

ONLINE OPTIMISM

MODIFIED DOTD FORM: 24-102

RPC TRANSIT PLANNING REQUEST FOR PROPOSALS (RFP)

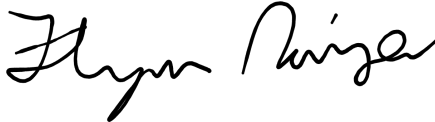
PROPOSAL TO PROVIDE CONSULTANT SERVICES

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 (as registered with the Louisiana Secretary of State where such registration is required by law)	Online Optimism LLC
4. Prime consultant? (Y/N)	Y
5. Consultant mailing address	517 Soraparu St Ste L2 New Orleans, LA 70130
6. Consultant physical address (existing or to be established, if location is used as an evaluation criteria)	517 Soraparu St Ste L2 New Orleans, LA 70130

7. Name, title, phone number, and email address of consultant's contract point of contact	Title: CEO Phone: 504.324.0073 Email: flynn@onlineoptimism.com
8. Name, title, phone number, and email address of the official with signing authority for this proposal	Title: CEO Phone: 504.324.0073 Email: flynn@onlineoptimism.com
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,	<p>Signature (shall be the same person as #9):</p>  <p>Date: March 25, 2025</p>

<p>and to terminate any contract awarded based on such a false response.</p>					
<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> <tr> <td data-bbox="989 293 1612 326"><u>Firm(s):</u></td> <td data-bbox="1612 293 1837 326"><u>Firm(s)' %:</u></td> </tr> <tr> <td data-bbox="989 326 1612 540">Online Optimism is not a DBE</td> <td data-bbox="1612 326 1837 540"></td> </tr> </table>	<u>Firm(s):</u>	<u>Firm(s)' %:</u>	Online Optimism is not a DBE	
<u>Firm(s):</u>	<u>Firm(s)' %:</u>				
Online Optimism is not a DBE					

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:

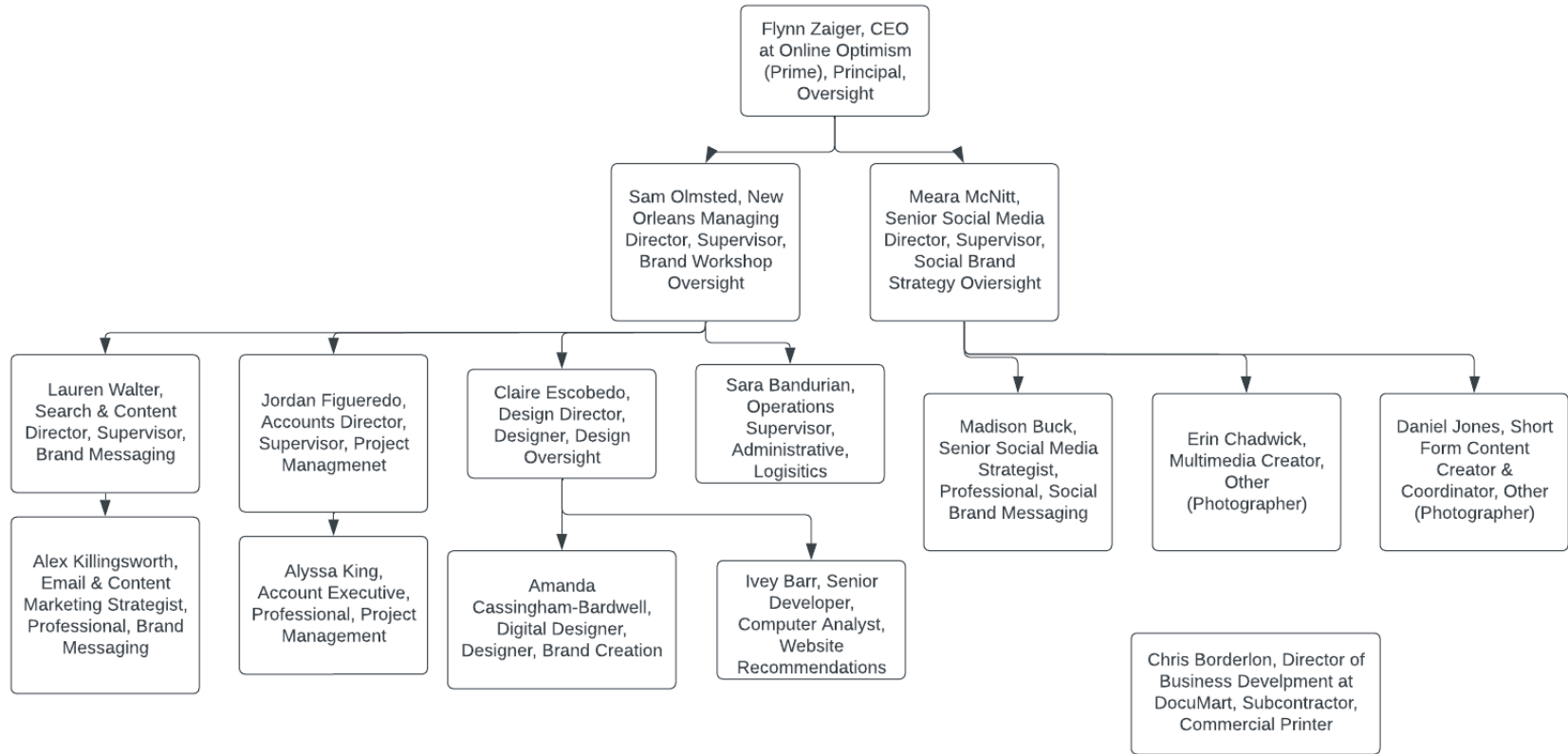
http://wwwsp.dotd.la.gov/Inside_LaDOTD/Divisions/Engineering/CCS/Job_Qualification/Job%20Classifications%20with%20Descriptions.pdf

(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
Online Optimism	Prime	Principal	1	1
Online Optimism	Prime	Supervisor - Other	2	5
Online Optimism	Prime	Professional	2	3
Online Optimism	Prime	Designer/Developer	2	3
Online Optimism	Prime	Administrative	1	2
Online Optimism	Prime	Computer Analyst	1	1
Online Optimism	Prime	Other (Photographer)	1	2
DocuMart	Sub	Other (Commercial Printer)	1	1

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.



FIRM NAME	SUB OR PRIME	OVERALL WORK TO BE COMPLETED	PERCENTAGE OF BUDGET PER FIRM
Online Optimism	Prime	Tasks 1-9 (Excluding "Physical Proofs of All Materials" and "Final Printed Branded Material")	92%
DocuMart	Sub	Task 9 Physical proofs of all material Final printed branded material	8%

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.

[See PDF deck for full Narrative Scope]

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.

[See PDF deck for full GANTT Schedule]

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.

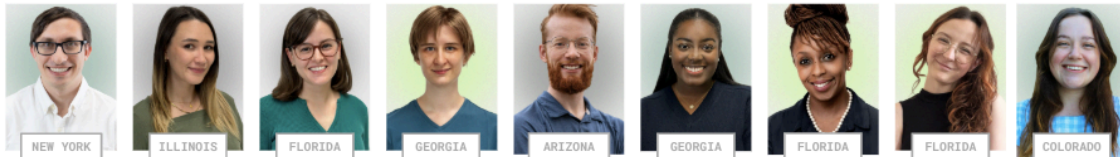
Task	Subtask / Deliverable	Description / Quantity	Estimated Hours	Labor Cost	Total Cost
1	Project Management & Schedule	Kickoff + planning	30	\$95 / Hour	\$2,850.00
2	Brand Audit	Programmatic areas + materials	50	\$95 / Hour	\$4,750.00
3A	Brand Discovery Survey	Survey creation + analysis	50	\$95 / Hour	\$4,750.00
3B	Brand Discovery Workshop	Pre, during, post	125	\$95 / Hour	\$11,875.00
4	Initial Design Concepts	Strategic approach	10	\$95 / Hour	\$950.00
5a	Logo & Logo Versions	1	10	\$95 / Hour	\$950.00
5a	Posters and Banners	8	32	\$95 / Hour	\$3,040.00
5a	Brochures and Flyers	7	56	\$95 / Hour	\$5,320.00
5a	Promotional Swag Designs	1	5	\$95 / Hour	\$475.00
5a	Digital Template: Digital ad	2	6	\$95 / Hour	\$570.00
5a	Digital Template: Project webpage	1	5	\$95 / Hour	\$475.00
5a	Digital Template: E-newsletter	1	8	\$95 / Hour	\$760.00
5a	Digital Template: Email Signature	1	2	\$95 / Hour	\$190.00
5a	Reports Template: One-pager	1	4	\$95 / Hour	\$380.00
5a	Reports Template: Stage Zero report: Up to 10 Pages	1	15	\$95 / Hour	\$1,425.00
5a	Digital Template: Social Media posts (Static)	6	18	\$95 / Hour	\$1,710.00
5a	Reports Template: Executive Summary: Up to 2 Pages	1	4	\$95 / Hour	\$380.00
5a	Reports Template: Comprehensive: Up to 50 Pages	1	40	\$95 / Hour	\$3,800.00
5a	Excel Template: Budget template: Up to 5 Sheets	1	6	\$95 / Hour	\$570.00
5a	Excel Template: Project tracking: Up to 5 Sheets	1	6	\$95 / Hour	\$570.00
5a	Excel Template: Data reporting: Up to 5 Sheets	1	6	\$95 / Hour	\$570.00
5a	PPT Template: Public Workshop: Up to 8 Slides	1	20	\$95 / Hour	\$1,900.00
5a	PPT Template: Board Meeting: Up to 8 Slides	1	20	\$95 / Hour	\$1,900.00
5a	PPT Template: Standard presentation: Up to 8 Slides	1	20	\$95 / Hour	\$1,900.00
5a	Reports Template: Technical Memo: Up to 2 Pages	1	4	\$95 / Hour	\$380.00
5a	Infographics	3	60	\$95 / Hour	\$5,700.00
5a	Photography	160 images + aerials	100	\$95 / Hour	\$9,500.00
5a	Iconography	30	150	\$95 / Hour	\$14,250.00
5a	Illustrations/Renderings	9	135	\$95 / Hour	\$12,825.00
5b	Style Guide	Branding toolkit	20	\$95 / Hour	\$1,900.00
5b	Style Guide	Style guidelines	20	\$95 / Hour	\$1,900.00
6	Messaging Strategy	Full messaging strategy	150	\$95 / Hour	\$14,250.00
6	Web Copy	10 pages	100	\$95 / Hour	\$9,500.00
7	Fact Sheets/Brochures	7	56	\$95 / Hour	\$5,320.00
7	Meeting-In-A-Box Components	3	90	\$95 / Hour	\$8,550.00
7	Educational Presentations	2	100	\$95 / Hour	\$9,500.00
8	Staff Training	Toolkit & messaging training	30	\$95 / Hour	\$2,850.00
9	Print Coordination	Print memos, proofs, delivery	50	\$95 / Hour	\$4,750.00
PRIME TOTAL			1613		\$153,235
APPROX. PROFIT MARGIN FOR PRIME					15%
PRINT TOTAL	Print Production by Sub-contractor	Approx. 2,100 printed materials			\$20,973.00
TRAVEL TOTAL					INCLUDED
TOTAL COST					\$174,208.00

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.

[See PDF deck for full resumes of 13 people assigned on this project]

We currently have a team of 19 full-time employees. Our company was founded in New Orleans over a decade ago, keeping physical offices there since then. **Our local staff works out of our 4,200 square foot headquarters in the Irish Channel.**



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.

CASE STUDY

17. NEW ORLEANS REGIONAL PLANNING COMMISSION

- **PROJECT NAME**
 - ◆ AGENCY WEBSITE REDESIGN
- **FIRM RESPONSIBILITY**
 - ◆ Prime Contractor, Sole Contractor
- **PROJECT NUMBER**
 - ◆ RPC Task D-1.20
- **OWNER'S NAME**
 - ◆ Jeffrey W. Roesel
- **PROJECT LOCATION**
 - ◆ New Orleans, LA
- **OWNER'S PROJECT MANAGER**
 - ◆ Malissa Givhan
- **OWNER'S ADDRESS, PHONE, EMAIL**
 - ◆ 10 Veterans Blvd.
New Orleans, LA 70124-1162
504-483-8500
rpc@norpc.org
- **SERVICES COMMENCED BY THE FIRM (MM/YY)**
 - ◆ 01/20
- **SERVICES COMPLETED BY THE FIRM (MM/YY)**
 - ◆ 07/20
- **TOTAL CONSULTANT CONTRACT COST (\$1,000's)**
 - ◆ 79 (Total Cost \$79,220.00)
- **COST OF CONSULTANT SERVICES PROVIDED BY THIS FIRM (\$1,000's)**
 - ◆ 79 (Total Cost \$79,220.00)



NORPC's Previous Website



CHALLENGE

The New Orleans Regional Planning Commission's goal was to overhaul their digital presence by creating a new site that was informative, helpful, and organized. Our Design & Development team worked hand in hand with them to create a user experience that elevated their work and engaged the public.

