportation and infrastructure are intricately connected to all areas of resilience. According to the Metropolitan Transportation Plan 2035, adopted in 2011, “The transportation system supports access to jobs, shopping, recreation, health care, emergency services, evacuation, travel routes, and people and places near and far.” Access to safe, reliable, and affordable transportation is a key cornerstone of economic resilience and is tied to the health and wellbeing of residents. Infrastructure also plays a significant role across all sectors.



SECTION 10

ECONOMIC RESILIENCE

Rapides Parish is centrally located and has potential for future growth and development. Although the economy in Rapides Parish was historically based on agricultural industries such as forestry, the parish now enjoys a more diversified economy that includes a number of major employers in the social services, education, healthcare, and manufacturing sectors. Rapides Parish continues to generate interest from manufacturing firms and emerging sectors such as biofuels. Projected growth in sectors such as agribusiness will also likely provide opportunities in central Louisiana over the next decade as higher yields and value-added agricultural products impact the market.

Although large companies such as Proctor and Gamble and Crest Industries have operated in Rapides Parish for decades, the local economy is dominated by small businesses. According to the Central Louisiana Economic Development Alliance (CLEDA), 80% of all businesses in Rapides Parish have nine (9) or fewer employees (CLEDA 2016). Recent developments indicate that Rapides Parish is well positioned to accentuate some of its existing economic strengths while also attracting new opportunities:

- The Central Louisiana Regional Port was officially established in Rapides Parish (Town Talk 2015);
- England Airpark announced its plans to engage in a 1,600-acre expansion in order to establish an industrial mega-site in Rapides Parish (Town Talk 2015);
- Cool Planet Energy Systems announced that it will construct a bio-char production plant in Rapides Parish (Times-Picayune 2015); and
- Sundrop Fuels, Inc. selected a site near Alexandria to construct a demonstration plant where woody biomass will be converted into “green gasoline” (Biomass Magazine 2013).

Despite the aforementioned positive recent developments, a number of economic challenges loom in Rapides Parish. Union Tank Car laid off 224 employees at its Alexandria facility in June 2016 (www.neworleanscitybusiness.com). In July 2016, General Electric announced that 90% of the company’s Rapides Parish workforce



POVERTY

Poverty is a significant issue in Rapides Parish. It is estimated that 20.6% of the parish’s population is living below the poverty line (ACS 2010-2014). This figure is higher than the national poverty rate (15.5%) and the Louisiana poverty rate (19.8%) as of 2014 (ACS 2010-2014; Center for American Progress 2016). Females between the ages of 25-34 comprise the largest demographic living in poverty in Rapides Parish (Data USA 2016).

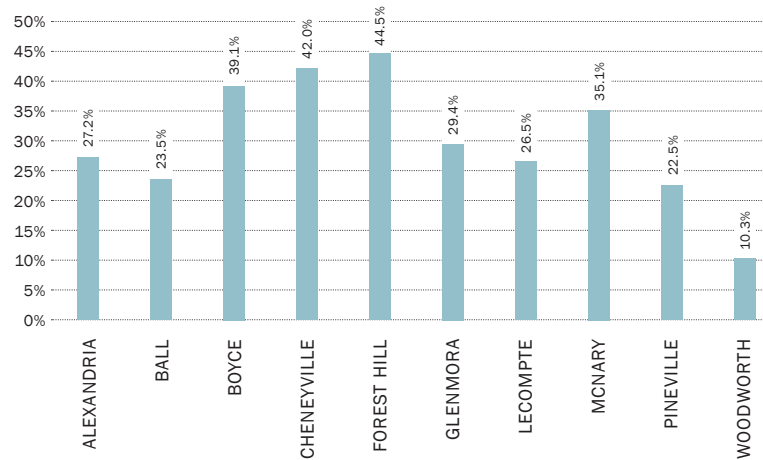
TABLE 10.9: POVERTY RATE

YEAR	RAPIDES PARISH	LOUISIANA	UNITED STATES
Living Below Poverty Line (2014)	20.6%	19.8%	15.5%

(Source: ACS 2010-2014; Data USA 2016; Center for American Progress 2016)

TABLE 10.10: POVERTY RATE BY MUNICIPALITY

MUNICIPALITY	PERCENTAGE
Alexandria	27.2%
Ball	23.5%
Boyce	39.1%
Cheneyville	42.0%
Forest Hill	44.5%
Glenmora	29.4%
Lecompte	26.5%
McNary	35.1%
Pineville	22.5%
Woodworth	10.3%