SOLUTIONS

- **DISCOVERABILITY AND ORGANIZATION**
- **ART DIRECTION & MOTION GRAPHICS**
- **COMPLIANCE & ACCESSIBILITY**

STAFF MEMBERS INVOLVED

- Flynn Zaiger, CEO
- Claire Escobedo, Design Director
- Sam Olmsted, New Orleans Managing Director
- Lauren Walter, Search & Content Director

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CASE STUDY

17. NETWORK VOLUNTEERS

→ PROJECT NAME

- ◆ NetWork Volunteers RFP for Marketing Support

→ FIRM RESPONSIBILITY

- ◆ Prime Contractor, Sole Contractor

→ PROJECT NUMBER

- ◆ N/A

→ OWNER'S NAME

- ◆ Theodore "Teddy" Nathan

→ PROJECT LOCATION

- ◆ New Orleans, LA

→ OWNER'S PROJECT MANAGER

- ◆ Theodore "Teddy" Nathan

→ OWNER'S ADDRESS, PHONE, EMAIL

- ◆ teddy@networknola.org
(504)-233-2995
530 Louisa St., New Orleans, LA 70117

→ SERVICES COMMENCED BY THE FIRM (MM/YY)

- ◆ 07/2019

→ SERVICES COMPLETED BY THE FIRM (MM/YY)

- ◆ 10/2019

→ TOTAL CONSULTANT CONTRACT COST (\$1,000's)

- ◆ 28.84 (\$28,840)

→ COST OF CONSULTANT SERVICES PROVIDED BY THIS FIRM (\$1,000's)

- ◆ 28.84 (\$28,840)



Previous Website

CHALLENGE

NetWork Volunteers creates turn-key volunteer experiences for organizations and provides long-term support for non-profits across the United States. Through their work, they've generated over 10 million dollars in philanthropic impact. They approached us to help them refresh their brand and create an immersive and easy-to-use website.



SOLUTIONS

- LOGO REBRAND
- COLLATERAL DESIGN



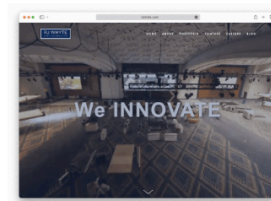
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STAFF MEMBERS INVOLVED
→ Claire Escobedo, Design Director

CASE STUDY

17. RJ WHYTE EVENT PRODUCTION → STRATUS

- **PROJECT NAME**
 - ◆ RJ Whyte Event Production Rebrand
- **FIRM RESPONSIBILITY**
 - ◆ Prime Contractor, Sole Contractor
- **PROJECT NUMBER**
 - ◆ N/A
- **OWNER'S NAME**
 - ◆ Roger (RJ) Whyte
- **PROJECT LOCATION**
 - ◆ Washington, D.C.
- **OWNER'S PROJECT MANAGER**
 - ◆ Roger (RJ) Whyte
- **OWNER'S ADDRESS, PHONE, EMAIL**
 - ◆ 1328 Florida Avenue NW, Building C
- **SERVICES COMMENCED BY THE FIRM (MM/YY)**
 - ◆ 09/2022
- **SERVICES COMPLETED BY THE FIRM (MM/YY)**
 - ◆ 11/2022
- **TOTAL CONSULTANT CONTRACT COST (\$1,000's)**
 - ◆ 26.79 (\$26,790)
- **COST OF CONSULTANT SERVICES PROVIDED BY THIS FIRM (\$1,000's)**
 - ◆ 26.79 (\$26,790)



Previous Brand



CHALLENGE

When their Principal, Roger Whyte, approached us, he was ready to extend the vision of his company and create a new brand that reflected the leaps they had made during the past couple of years. The goal was to create a company name, brand, logo, and identity that reached new heights.

SOLUTIONS

- **BRAND WORKSHOP**
- **COMPANY NAMING RESEARCH & WORKSHOP**
- **LOGO DESIGN**
- **BRAND IDENTITY & MESSAGING**

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STAFF MEMBERS INVOLVED

- Flynn Zaiger, CEO
- Sam Olmsted, New Orleans Managing Director
- Claire Escobedo, Design Director
- Lauren Walter, Search & Content Director

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.

Most Online Optimism projects are on a retainer basis. Below is our current contracted clients.

Project name	Client/Contracting Entity	Remaining Unpaid Balance	Estimated Time to Completion
Website Build	AO North America	0	May, 2025
Website Development	Decide DeKalb	\$17,100	January, 2026
Digital Marketing Retainer	Acadian Windows	N/A	N/A
Digital Marketing Retainer	Advantage TMS	N/A	N/A
Digital Marketing Retainer	AWS Mechanical	N/A	N/A
Digital Marketing Retainer	Branch Furniture	N/A	N/A
Digital Marketing Retainer	Buddy Punch	N/A	N/A
Digital Marketing Retainer	Cafe Beignet	N/A	N/A
Digital Marketing Retainer	Canal HR	N/A	N/A
Digital Marketing Retainer	Cardinal Expo	N/A	N/A
Digital Marketing Retainer	Case Paper	N/A	N/A
Digital Marketing Retainer	Crescent City Schools	N/A	N/A
Digital Marketing Retainer	Elysian Events, LLC	N/A	N/A
Digital Marketing Retainer	Goodbee Plumbing	N/A	N/A
Digital Marketing Retainer	Health in Tech	N/A	N/A
Digital Marketing Retainer	MakeGood Design	N/A	N/A
Digital Marketing Retainer	MAXCases	N/A	N/A
Digital Marketing Retainer	Mid City TMS	N/A	N/A
Digital Marketing Retainer	Niantice	N/A	N/A
Digital Marketing Retainer	PartsBadger	N/A	N/A
Digital Marketing Retainer	Pelicoin	N/A	N/A
Digital Marketing Retainer	Printivity	N/A	N/A
Digital Marketing Retainer	Quattro Business Support Solutions	N/A	N/A
Digital Marketing Retainer	RSM Design	N/A	N/A
Digital Marketing Retainer	Sculpture Hospitality	N/A	N/A
Digital Marketing Retainer	St. Thomas Community Health Center	N/A	N/A
Digital Marketing Retainer	TDI	N/A	N/A
Digital Marketing Retainer	TNOLA	N/A	N/A
Digital Marketing Retainer	Tulane School of Architecture	N/A	N/A
Digital Marketing Retainer	Tulane University	N/A	N/A

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.

Our agency has worked successfully for clients for thirteen years without any uncompleted projects.

Should employees leave Online Optimism, we have a robust hiring pool in place, with 2,000 individuals who have opted-in specifically for new job notices from our agency.

Below are some of the processes we put in place that allow our team to work on multiple projects at the same time:

SCHEDULED CALLS FOR DESIGN CLIENTS

Website clients have scheduled calls with our team either on a calendar (typically weekly/bi-weekly) basis, or immediately after deliverables are sent to receive feedback. We expect someone who can make stakeholder decisions from your team on these calls.

ENDLESS TALKING DURING BUSINESS HOURS

Our team is available to communicate with you anytime, as often as you'd like between 9am–5pm CT. Most clients do so through email, phone, or video call. We adjust to your preferences! While we aim to respond much faster, every question is answered within at least 1 business day.

PROJECT MANAGEMENT VIA ASANA

Looking for further transparency into our process? We can create a shared Asana project to keep track of deliverables and edits.

EMERGENCY SITUATIONS

Our Directors & Leadership work to be available beyond normal work hours if you need to speak to someone right away. If you become a client, you'll have their cell phone numbers, along with our CEOs.

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
DocuMart	329 Baronne St, New Orleans, LA 70112	Chris Burton chrisb@documart.com	(504) 941-7999

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

SUBCONTRACTOR (DOCUMART)

MODIFIED DOTD FORM: 24-102

RPC TRANSIT PLANNING REQUEST FOR PROPOSALS (RFP)

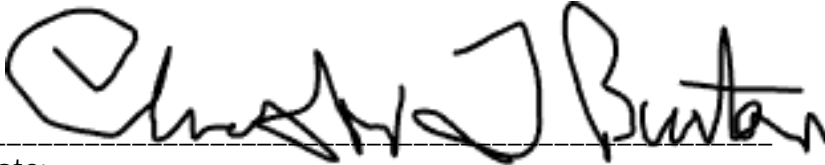
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Prime consultant should enter the firm name in the footer at the bottom of this page. (It will carry over to subsequent pages.)

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 (as registered with the Louisiana Secretary of State where such registration is required by law)	Prime: Online Optimism Subcontractor: DocuMart
4. Prime consultant? (Y/N)	N
5. Consultant mailing address	329 Baronne St, New Orleans, LA 70112
6. Consultant physical address (existing or to be established, if location is used as an evaluation criteria)	329 Baronne St, New Orleans, LA 70112

7. Name, title, phone number, and email address of consultant's contract point of contact	Christopher Burton, Manager Baronne Location, 504-941-7999, Chrisb@documart.com
8. Name, title, phone number, and email address of the official with signing authority for this proposal	Christopher Burton, Manager Baronne Location, 504-941-7999, Chrisb@documart.com
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,	 <p>Date: 03/24/25</p>

and to terminate any contract awarded based on such a false response.			
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.	<table border="0"> <tr> <td data-bbox="989 293 1612 358"><u>Firm(s):</u> N/A</td> <td data-bbox="1612 293 1837 358"><u>Firm(s)' %:</u></td> </tr> </table>	<u>Firm(s):</u> N/A	<u>Firm(s)' %:</u>
<u>Firm(s):</u> N/A	<u>Firm(s)' %:</u>		

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)
<i>DocuMart</i>	<i>Sub</i>	<i>Other (Commercial printer)</i>	10-12	10-12

(Add rows as needed)

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 DocuMart				
Name	Christopher Burton		Years of relevant experience with this employer	7 Years
Title	Manager – Baronne Location		Years of relevant experience with other employer(s)	25 Years
Degree(s) / Years / Specialization			Graphic Arts-Associate	
Discipline	Printing	Certifications	Associate Degree	
Contract role(s) / brief description of responsibilities			Manage Printing Portion of Project	
Experience dates (mm/yy-mm/yy)	Experience and qualifications relevant to this study:			
01/2017-03/2020	Customer Service Representative Documart			
03/2020-Present	Manager Documart Baronne Location			

(Add rows as needed)

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	Agency Branding And Communications Project			Firm responsibility (prime or sub?)	Sub
Project number	RPC Task D-1.25	Owner’s name	Kevin Gravely		
Project location	New Orleans	Owner’s Project Manager	Christopher Burton		
Owner’s address, phone, email	5426 Citrus Blvd , New Orleans LA , 504-733-7377, harahan@documart.com				
Services commenced by this firm (01/2025)	Fairgrounds Racecourse	Total consultant contract cost (\$1,000’s)			N/A
Services completed by this firm 09/2025	Firstline Schools	Cost of consultant services provided by this firm (\$1,000’s)			N/A

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

18. Workload:

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

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

Project name	Client/Contracting Entity	Remaining Unpaid Balance	Estimated Time to Completion
Fairgrounds Racecourse – Spring Season	Fairgrounds Racecourse	N/A	4 Weeks
Firstline Schools- Workbooks	Firstline Schools	N/A	3 Weeks

(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.

All orders proceed through multiple departments, we keep our staffing level at an adequate level at all times but are capable of adding hours or personnel as needed. We are experienced with handling orders of this size.