(Source: ACS 2010-2014; www.city-data.com)

WORKFORCE DEVELOPMENT AND EDUCATION

Workforce development will be a critical component of addressing unemployment and poverty in Rapides Parish going forward. Furthermore, workforce development is important to the overall economic resilience of the community. Rapides Parish must offer a qualified workforce if it is going to recruit and retain new businesses. As of 2014, 83.4% of all parish residents had obtained a high school degree or more (ACS 2010-2014). This is slightly higher than the statewide percentage (82.8%) and lower than the national percentage (86.3%) (ACS 2010-2014).

TABLE 7.6: EDUCATIONAL ATTAINMENT

YEAR	RAPIDES PARISH	LOUISIANA	UNITED STATES
High School / GED or more	83.4%	82.8%	86.3%

(Source: ACS 2010-2014)

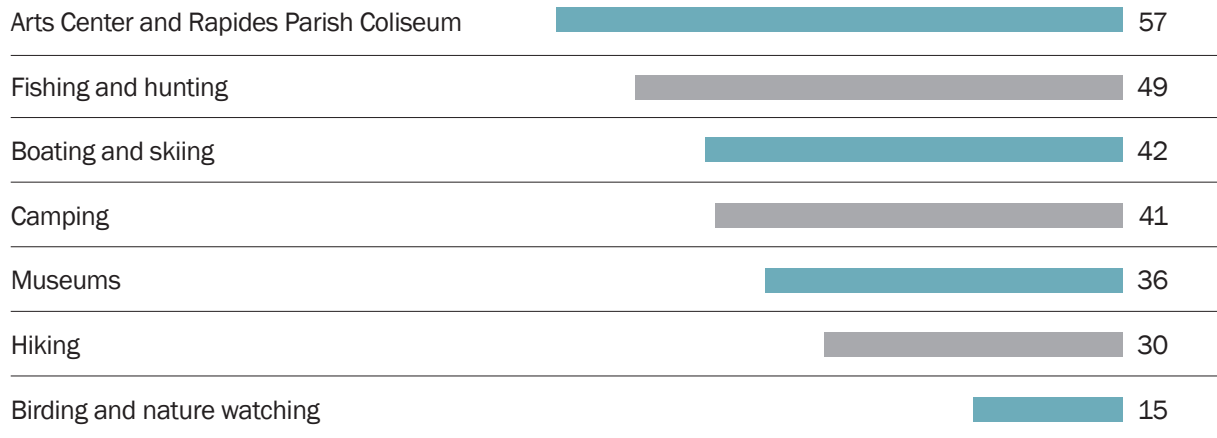
QUESTION:

WHAT HISTORIC AND CULTURAL ASSETS ARE MARKETABLE TO SURROUNDING PARISHES?

Entertainment venues

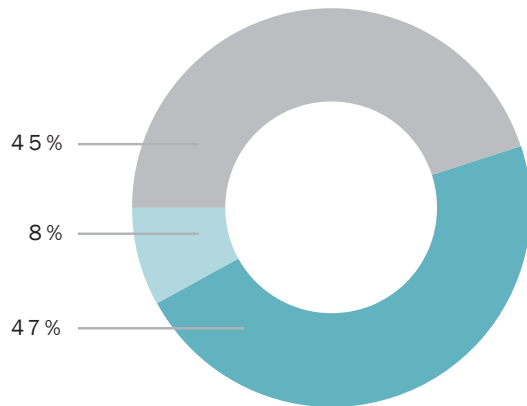
such as Coughlin Saunders Performing

Arts Center and Rapides Parish Coliseum



Number of respondents

CURRENT CONDITIONS: ENVIRONMENT AND HAZARDS



QUESTION:

HAVE YOU EXPERIENCED DAMAGE TO YOUR HOME FROM NATURAL HAZARDS?