1. AGENCY BRANDING AND COMMUNICATIONS PROJECT

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

SUBMITTED MARCH 25, 2025

3. 4. PRIME CONSULTANT NAME
Online Optimism LLC

5. CONSULTANT MAILING ADDRESS:
517 Soraparu St Ste L2
New Orleans, LA 70130

6. CONSULTANT PHYSICAL ADDRESS:
517 Soraparu St Ste L2
New Orleans, LA 70130

7.8. CONSULTANT'S CONTRACT POINT OF CONTACT AND SIGNING AUTHORITY

Name: Flynn Zaiger

Title: CEO

Phone: 504.324.0073

Email: flynn@onlineoptimism.com

PRIME CONSULTANT:

ONLINE
OPTIMISM

DOTD FORM: 24-102
Item #1, #2, #3, #4, #5,
#6, #7, #8

FOR:




9. INFORMATION CERTIFICATION FROM OUR TEAM

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

Best,



Flynn Zaiger
CEO

DOTD FORM: 24-102
Item #9

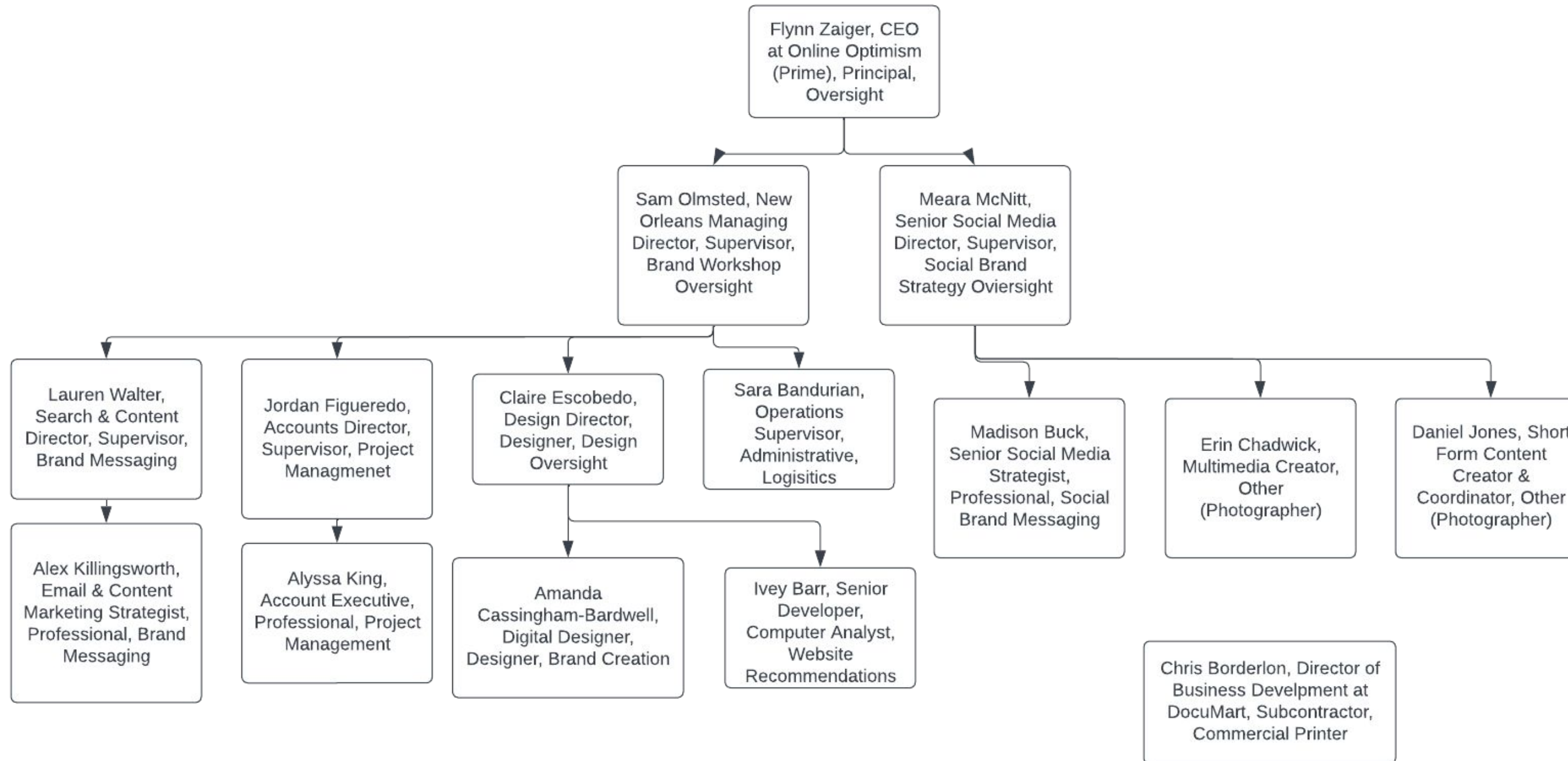
10. DISADVANTAGED BUSINESS ENTERPRISE

We are not a DBE, and are not subcontracting to a DBE. The % of the contract is 0%.

11. FIRM SIZE

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
Online Optimism	Prime	Principal	1	1
Online Optimism	Prime	Supervisor - Other	2	5
Online Optimism	Prime	Professional	2	3
Online Optimism	Prime	Designer/Developer	2	3
Online Optimism	Prime	Administrative	1	2
Online Optimism	Prime	Computer Analyst	1	1
Online Optimism	Prime	Other (Photographer)	1	2
DocuMart	Sub	Other (Commercial Printer)	1	1

12. ORGANIZATIONAL CHART





12. ORGANIZATIONAL CHART PERCENTAGE OF OVERALL WORK

FIRM NAME	SUB OR PRIME	OVERALL WORK TO BE COMPLETED	PERCENTAGE OF BUDGET PER FIRM
Online Optimism	Prime	Tasks 1-9 (Excluding "Physical Proofs of All Materials" and "Final Printed Branded Material")	92%
DocuMart	Sub	Task 9 Physical proofs of all material Final printed branded material	8%

13. PROPOSAL NARRATIVE

TASK 1: PROJECT MANAGEMENT & SCHEDULE

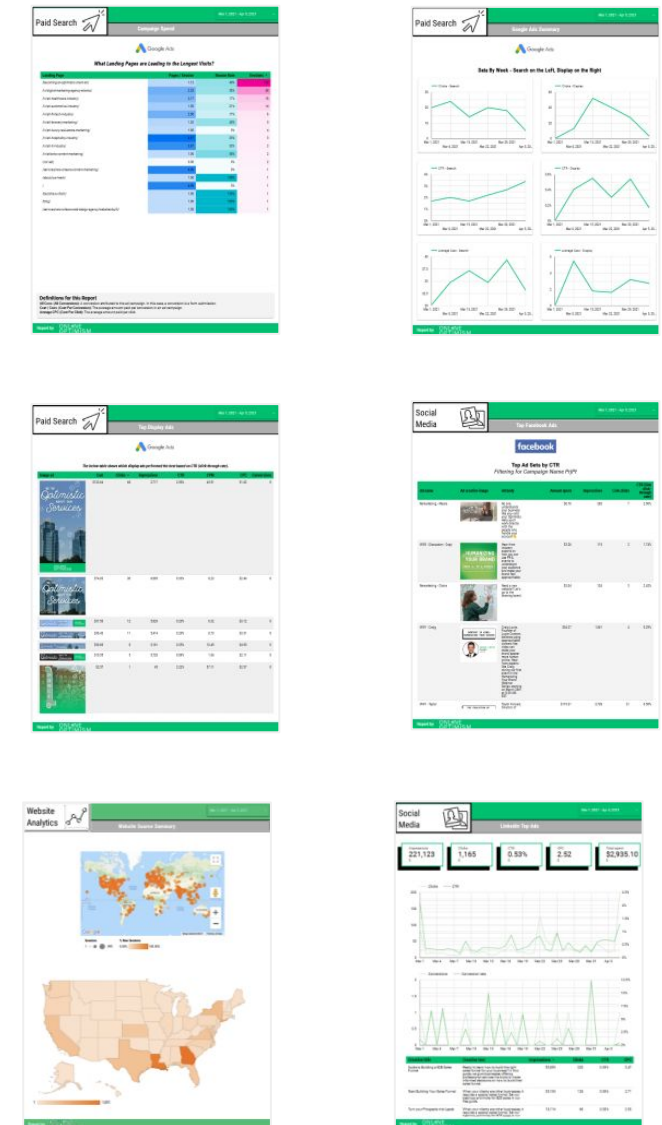
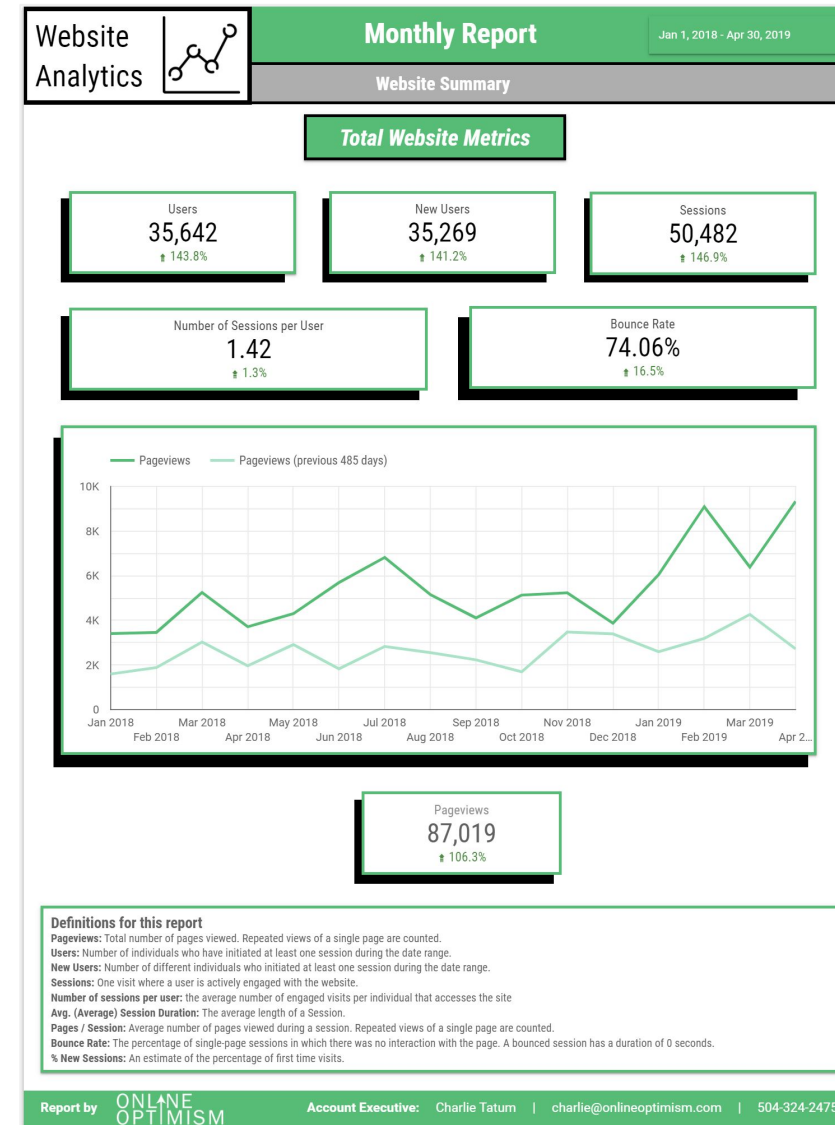
KICKOFF MEETING (Within 2 weeks of notice to proceed)

- Comprehensive review of project purpose, objectives, goals, and expected outcomes
- Establishment of regular check-in meeting schedule with RPC project manager
- Detailed task breakdown presentation with clear responsibilities for consultant and RPC staff
- Review of project timeline with all major milestones and deliverables

PROJECT MANAGEMENT APPROACH

Our team will provide effective management of all activities in Tasks 1-9 through:

- Comprehensive review of project purpose, objectives, goals, and expected outcomes
- Establishment of regular check-in meeting schedule with RPC project manager
- Detailed task breakdown presentation with clear responsibilities for consultant and RPC staff
- Review of project timeline with all major milestones and deliverables



DELIVERABLES

- Briefing document detailing our understanding of project purpose, objectives, and outcomes
- Detailed task breakdown with assigned responsibilities
- Comprehensive project schedule with timeline and milestones (Gantt chart format)
- Monthly progress reports and invoices

13. PROPOSAL NARRATIVE

TASK 2: BRAND AUDIT/ASSESSMENT COMPREHENSIVE AUDIT APPROACH

Our team will conduct a thorough analysis of the RPC's current brand and outreach materials across all programmatic areas (Environment, Transportation, and Economic Development), including:

- Review of website content, analytics, and user experience
- Analysis of existing branding materials and visual assets
- Evaluation of recurring plan and report documents
- Assessment of past outreach reports and effectiveness
- Review of RPC's Public Participation Plan and outreach policies

SWOT ANALYSIS

We will identify the strengths, weaknesses, opportunities, and threats related to:

- Brand perception and recognition
- Message clarity and consistency
- Visual identity effectiveness
- Outreach performance and engagement metrics
- Content accessibility and stakeholder understanding

DELIVERABLES

- Detailed brand audit report with inventory and effectiveness analysis by programmatic area
- Specific recommendations for brand improvements based on findings

TASK 3: BRAND DISCOVERY ACTIVITIES BRAND DISCOVERY SURVEY

We will develop and administer a comprehensive brand discovery survey for staff and board members focusing on:

- RPC mission statements and core values
- Key responsibilities and organizational priorities
- Essential concepts, keywords, and defining attributes
- Target audience identification and segmentation
- Brand personality preferences and communication style

BRAND DISCOVERY WORKSHOP

Following the survey, we will conduct an in-person workshop with selected participants to:

- Refine mission, vision, and values statements
- Analyze stakeholder needs across all parishes and municipalities
- Define brand personality, tone of voice, and communication style
- Brainstorm visual identity elements and design preferences
- Develop key messaging strategies for different audiences
- Explore data visualization opportunities for RPC's common datasets

DELIVERABLES

- Brand discovery survey instrument and analysis report
- Pre-workshop briefing materials and agenda
- Workshop facilitation materials and exercises
- Post-workshop summary document with actionable recommendations

13. PROPOSAL NARRATIVE

TASK 4: INITIAL DESIGN CONCEPTS

STRATEGIC DESIGN APPROACH

Based on insights from the brand discovery activities, we will develop initial design concepts including:

- Logo design options with various applications and treatments
- Typography selections and hierarchical systems
- Color palette options for RPC programs and core planning documents
- Iconography styles and application examples
- Data visualization and infographic conceptual approaches

BRANDING TOOLKIT PLANNING

We will provide a comprehensive list of all branding materials to be developed, including:

- Detailed specifications for each toolkit component
- File formats for all deliverables
- Implementation guidelines and usage scenarios
- Identification of materials for print production (Task 9)

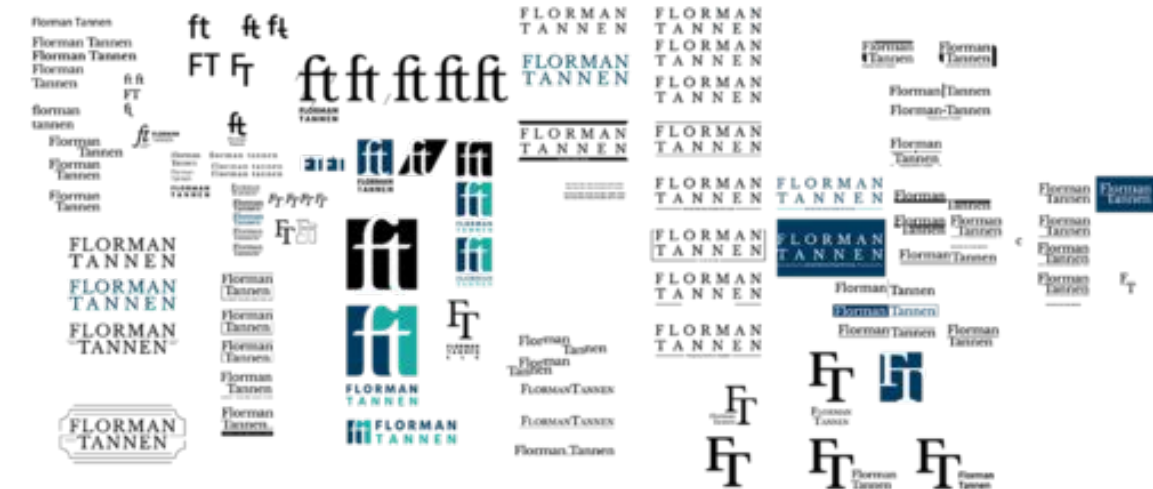
COLLABORATIVE REFINEMENT

We will present all concepts to the project manager and senior staff for feedback and refinement before proceeding with Tasks 5-9, ensuring alignment with RPC's vision and needs.

EXAMPLE:
EARLY SKETCHES OF
FLORMAN TANNEN'S NEW
LOGOS



EXAMPLE:
EARLY DIGITAL
VERSIONS OF FLORMAN
TANNEN'S LOGO OPTIONS



DELIVERABLES

- Brand discovery survey instrument and analysis report
- Pre-workshop briefing materials and agenda
- Workshop facilitation materials and exercises
- Post-workshop summary document with actionable recommendations

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13. PROPOSAL NARRATIVE

TASK 5A: BRANDING TOOLKIT DEVELOPMENT

LOGO DEVELOPMENT

We will create a comprehensive logo package with:

- Primary and secondary logo variations
- Color, grayscale, and black/white versions
- Specifications for different applications and sizes
- Complete color definitions (Pantone, CMYK, RGB, HEX)
- Multiple file formats (PNG, EPS, AI, JPG)

INFOGRAPHICS & DATA VISUALIZATION

We will design a suite of editable infographics that:

- Explain key regional concepts and trends
- Visualize complex planning data in accessible formats
- Support consistent messaging across all platforms
- Adapt to different audience knowledge levels

PHOTOGRAPHY & AERIAL IMAGERY

Our photography package will include:

- Aerial images of key landmarks and transportation assets (5+ per parish)
- Ground-level photography showcasing RPC programs (100+ total images)
- Photography for all 8 parishes
- All images provided in both edited and raw formats with full RPC ownership

TASK 5A: BRANDING TOOLKIT DEVELOPMENT

ICONOGRAPHY, ILLUSTRATIONS & RENDERINGS

We will create:

- Vector icon package (30+ distinct icons)
- Custom illustrations for each programmatic area
- Renderings of planning concepts and infrastructure improvements
- Visual representations of complex processes and systems

TEMPLATES & COLLATERAL

We will design professional templates for:

- PowerPoint presentations (title, agenda, content slides)
- Reports, memos, and planning documents
- Letterhead and business communications
- Digital communications (e-newsletters, social media, email signatures)
- Promotional items, brochures, flyers, posters, and banners

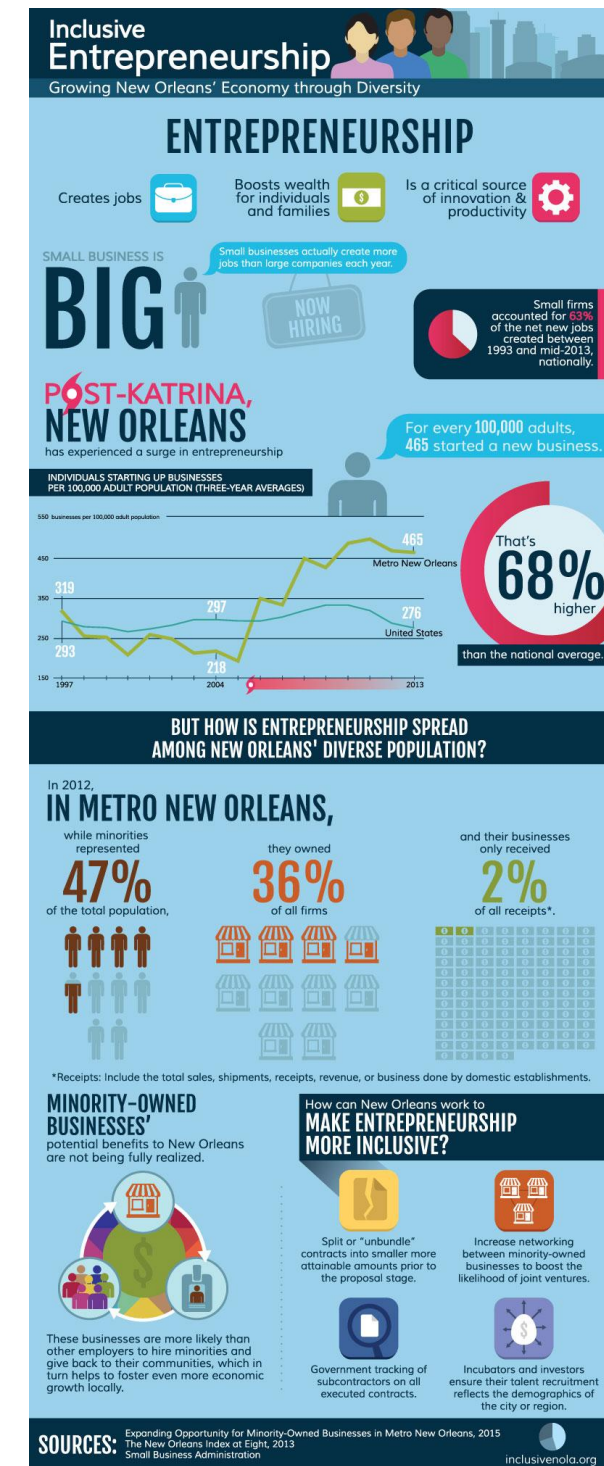
13. PROPOSAL NARRATIVE

TASK 5A: BRANDING TOOLKIT DEVELOPMENT

DESIGN EXAMPLES



DRAGONFLY CAFÉ



MAIN TITLE OF PROJECT
SUBTITLE IF NEEDED

City, State, Country
Day, Month Date, Year
RFP PREPARED FOR
Logo

13. PROPOSAL NARRATIVE

TASK 5B: STYLE GUIDE DEVELOPMENT COMPREHENSIVE BRAND GUIDELINES

We will create a detailed style guide encompassing:

- Logo usage rules and restrictions
- Color palette applications and combinations
- Typography standards and hierarchies
- Iconography and imagery guidelines
- Voice and tone specifications
- Legal and copyright considerations

ACCESSIBILITY STANDARDS

The style guide will include specific guidance for:

- ADA compliance requirements
- Readability best practices
- Color contrast and legibility standards
- Inclusive language recommendations

PRODUCTION SPECIFICATIONS

We will provide detailed guidance for:

- Print material specifications (paper types, weights, finishing)
- Digital asset implementation
- Cost-effective production methods
- Vendor selection criteria and quality control processes

DELIVERABLES

- Physical proofs of all printed materials
- Complete branding toolkit in multiple formats
- Comprehensive style guidelines document

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13. PROPOSAL NARRATIVE

TASK 6: MESSAGING STRATEGY DEVELOPMENT

STRATEGIC MESSAGING FRAMEWORK

Our team will develop a comprehensive messaging strategy that:

- Clearly articulates the RPC's mission, vision, and unique role
- Distinguishes the RPC from other governmental agencies
- Builds trust and improves public perception
- Creates consistent voice across all communications

KEY MESSAGING COMPONENTS

Our strategic approach will address:

- MISSION & VISION
 - ◆ Clear, compelling language that communicates the RPC's purpose and long-term goals for the region.
- CORE VALUES & RESPONSIBILITIES
 - ◆ Statements that reflect the RPC's guiding principles and commitment to the communities it serves.
- KEY MESSAGES
 - ◆ Essential points that highlight the RPC's value proposition and positive impact on the region.
- AUDIENCE SEGMENTATION
 - ◆ Tailored messaging for different stakeholders including residents, businesses, government officials, and community organizations.

KEY MESSAGING COMPONENTS

Our strategic approach will address:

- COMPLEX ISSUE TRANSLATION
 - ◆ Strategies to communicate complex planning issues using clear language and visual aids for improved understanding.
- INCLUSIVITY & ACCESSIBILITY
 - ◆ Messaging that reflects diverse perspectives and ensures all community members feel represented.



DELIVERABLES

- Comprehensive messaging strategy document
- Recommended web copy for the RPC website

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13. PROPOSAL NARRATIVE

TASK 7: SUPPLEMENTAL OUTREACH MATERIALS

FACT SHEETS & BROCHURES

We will create concise, informative materials that:

- Highlight the RPC's mission, programs, and policies
- Explain general regional planning concepts
- Present key regional information and trends
- Are designed for quick and easy distribution
- Range from 1-2 pages (fact sheets) to multi-page (brochures)

EDUCATIONAL PRESENTATIONS

We will develop engaging presentations for schools, community groups, and organizations that:

- Raise awareness about urban planning, design, and sustainability
- Explain the RPC's role in shaping the region's future
- Include speaker notes and discussion guides
- Feature interactive elements for audience engagement

MEETING-IN-A-BOX

We will assemble a comprehensive guide and checklist for conducting standard outreach meetings catered to different meeting types, including:

- Step-by-step meeting facilitation instructions
- Templates for agendas, sign-in sheets, and feedback forms
- Presentation materials and handouts
- Frequently asked questions and talking points
- Post-meeting follow-up procedures
- Customizable components for different meeting scenarios



DELIVERABLES

- Digital copies of all fact sheets, brochures, and educational presentations
- Complete "meeting-in-a-box" package with printing specifications

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13. PROPOSAL NARRATIVE

TASK 8: STAFF TRAINING

COMPREHENSIVE TRAINING APPROACH

We will design and deliver hands-on training for RPC staff on the effective use of all branding materials and implementation of the messaging strategy.