No, I haven't
 Yes, minimal damages from a natural hazard
 Yes, extensive damages from a natural hazard



17. Firm Experience:

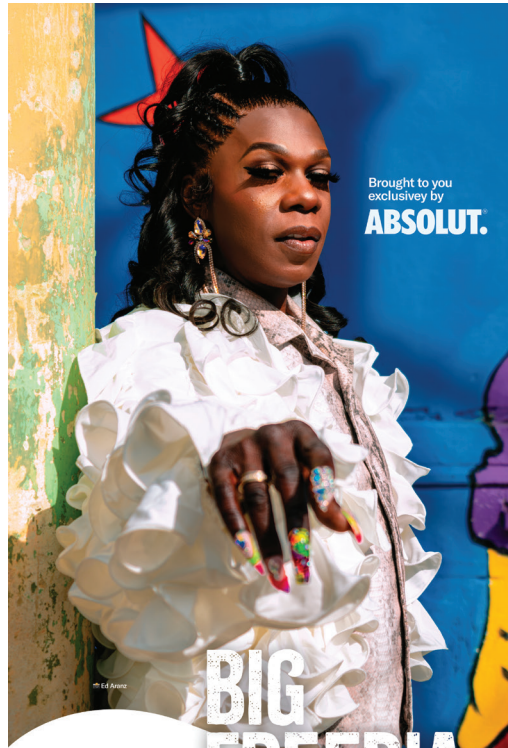
Identify the team’s project experience **most relevant** to the scope in the advertisement. The projects should be limited to a total of 5, If more than 5 projects are identified, all projects identified after the first 5 will not be evaluated. Include no more than one page per project. Projects identified 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	New Orleans Pridefest			Firm responsibility (prime or sub?)	Prime
Project number	N/A	Owner’s name	New Orleans Pridefest		
Project location	Remote, New Orleans		Owner’s Project Manager	Tracy Deroche	
Owner’s address, phone, email	101 Dulac Place, Mandeville, LA 70471; (504)460-7655; phoenixbarnola@gmail.com				
Services commenced by this firm (mm/yy)	11/23	Total consultant contract cost (\$1,000’s)		\$3,000	
Services completed by this firm (mm/yy)	06/24	Cost of consultant services provided by this firm (\$1,000’s)		\$3,000	

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

In 2024, organizers hired DJB Design to create a brand identity that can be used year to year and help scale the event. The festival’s logo needed to feel inclusive of the LGBTQ+ community and unique to the city without relying on typical New Orleans imagery. DJB Design created Gautreaux, a friendly and festive alligator adorned by summery, cool sunglasses that was a fun icon for festival fans of all ages.

Following the creation of the brand identity, DJB Design designed merchandise, marketing and social media for the festival.



New for 2025

'Go with Gautreaux'
The New Orleans Pridefest Ambassador Program

All New Orleans Pridefest attendees will have the opportunity to become a member of the ambassador program. This program is designed to provide a marketing and promotional tool for our attendees, volunteers and sponsors, and we are excited to see you as a member of our ambassador program.

Attendees who are interested in becoming an ambassador will receive a complimentary t-shirt and a set of rainbow sunglasses. The t-shirt will feature the New Orleans Pridefest logo and the ambassador's name. The sunglasses will be provided to the ambassador at the event. The ambassador will be responsible for promoting the event and providing information to attendees.

A Pridefest Ambassador must give an annual donation that will be an amount equivalent to the cost of the t-shirt and sunglasses. The ambassador will also be responsible for providing information to attendees.

Attendees who are interested in becoming an ambassador should contact the ambassador program at ambassadors@neworleanspridefest.com.



PRIDEFEST

BIG FREEDIA
 Saturday, June 8, at New Orleans Pridefest
 3:30 P.M. ON THE MAINSTAGE



PRESS RELEASE

Big Freedia, The Queen Diva, Will Headline New Orleans Pridefest on the Mainstage June 8, 2024

NEW ORLEANS — Music lover and New Orleans resident Big Freedia will headline the 2024 New Orleans Pridefest on the Mainstage on Saturday, June 8, 2024. Big Freedia is a multi-talented performer who has been a prominent figure in the New Orleans music scene for over a decade. Her music is a blend of funk, soul, and R&B, and she is known for her powerful and energetic performances. Big Freedia will be performing on the Mainstage at the New Orleans Pridefest, which is one of the largest and most diverse Pride events in the world. The event will take place on Saturday, June 8, 2024, from 3:30 P.M. to 10:00 P.M. on the Mainstage. Big Freedia's performance is expected to be a highlight of the event. The New Orleans Pridefest is a celebration of the LGBTQ+ community and is a great opportunity for everyone to come together and enjoy the music and festivities. For more information on the event, visit www.neworleanspridefest.com.