TRAINING COMPONENTS

Our training program will include:

→ BRANDING TOOLKIT ORIENTATION

- ◆ Detailed overview of all toolkit components
- ◆ Proper usage of logo, colors, typography, and other visual elements and branding materials
- ◆ Template customization techniques
- ◆ Digital asset management and organization

→ STYLE GUIDE IMPLEMENTATION

- ◆ Practical application of style guidelines
- ◆ Common scenarios and solutions
- ◆ Decision-making framework for edge cases
- ◆ Quality control processes

TRAINING COMPONENTS

Our training program will include:

→ MESSAGING STRATEGY DELIVERY

- ◆ Effective communication of key messages
- ◆ Audience-specific messaging techniques
- ◆ Complex concept simplification methods
- ◆ Maintaining consistent voice across different platforms

→ HANDS-ON WORKSHOP EXERCISES

- ◆ Real-world application scenarios
- ◆ Interactive editing and creation activities
- ◆ Peer review and feedback sessions
- ◆ Problem-solving challenges

DELIVERABLES

- Training agenda and presentation materials
- Workshop exercises and activities
- Reference guides and quick-start materials
- Follow-up resources and support documentation

13. PROPOSAL NARRATIVE

TASK 9: PRINT PRODUCTION

PRINT PLANNING & SPECIFICATIONS

We will work with the RPC project manager to:

- Determine required quantities for each printed item
- Specify technical details (paper type, weight, finishing, etc.)
- Develop a detailed print production budget and timeline
- Ensure all materials meet accessibility standards and copyright requirements
- Create a delivery and distribution plan

QUALITY CONTROL PROCESS

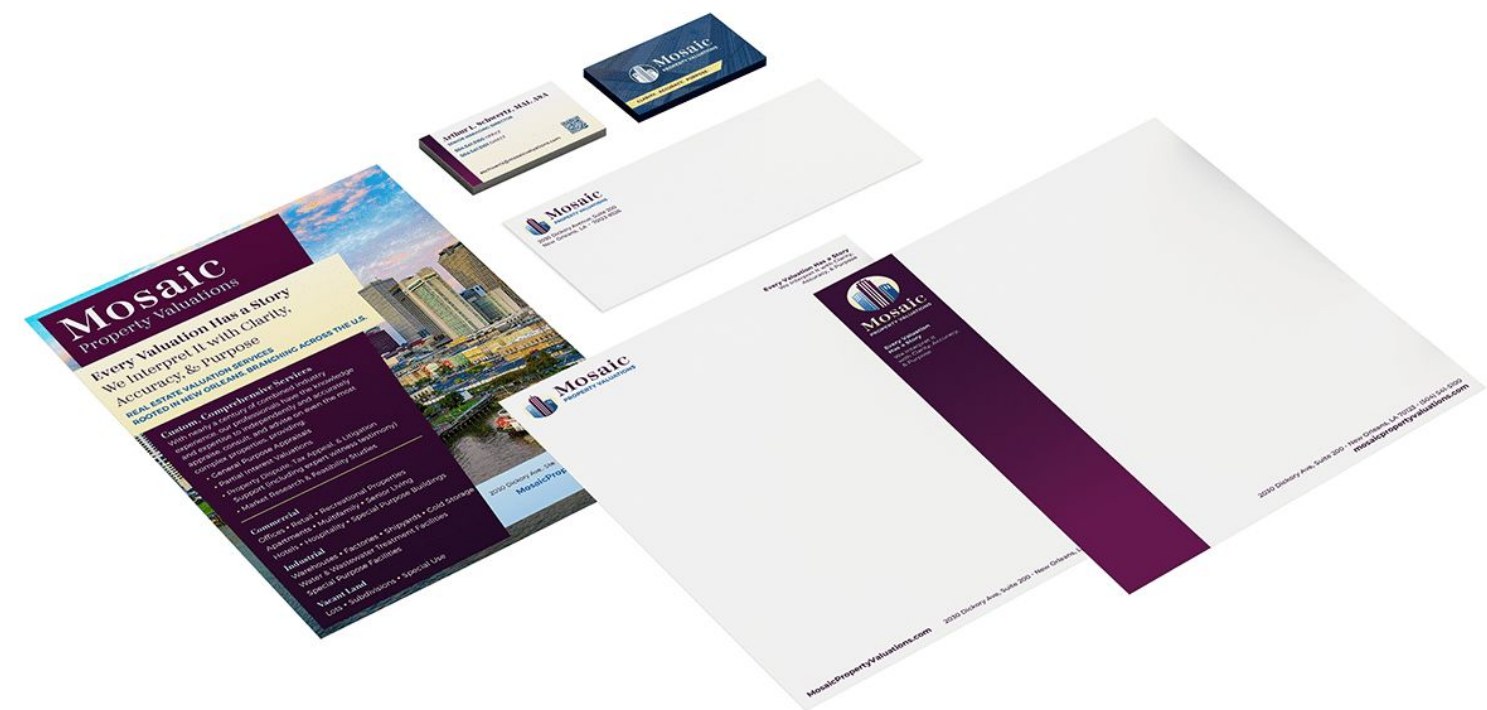
Our rigorous quality control approach includes:

- Multiple rounds of proofing and revision
- Physical samples for approval before mass production
- On-site press checks for critical items
- Comprehensive quality verification process
- Detailed documentation of all specifications and approvals

VENDOR SELECTION & PRODUCTION

We will:

- Research and select reliable printing vendors
- Facilitate contracting for future printing needs
- Oversee the production process from start to finish
- Manage shipping and delivery logistics
- Provide final production documentation and specifications



DELIVERABLES

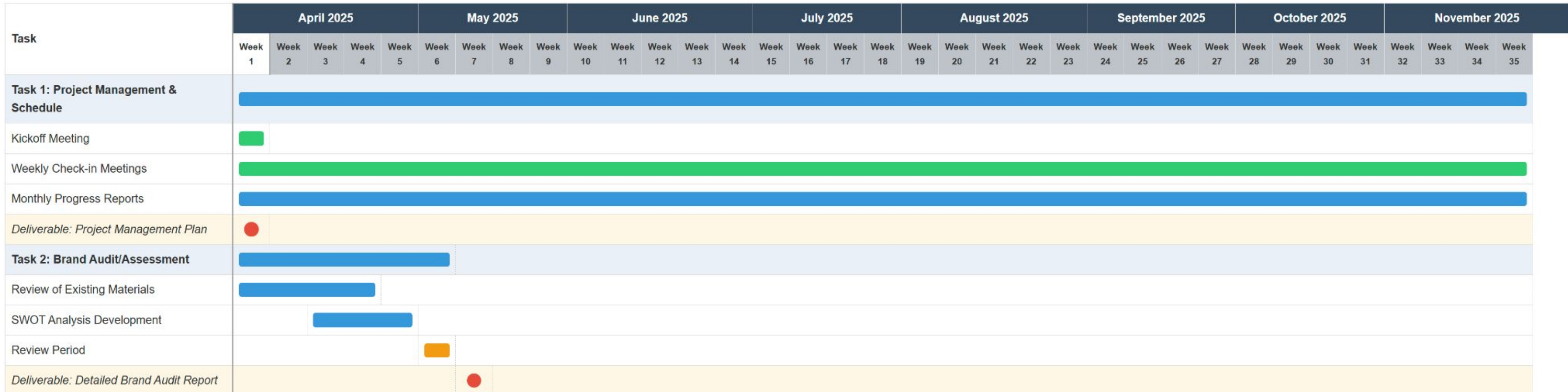
- Print specifications and budget memo
- Production timeline and quality control plan
- Physical proofs of all printed materials
- Final printed branded materials
- Vendor contracts and production documentation

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14. PROJECT SCHEDULE (1 of 5)

Your project would be completed within eight months. A detailed GANTT schedule is provide below and on the following pages.

■ Task Duration
 ■ Review Period
 ● Milestone
 ■ Meeting/Workshop

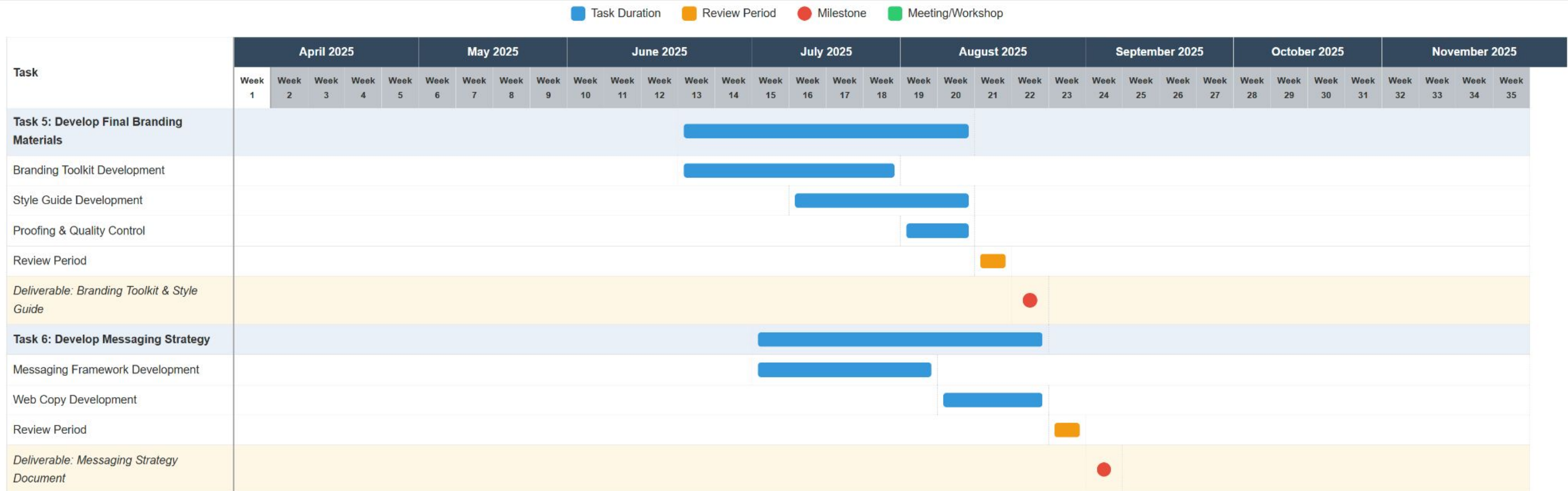


14. PROJECT SCHEDULE (2 of 5)

■ Task Duration
 ■ Review Period
 ● Milestone
 ■ Meeting/Workshop

Task	April 2025				May 2025				June 2025				July 2025				August 2025				September 2025				October 2025				November 2025							
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26	Week 27	Week 28	Week 29	Week 30	Week 31	Week 32	Week 33	Week 34	Week 35	
Task 3: Brand Discovery Activities					■																															
Brand Discovery Survey Development					■																															
Survey Distribution & Collection							■																													
Brand Discovery Workshop									■																											
Post-Workshop Analysis										■																										
<i>Deliverable: Brand Discovery Findings</i>										●																										
Task 4: Initial Design Concepts									■																											
Concept Development									■																											
Concept Presentation Meeting													■																							
Review Period														■																						
<i>Deliverable: Initial Design Concepts</i>															●																					

14. PROJECT SCHEDULE (3 of 5)



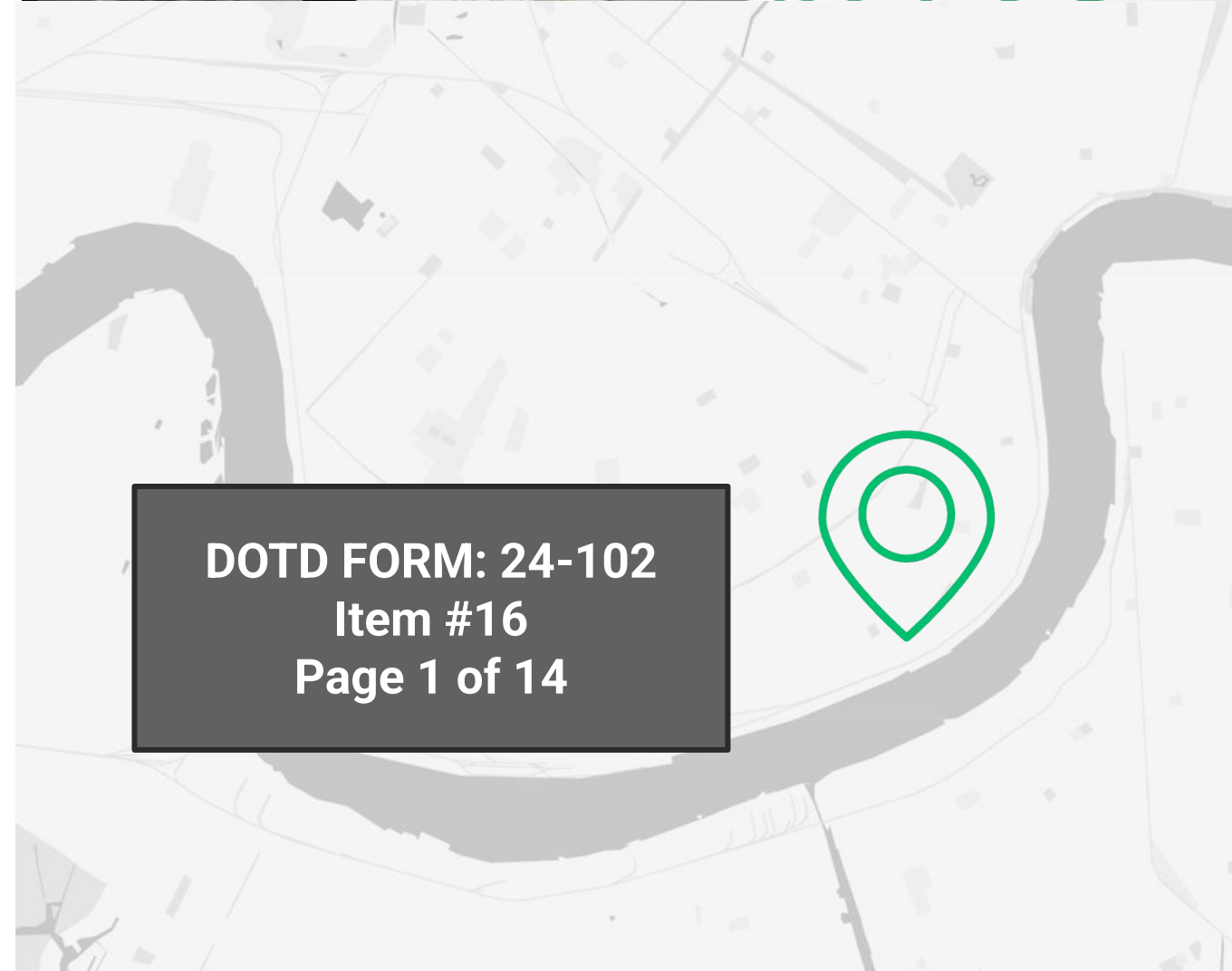
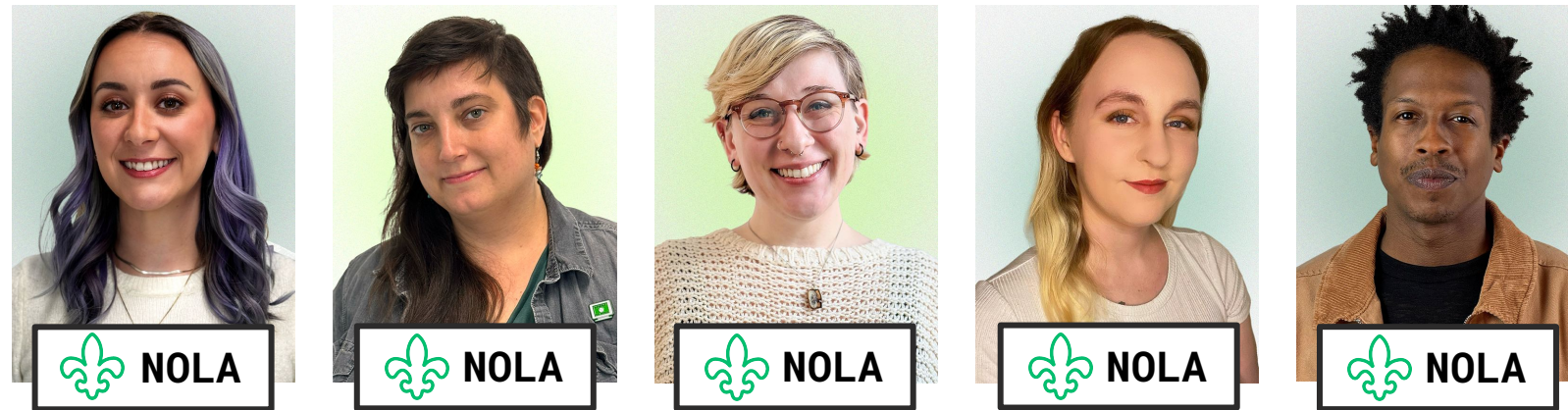
15. COST AND BUDGET

Task	Subtask / Deliverable	Description / Quantity	Estimated Hours	Labor Cost	Total Cost
1	Project Management & Schedule	Kickoff + planning	30	\$95 / Hour	\$2,850.00
2	Brand Audit	Programmatic areas + materials	50	\$95 / Hour	\$4,750.00
3A	Brand Discovery Survey	Survey creation + analysis	50	\$95 / Hour	\$4,750.00
3B	Brand Discovery Workshop	Pre, during, post	125	\$95 / Hour	\$11,875.00
4	Initial Design Concepts	Strategic approach	10	\$95 / Hour	\$950.00
5a	Logo & Logo Versions	1	10	\$95 / Hour	\$950.00
5a	Posters and Banners	8	32	\$95 / Hour	\$3,040.00
5a	Brochures and Flyers	7	56	\$95 / Hour	\$5,320.00
5a	Promotional Swag Designs	1	5	\$95 / Hour	\$475.00
5a	Digital Template: Digital ad	2	6	\$95 / Hour	\$570.00
5a	Digital Template: Project webpage	1	5	\$95 / Hour	\$475.00
5a	Digital Template: E-newsletter	1	8	\$95 / Hour	\$760.00
5a	Digital Template: Email Signature	1	2	\$95 / Hour	\$190.00
5a	Reports Template: One-pager	1	4	\$95 / Hour	\$380.00
5a	Reports Template: Stage Zero report: Up to 10 Pages	1	15	\$95 / Hour	\$1,425.00
5a	Digital Template: Social Media posts (Static)	6	18	\$95 / Hour	\$1,710.00
5a	Reports Template: Executive Summary: Up to 2 Pages	1	4	\$95 / Hour	\$380.00
5a	Reports Template: Comprehensive: Up to 50 Pages	1	40	\$95 / Hour	\$3,800.00
5a	Excel Template: Budget template: Up to 5 Sheets	1	6	\$95 / Hour	\$570.00
5a	Excel Template: Project tracking: Up to 5 Sheets	1	6	\$95 / Hour	\$570.00
5a	Excel Template: Data reporting: Up to 5 Sheets	1	6	\$95 / Hour	\$570.00
5a	PPT Template: Public Workshop: Up to 8 Slides	1	20	\$95 / Hour	\$1,900.00
5a	PPT Template: Board Meeting: Up to 8 Slides	1	20	\$95 / Hour	\$1,900.00
5a	PPT Template: Standard presentation: Up to 8 Slides	1	20	\$95 / Hour	\$1,900.00
5a	Reports Template: Technical Memo: Up to 2 Pages	1	4	\$95 / Hour	\$380.00
5a	Infographics	3	60	\$95 / Hour	\$5,700.00
5a	Photography	160 images + aerials	100	\$95 / Hour	\$9,500.00
5a	Iconography	30	150	\$95 / Hour	\$14,250.00
5a	Illustrations/Renderings	9	135	\$95 / Hour	\$12,825.00
5b	Style Guide	Branding toolkit	20	\$95 / Hour	\$1,900.00
5b	Style Guide	Style guidelines	20	\$95 / Hour	\$1,900.00
6	Messaging Strategy	Full messaging strategy	150	\$95 / Hour	\$14,250.00
6	Web Copy	10 pages	100	\$95 / Hour	\$9,500.00
7	Fact Sheets/Brochures	7	56	\$95 / Hour	\$5,320.00
7	Meeting-In-A-Box Components	3	90	\$95 / Hour	\$8,550.00
7	Educational Presentations	2	100	\$95 / Hour	\$9,500.00
8	Staff Training	Toolkit & messaging training	30	\$95 / Hour	\$2,850.00
9	Print Coordination	Print memos, proofs, delivery	50	\$95 / Hour	\$4,750.00
PRIME TOTAL			1613		\$153,235
APPROX. PROFIT MARGIN FOR PRIME					15%
PRINT TOTAL		Print Production by Sub-contractor	Approx. 2,100 printed materials		\$20,973.00
TRAVEL TOTAL					INCLUDED
TOTAL COST					\$174,208.00

**DOTD FORM: 24-102
Item #15**

16. STAFF EXPERIENCE

We currently have a team of 19 full-time employees. Our company was founded in New Orleans over a decade ago, keeping physical offices there since then. **Our local staff works out of our 4,200 square foot headquarters in the Irish Channel.**



DOTD FORM: 24-102
 Item #16
 Page 1 of 14



FLYNN ZAIGER *he/him/his*

CEO, ONLINE OPTIMISM

DEGREE

Bachelor of Science in Management, Tulane University | Double Major in Marketing & Communications, Minor in Management

CERTIFICATIONS

- Sprout Social Certified
- Google Cloud Certified
- Goldman Sachs 10,000 Small Businesses, Cohort 12
- Google Ads Display Certification
- Google Ads Search Certification
- Google Ads Shopping Certification
- Facebook Marketing Consultants: Bronze Certification

YEARS OF RELEVANT EXPERIENCE WITH ONLINE OPTIMISM

13

YEARS OF RELEVANT EXPERIENCE WITH OTHER EMPLOYERS

2

CONTRACT ROLE / DESCRIPTION OF RESPONSIBILITIES

As CEO, Flynn would serve as the ultimate authority on the project, providing strategic oversight and ensuring high-quality deliverables align with the RPC's branding objectives.

EXPERIENCE AND QUALIFICATIONS RELEVANT TO THIS STUDY

- **12/2019 - 04/2020:** Oversaw the website redesign of New Orleans Regional Planning Commission, coordinating with organizational leadership to deliver a high-quality and long-lasting digital product.
- **10/2012 - 03/2025:** Successfully launched hundreds of websites, design projects, and marketing campaigns for clients across the country, managing stakeholders, budgets, and timelines.
- **09/2022 - 11/2022:** Oversaw the rebrand of RJ Whyte Event Production to create a new business name, brand standards, logo, and brand messaging guide through the use of internal focus groups and iterative branding sessions.

**DOTD FORM: 24-102
Item #16
Page 2 of 14**



SAM OLMSTED *he/him/his*

NEW ORLEANS MANAGING DIRECTOR, ONLINE OPTIMISM

DEGREE

Bachelor of Science in Management, Tulane University, Double Major in Finance and Entrepreneurial Management.

FAMILIAR SOFTWARE

- SemRush
- Moz
- Google Analytics
- Hubspot

CERTIFICATIONS

- Google Analytics Individual Qualification
- Hubspot Inbound Marketing Certified

YEARS OF RELEVANT EXPERIENCE WITH ONLINE OPTIMISM

8

YEARS OF RELEVANT EXPERIENCE WITH OTHER EMPLOYERS

4

CONTRACT ROLE / DESCRIPTION OF RESPONSIBILITIES

Sam would oversee the New Orleans team working on the project, manage client relationships with RPC stakeholders, and ensure the brand audit and discovery phases produce actionable insights.

EXPERIENCE AND QUALIFICATIONS RELEVANT TO THIS STUDY

- **08/2014 - 04/2016:** Led brand workshops with C-suite executives for organizations including Capital Group and Buffalo Wild Wings.
- **12/2019 - 04/2020:** Led stakeholders discussions and oversaw content creation for New Orleans Regional Planning Commission's website.
- **05/2017 - 05/2021:** Created content for dozens of client's websites, perfecting their voice, tone, and messaging to match their brand personae.