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	Luci Willits for Boise City Council			Firm responsibility (prime or sub?)	Prime
Project number	N/A	Owner’s name	Luci Willits		
Project location	Remote		Owner’s Project Manager	Luci Willits	
Owner’s address, phone, email	5403 N. Hickory Burr Place, Boise, ID 83713; (208)830-7322; voteluci@gmail.com				
Services commenced by this firm (mm/yy)	11/23	Total consultant contract cost (\$1,000’s)			\$5,000
Services completed by this firm (mm/yy)	06/24	Cost of consultant services provided by this firm (\$1,000’s)			\$5,000

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

In 2021, Boise resident and politician Luci Willits approached DJB Design to establish a brand design and to manage all visual assets (online, social media, print, merchandise, etc.) through and immediately after Election Day. After a successful campaign in 2021, DJB Design was hired again in 2023 to create and manage all visual brand for the campaign.

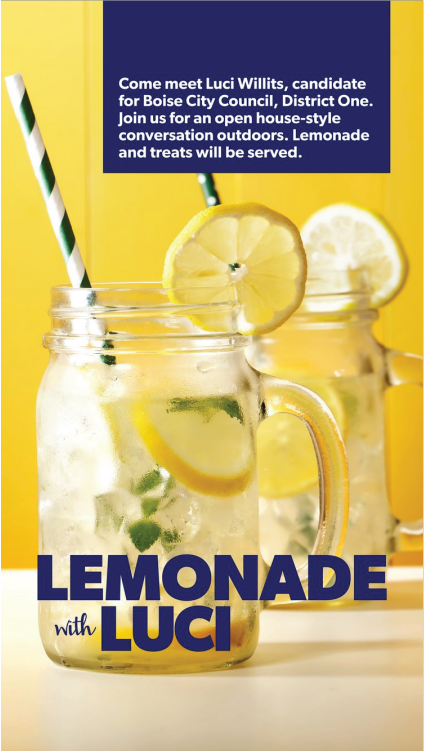
LUCI WILLITS
BOISE CITY COUNCIL



**THE VOICE WEST BOISE
NEEDS ON CITY COUNCIL**

**LUCI
WILLITS**
BOISE CITY COUNCIL DISTRICT ONE

**VOTE
LUCI**
BOISE CITY COUNCIL



Come meet Luci Willits, candidate for Boise City Council, District One. Join us for an open house-style conversation outdoors. Lemonade and treats will be served.

I'm Luci.

I'm an Idahoan. I'm a doer, thinker, and problem solver. I'm your neighbor, and I want to represent you on the Boise City Council.

I've lived in West Boise for close to two decades. I've raised my daughters, worked downtown for the state and federal government and remote for private companies, shopped, walked, and love my neighborhoods.

We have a historic opportunity to elect someone from West Boise to represent us! I bring a critical perspective to the dialogue at Boise City Hall. Vote for your voice to be heard about the direction of Boise. Join me in being part of the conversation of our great city.



Luci

Luci Willits CANDIDATE FOR BOISE CITY COUNCIL

Paid for by Luci Willits for Boise City Council, 5403 N Hickory Lane, Boise, ID 83713. Mary Kate Johnson, Treasurer

ELECTION DAY TUESDAY, NOVEMBER 2, 2021 We have a historic opportunity to elect someone from West Boise to represent us!

www.luciwillits.com
LUCI
BOISE CITY COUNCIL



18. Workload:

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	Estimated Time to Completion
New Orleans Pridefest Brand and Media	New Orleans Pridefest	\$0	June 15
Crash Course Brand Identity	Crash Course, a play	\$0	June 8
Niche magazine design	Bay Area News Group	\$5,600	June 6
The Ranch at Sonoma Mountain website	John Kopshever	\$3,000	May 31
Hella Fit Brand Identity and Web Design	Hella Fit, Mauricio Rodriguez	\$0	April 30

(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.

A dedicated core team will be assigned to this project to maintain focus and continuity. This team will include personnel with specialized expertise critical to project success. Weekly coordination meetings will be conducted to assess progress, identify potential resource constraints, and implement proactive solutions. Clear communication channels between project managers overseeing multiple projects will help avoid scheduling conflicts or overcommitments. Weekly coordination meetings will be conducted to assess progress, identify potential resource constraints, and implement proactive solutions.

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

(Add rows as needed)

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

djbdesign

Thank you.

David Jack Browning
jack@djb.design

3123 Milan St.
New Orleans, LA 70125

www.djb.design
504.356.2490