JORDAN FIGUEREDO *she/her/hers*

ACCOUNTS DIRECTOR, ONLINE OPTIMISM

DEGREE

Bachelor of Arts, Tulane University, English Literature and Communications
 Master of Arts, Tulane University, English Literature

FAMILIAR SOFTWARE

- SemRush
- Google Analytics
- Asana
- Slack

CERTIFICATIONS

- HubSpot Inbound Marketing Certification, HubSpot Content Marketing Certification
- Columbia Publishing Course Certification
- Tulane University Digital & Archival Research
- Google Analytics Certification, Google Analytics Individual Qualification Certification
- Asana Workflow Specialist Certification

YEARS OF RELEVANT EXPERIENCE WITH ONLINE OPTIMISM

4.5

YEARS OF RELEVANT EXPERIENCE WITH OTHER EMPLOYERS

3

CONTRACT ROLE / DESCRIPTION OF RESPONSIBILITIES

Jordan would serve as the primary client liaison, facilitating communication between RPC stakeholders and the Online Optimism team throughout all project phases.

EXPERIENCE AND QUALIFICATIONS RELEVANT TO THIS STUDY

- **2019–2024:** Contributed to several other branding projects for clients including [Bauhaus Salon + Spa](#), and [Florman Tannen](#).
- **08/2020 - 03/2025:** Written website copy and other public-facing content for dozens of organizations, including nonprofits and government contractors.

DOTD FORM: 24-102
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Page 4 of 14



ALYSSA KING *she/her/hers*

ACCOUNT EXECUTIVE, ONLINE OPTIMISM

DEGREE

Bachelor of Science, Florida A&M University,
Major in Public Relations

CERTIFICATIONS

→ Google Analytics for Beginners

FAMILIAR SOFTWARE

- Asana
- G-Suite
- SEMRush
- Slack

YEARS OF RELEVANT EXPERIENCE WITH ONLINE OPTIMISM

2

YEARS OF RELEVANT EXPERIENCE WITH OTHER EMPLOYERS

4

CONTRACT ROLE / DESCRIPTION OF RESPONSIBILITIES

Alyssa would assist in managing client relationships and ensure project timelines are maintained, acting as a day-to-day contact for RPC stakeholders.

EXPERIENCE AND QUALIFICATIONS RELEVANT TO THIS STUDY

→ **7/2024 - 3/2025:** Oversees the onboarding and campaign management for more than a dozen active clients across a wide variety of industries. Works closely with the Accounts Director Jordan Figueredo to schedule client meetings, keep tasks on track, and cover client work when Jordan is out of the office.



CLAIRE ESCOBEDO *she/her/hers*

DESIGN DIRECTOR, ONLINE OPTIMISM

DEGREE

Bachelor of Design, Loyola University New Orleans, Major in Graphic Design, Minor in Art History

FAMILIAR SOFTWARE

- Adobe Photoshop, Illustrator, InDesign, After Effects, XD
- Figma
- WordPress
- Wix
- Squarespace

TECHNICAL EXPERIENCE

- Graphic Design
- Motion Graphics Animation
- Branding
- Illustration
- Wireframing for Web
- Web Development with Visual Builders
- HTML and CSS
- Designing for Print and Digital Implementation

YEARS OF RELEVANT EXPERIENCE WITH ONLINE OPTIMISM

At Online Optimism: 5.5 | With other employers: 1

CONTRACT ROLE / DESCRIPTION OF RESPONSIBILITIES

Claire would lead all design work on this project and oversee the development of the comprehensive branding toolkit (Task 5) and style guide, ensuring visual consistency across all deliverables.

EXPERIENCE AND QUALIFICATIONS RELEVANT TO THIS STUDY

- **12/2019–04/2020:** Worked on the website redesign team for NORPC's new site, contributing to the visual design & development, notably including the creation of the on-site animations.
- **04/2019–12/2020:** Led the rebranding of [Raphael Village](#), a New Orleans-based nonprofit, which included designing several printed materials and overseeing print production.
- **02–05/2024:** Led the rebranding of [Mosaic Property Valuations](#), a property appraisal company based in New Orleans, which involved print pieces and custom iconography.
- **2019–2024:** Led or contributed to several other branding projects for clients including [Stratus Firm](#), [Bauhaus Salon + Spa](#), [Randy Krause Schmidt](#), [Florman Tannen](#), and [Dragonfly Café](#).

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AMANDA CASSINGHAM-BARDWELL *she/her/hers*

DIGITAL DESIGNER, ONLINE OPTIMISM

DEGREE

Bachelor of Fine Arts, School of the Museum of Fine Arts with Tufts University | Major in Visual Arts

FAMILIAR SOFTWARE

- Adobe Illustrator, After Effects, Photoshop, InDesign, XD
- Procreate
- Figma
- WordPress

AWARDS + RECOGNITION

- 2020 Joan Mitchell Center Artist in Residence
- 2022 New Orleans Film Festival – Animated Shorts

YEARS OF RELEVANT EXPERIENCE WITH ONLINE OPTIMISM

At Online Optimism: 2 | With other employers: 9

CONTRACT ROLE / DESCRIPTION OF RESPONSIBILITIES

Amanda would be responsible for creating engaging infographics, illustrations, and renderings required in Task 5 of the RFP, particularly the visual elements that explain common regional concepts.

EXPERIENCE AND QUALIFICATIONS RELEVANT TO THIS STUDY

- **2017–2022:** Led the creation of marketing materials for New Orleans arts non-profit Antenna, including illustrated assets for programs 24 Hour Draw-A-Thon and Creative Response
- **2023:** Led the branding project for [Real Time Crime Index](#), creating a logo, brand guide, and website design.
- **2024:** Designed the new website for [Landis](#), a New Orleans-based construction company.
- **02–05/2024:** Contributed to the rebranding of [Mosaic Property Valuations](#), a property appraisal company based in New Orleans –a project that involved print pieces and custom iconography.
- **05–10/2024:** Created infographics and informative animated ads for HurrD, an app created by New Orleans-based tech startup Unocity, that predicts power outages from hurricanes.

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IVEY BARR *any/all*

SENIOR WORDPRESS DEVELOPER, ONLINE OPTIMISM

DEGREE

Bachelor of Arts, The University of Texas at Dallas, Major in Arts and Technology, Minor in Music

Master of Fine Arts in Arts and Technology, The University of Texas at Dallas

CERTIFICATIONS

- HubSpot Inbound Marketing Certification

FAMILIAR SOFTWARE

- Adobe Creative Suite
- G Suite
- WordPress
- MailChimp
- HubSpot

TECHNICAL EXPERIENCE

- HTML, CSS, PHP, FTP, Javascript D3
- WPBakery, Divi, Elementor
- Gravity Forms

YEARS OF RELEVANT EXPERIENCE WITH ONLINE OPTIMISM

At Online Optimism: 5.5 | With other employers: 1

CONTRACT ROLE / DESCRIPTION OF RESPONSIBILITIES

Ivey would handle the web integration aspects of Task 6, implementing new branded materials and messaging onto the RPC website.

EXPERIENCE AND QUALIFICATIONS RELEVANT TO THIS STUDY

- **12/2022–05/2023:** Led the development of data visualization features and implementation of website branding derived from Tulane University’s brand standards for the [Cost of Inequity report](#), a collaboration between public health researchers from various institutions, to ensure the data was accessible to other researchers, journalists, and the public.
- **06/2023–09/2023:** Led the website development and implementation of updated website branding for [Jefferson Parish Finance Authority](#), a public trust established to provide down payment assistance programs, for a web presence that was welcoming, modern, and authoritative.
- **2021–2024:** Led or contributed to the implementation of website brand standards for several other website projects, including the [Real-Time Crime Index](#), [Landis Construction](#), and [L&M Environmental Response](#).



LAUREN WALTER *she/her/hers*

SEARCH & CONTENT DIRECTOR, ONLINE OPTIMISM

DEGREE

Bachelor of Arts, University of New Orleans,
Major in English
Master of Fine Arts, University of New Orleans, Creative Writing

FAMILIAR SOFTWARE

- Google Analytics
- Google Search Console
- Google Business Profile
- Semrush
- Moz
- Ahrefs
- Screaming Frog
- WordPress
- Mailchimp

CERTIFICATIONS

- Google Analytics 4 Certification
- Semrush Mastering Digital PR Certification
- Introduction to Data Studio
- HubSpot Content Marketing Certification

YEARS OF RELEVANT EXPERIENCE WITH ONLINE OPTIMISM

8

YEARS OF RELEVANT EXPERIENCE WITH OTHER EMPLOYERS

4

CONTRACT ROLE / DESCRIPTION OF RESPONSIBILITIES

Lauren would lead the messaging strategy development required in Task 6, crafting key messages and ensuring consistency across all content deliverables.

EXPERIENCE AND QUALIFICATIONS RELEVANT TO THIS STUDY

- **05/2017 - 03/2025:** Written website copy and other public-facing content for dozens of organizations, including nonprofits and government contractors.
- **02/2024 - 05/2024:** Provided all written elements of [Mosaic Property Valuations](#)' branding, including company name, taglines, brand voice, brochure, and website copy for all main pages.
- **09/2022 - 11/2022:** Provided all written elements of [RJ Whyte Event Production](#)'s rebranding, including tagline, mission, vision, values, brand vocabulary, and tone and style.

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ALEX KILLINGSWORTH *he/him/his*

EMAIL & CONTENT MARKETING STRATEGIST, ONLINE OPTIMISM

DEGREE

Bachelor of Arts in Religion & Philosophy,
Berry College
Master of Theological Studies, Emory
University

YEARS OF RELEVANT EXPERIENCE WITH ONLINE OPTIMISM

1

YEARS OF RELEVANT EXPERIENCE WITH OTHER EMPLOYERS

2

FAMILIAR SOFTWARE

- MailChimp
- Google Analytics
- iContact
- Constant Contact
- Slate
- SemRush

CONTRACT ROLE / DESCRIPTION OF RESPONSIBILITIES

Alex would develop content for the fact sheets, brochures, and educational presentations required in Task 7, crafting clear and compelling narratives about the RPC.

EXPERIENCE AND QUALIFICATIONS RELEVANT TO THIS STUDY

- **9/2024 - PRESENT:** Experience developing public-facing written copy to support branding, messaging strategies, web content and collateral for over a dozen organizations.
- **01/2022 - PRESENT:** Strategically collaborated with others to incorporate custom images and designs with their writing with clients desiring personalized content.



MEARA MCNITT *she/her/hers*

SENIOR SOCIAL MEDIA DIRECTOR, ONLINE OPTIMISM

DEGREE

Bachelor of Arts, University of New Orleans, Major in Film Arts, Minors in Marketing and Hospitality

FAMILIAR SOFTWARE

- Sprout Social
- Canva
- Later
- Google Analytics

CERTIFICATIONS

- Sprout Social Certified
- Facebook Blueprint Digital Marketing Associate
- Snapchat Ads Manager

AWARDS + RECOGNITION

- 2022 ADDYS Social Media Person of the Year
- 2021 Ada Lovelace Award Digital Marketing Nominee

YEARS OF RELEVANT EXPERIENCE WITH ONLINE OPTIMISM

8

YEARS OF RELEVANT EXPERIENCE WITH OTHER EMPLOYERS

4

CONTRACT ROLE / DESCRIPTION OF RESPONSIBILITIES

Meara would assist in developing social media content strategies for the outreach materials in Task 7 and help create templates for social media posts.

EXPERIENCE AND QUALIFICATIONS RELEVANT TO THIS STUDY

- **2018 - 2021:** Strategized social media for the Downtown Development District of New Orleans, including writing content, capturing photo and video media, creating graphic assets, and live event coverage.
- **4/2023 - 2024:** Led presentations for the New Orleans Chamber of Commerce and University of New Orleans Alumni Association, providing strategies for optimizing profiles, creating engaging content, improving reach, and leveraging personal branding for business growth. Utilized audience insights and industry best practices to deliver actionable tips through interactive sessions.

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DANIEL JONES *he/him/his*

SHORT FORM CONTENT CREATOR & COORDINATOR, ONLINE OPTIMISM

DEGREE

Bachelor of Arts, Belhaven University, Major in Communications

YEARS OF RELEVANT EXPERIENCE WITH ONLINE OPTIMISM

1.5

FAMILIAR SOFTWARE

- Adobe Premiere Pro
- Logic Pro
- Photoshop
- CapCut

YEARS OF RELEVANT EXPERIENCE WITH OTHER EMPLOYERS

1

CONTRACT ROLE / DESCRIPTION OF RESPONSIBILITIES

Daniel would create media for the RPC's branding materials, particularly for use in educational presentations and the "meeting-in-a-box" components in Task 7.

EXPERIENCE AND QUALIFICATIONS RELEVANT TO THIS STUDY

- **05/2024 - 03/2025:** Oversees media production for Tulane University's Pre-College program, gaining valuable interviews that impact student and parent decisions and enrollment numbers.
- **03/2025:** Oversees photo and video production across a range of clients, including Restore the Mississippi River Delta, an organization committed to restoring land in the Greater New Orleans Region. This project creates unique messaging that is targeting a local, regional, and national audience, similar to that of NORPC.

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ERIN CHADWICK *they/them/theirs, she/her/hers*

MULTIMEDIA CREATOR, ONLINE OPTIMISM

DEGREE

Bachelor's degree, Emerson College

FAMILIAR SOFTWARE

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Photoshop

YEARS OF RELEVANT EXPERIENCE WITH ONLINE OPTIMISM

1

YEARS OF RELEVANT EXPERIENCE WITH OTHER EMPLOYERS

15

CONTRACT ROLE / DESCRIPTION OF RESPONSIBILITIES

Erin would create visual assets for the branding toolkit, focusing on photography, videography, and other multimedia elements required in Task 5.

EXPERIENCE AND QUALIFICATIONS RELEVANT TO THIS STUDY

- **03/2025:** Assists with photo and video production across a range of clients, including Restore the Mississippi River Delta, an organization committed to restoring land in the Greater New Orleans Region. This project creates unique messaging that is targeting a local, regional, and national audience, similar to that of NORPC.



SARA BANDURIAN *she/her/hers*

OPERATIONS SUPERVISOR, ONLINE OPTIMISM

DEGREE

Bachelor of Arts, Wagner College (Staten Island), Major in Theatre Design, Technology, and Management, Minor in Spanish

AWARDS + RECOGNITION

- 2022 American Advertising Awards: Operations/Administration Person of the Year
- 2024 Stevie Award: Support Staffer of the Year

YEARS OF RELEVANT EXPERIENCE WITH ONLINE OPTIMISM

5

YEARS OF RELEVANT EXPERIENCE WITH OTHER EMPLOYERS

2

CONTRACT ROLE / DESCRIPTION OF RESPONSIBILITIES

Sara would be your point of contact for all administrative and financial responsibilities, ensuring both organizations are in alignment.

EXPERIENCE AND QUALIFICATIONS RELEVANT TO THIS STUDY

- **04/2021 - PRESENT:** Client invoice management, including monthly marketing fees, one-off projects, project add-on fees, and annual website hosting.
- **04/2022 - PRESENT:** Leading the coordination of our agency's quarterly networking events, including collaborating with other hosts, planning logistics, working with our social media team to advertise it, coordinating panels and vendors, and maintaining a foundation of returning attendees. Some of these events have drawn 100+ attendees.

CASE STUDY

17. NEW ORLEANS REGIONAL PLANNING COMMISSION

→ PROJECT NAME

- ◆ AGENCY WEBSITE REDESIGN

→ FIRM RESPONSIBILITY

- ◆ Prime Contractor, Sole Contractor

→ PROJECT NUMBER

- ◆ RPC Task D-1.20

→ OWNER'S NAME

- ◆ Jeffrey W. Roesel

→ PROJECT LOCATION

- ◆ New Orleans, LA

→ OWNER'S PROJECT MANAGER

- ◆ Malissa Givhan

→ OWNER'S ADDRESS, PHONE, EMAIL

- ◆ 10 Veterans Blvd.
New Orleans, LA 70124-1162
504-483-8500
rpc@norpc.org

→ SERVICES COMMENCED BY THE FIRM (MM/YY)

- ◆ 01/20

→ SERVICES COMPLETED BY THE FIRM (MM/YY)

- ◆ 07/20

→ TOTAL CONSULTANT CONTRACT COST (\$1,000's)

- ◆ 79 (Total Cost \$79,220.00)

→ COST OF CONSULTANT SERVICES PROVIDED BY THIS FIRM (\$1,000's)

- ◆ 79 (Total Cost \$79,220.00)



NORPC's Previous Website



CHALLENGE

The New Orleans Regional Planning Commission's goal was to overhaul their digital presence by creating a new site that was informative, helpful, and organized. Our Design & Development team worked hand in hand with them to create a user experience that elevated their work and engaged the public.

SOLUTIONS

- DISCOVERABILITY AND ORGANIZATION
- ART DIRECTION & MOTION GRAPHICS
- COMPLIANCE & ACCESSIBILITY

STAFF MEMBERS INVOLVED

- Flynn Zaiger, CEO
- Claire Escobedo, Design Director
- Sam Olmsted, New Orleans Managing Director
- Lauren Walter, Search & Content Director

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CASE STUDY

17. NETWORK VOLUNTEERS

→ PROJECT NAME

◆ NetWork Volunteers RFP for Marketing Support

→ FIRM RESPONSIBILITY

◆ Prime Contractor, Sole Contractor

→ PROJECT NUMBER

◆ N/A

→ OWNER'S NAME

◆ Theodore "Teddy" Nathan

→ PROJECT LOCATION

◆ New Orleans, LA

→ OWNER'S PROJECT MANAGER

◆ Theodore "Teddy" Nathan

→ OWNER'S ADDRESS, PHONE, EMAIL

◆ teddy@networknola.org

(504)-233-2995

530 Louisa St., New Orleans, LA 70117

→ SERVICES COMMENCED BY THE FIRM (MM/YY)

◆ 07/2019

→ SERVICES COMPLETED BY THE FIRM (MM/YY)

◆ 10/2019

→ TOTAL CONSULTANT CONTRACT COST (\$1,000's)

◆ 28.84 (\$28,840)

→ COST OF CONSULTANT SERVICES PROVIDED BY THIS FIRM (\$1,000's)

◆ 28.84 (\$28,840)



Previous Website

CHALLENGE

NetWork Volunteers creates turn-key volunteer experiences for organizations and provides long-term support for non-profits across the United States. Through their work, they've generated over 10 million dollars in philanthropic impact. They approached us to help them refresh their brand and create an immersive and easy-to-use website.



SOLUTIONS

→ LOGO REBRAND

→ COLLATERAL DESIGN



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STAFF MEMBERS INVOLVED

→ Claire Escobedo, Design Director

CASE STUDY

17. RJ WHYTE EVENT PRODUCTION → STRATUS

→ PROJECT NAME

- ◆ RJ Whyte Event Production Rebrand

→ FIRM RESPONSIBILITY

- ◆ Prime Contractor, Sole Contractor

→ PROJECT NUMBER

- ◆ N/A

→ OWNER'S NAME

- ◆ Roger (RJ) Whyte

→ PROJECT LOCATION

- ◆ Washington, D.C.

→ OWNER'S PROJECT MANAGER

- ◆ Roger (RJ) Whyte

→ OWNER'S ADDRESS, PHONE, EMAIL

- ◆ 1328 Florida Avenue NW, Building C

→ SERVICES COMMENCED BY THE FIRM (MM/YY)

- ◆ 09/2022

→ SERVICES COMPLETED BY THE FIRM (MM/YY)

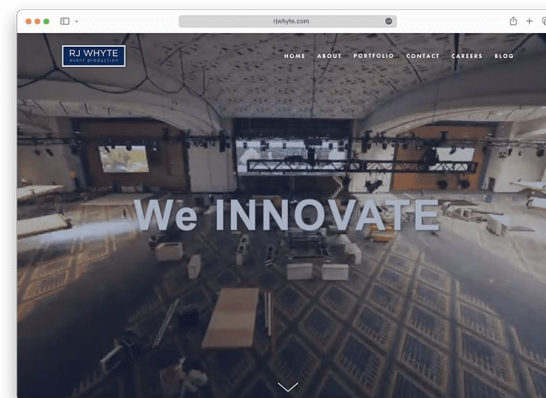
- ◆ 11/2022

→ TOTAL CONSULTANT CONTRACT COST (\$1,000's)

- ◆ 26.79 (\$26,790)

→ COST OF CONSULTANT SERVICES PROVIDED BY THIS FIRM (\$1,000's)

- ◆ 26.79 (\$26,790)



Previous Brand



CHALLENGE

When their Principal, Roger Whyte, approached us, he was ready to extend the vision of his company and create a new brand that reflected the leaps they had made during the past couple of years. The goal was to create a company name, brand, logo, and identity that reached new heights.

SOLUTIONS

- BRAND WORKSHOP
- COMPANY NAMING RESEARCH & WORKSHOP
- LOGO DESIGN
- BRAND IDENTITY & MESSAGING

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STAFF MEMBERS INVOLVED

- Flynn Zaiger, CEO
- Sam Olmsted, New Orleans Managing Director
- Claire Escobedo, Design Director
- Lauren Walter, Search & Content Director

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18. WORKLOAD

Most Online Optimism projects are on a retainer basis. Below is our current contracted clients.

Project name	Client/Contracting Entity	Remaining Unpaid Balance	Estimated Time to Completion
Website Build	AO North America	0	May, 2025
Website Development	Decide DeKalb	\$17,100	January, 2026
Digital Marketing Retainer	Acadian Windows	N/A	N/A
Digital Marketing Retainer	Advantage TMS	N/A	N/A
Digital Marketing Retainer	AWS Mechanical	N/A	N/A
Digital Marketing Retainer	Branch Furniture	N/A	N/A
Digital Marketing Retainer	Buddy Punch	N/A	N/A
Digital Marketing Retainer	Cafe Beignet	N/A	N/A
Digital Marketing Retainer	Canal HR	N/A	N/A
Digital Marketing Retainer	Cardinal Expo	N/A	N/A
Digital Marketing Retainer	Case Paper	N/A	N/A
Digital Marketing Retainer	Crescent City Schools	N/A	N/A
Digital Marketing Retainer	Elysian Events, LLC	N/A	N/A
Digital Marketing Retainer	Goodbee Plumbing	N/A	N/A
Digital Marketing Retainer	Health in Tech	N/A	N/A
Digital Marketing Retainer	MakeGood Design	N/A	N/A
Digital Marketing Retainer	MAXCases	N/A	N/A
Digital Marketing Retainer	Mid City TMS	N/A	N/A
Digital Marketing Retainer	Niantice	N/A	N/A
Digital Marketing Retainer	PartsBadger	N/A	N/A
Digital Marketing Retainer	Pelicoin	N/A	N/A
Digital Marketing Retainer	Printivity	N/A	N/A
Digital Marketing Retainer	Quattro Business Support Solutions	N/A	N/A
Digital Marketing Retainer	RSM Design	N/A	N/A
Digital Marketing Retainer	Sculpture Hospitality	N/A	N/A
Digital Marketing Retainer	St. Thomas Community Health Center	N/A	N/A
Digital Marketing Retainer	TDI	N/A	N/A
Digital Marketing Retainer	TNOLA	N/A	N/A
Digital Marketing Retainer	Tulane School of Architecture	N/A	N/A
Digital Marketing Retainer	Tulane University	N/A	N/A

19. STAFFING CAPACITY

Our agency has worked successfully for clients for thirteen years without any uncompleted projects.

Should employees leave Online Optimism, we have a robust hiring pool in place, with 2,000 individuals who have opted-in specifically for new job notices from our agency.

Below are some of the processes we put in place that allow our team to work on multiple projects at the same time.

SCHEDULED CALLS FOR DESIGN CLIENTS

Website clients have scheduled calls with our team either on a calendar (typically weekly/bi-weekly) basis, or immediately after deliverables are sent to receive feedback. We expect someone who can make stakeholder decisions from your team on these calls.

ENDLESS TALKING DURING BUSINESS HOURS

Our team is available to communicate with you anytime, as often as you'd like between 9am–5pm CT. Most clients do so through email, phone, or video call. We adjust to your preferences! While we aim to respond much faster, every question is answered within at least 1 business day.

PROJECT MANAGEMENT VIA ASANA

Looking for further transparency into our process? We can create a shared Asana project to keep track of deliverables and edits.

EMERGENCY SITUATIONS

Our Directors & Leadership work to be available beyond normal work hours if you need to speak to someone right away. If you become a client, you'll have their cell phone numbers, along with our CEOs.

20. SUB-CONSULTANT INFORMATION

FIRM NAME	ADDRESS	POINT OF CONTACT AND EMAIL ADDRESS	PHONE NUMBER
DocuMart	329 Baronne St, New Orleans, LA 70112	Chris Burton chrisb@documart.com	(504) 941-7999

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