



THE ESTOPINAL GROUP

A PUBLIC COMMUNICATIONS FIRM



STUDIO
MUNDI

RPC METROPOLITAN TRANSPORTATION PLAN UPDATE
2027-2056 OUTREACH ASSISTANCE RESPONSE

RPC Task: A-4.260A; FY-26 UPWP

DOTD FORM: 24-102

(Revised December 12, 2024)

PROPOSAL TO PROVIDE CONSULTANT SERVICES

Prime consultant shall complete the DOTD Form 24-102 without altering the Form's text; however, the instruction and/or guidance for Sections 12 through 23 can be removed but do not remove Section title and number.

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.

1. Contract Name as shown in the advertisement	RPC Metropolitan Transportation Plan Update 2027-2056 Outreach Assistance
2. Contract Number(s) as shown in the advertisement	A-4.260A; FY-26 UPWP
3. State Project Number(s), if shown in the advertisement	
4. Prime consultant name (name must match <u>exactly</u> as registered with the Louisiana Secretary of State (SOS) where such registration is required by law; including punctuation; <u>include screenshot from SOS at the end of Section 20</u>)	DAE, LLC DBA The Estopinal Group
5. Prime consultant license number (as registered with the Louisiana Professional Engineering and Land Surveying Board (LAPELS) if registration is required under Louisiana law)	N /A
6. Prime consultant mailing address	2826 Constance St., New Orleans, LA 70115
7. Prime consultant physical address (existing or to be established, if location is used as an evaluation criteria)	2826 Constance St., New Orleans, LA 70115
8. Name, title, phone number, and email address of prime consultant's contract point of contact	Denise Estopinal, CEO and Founder denise@estopinalgroup.com (504) 495-2564
9. Name, title, phone number, and email address of the official with signing authority for this proposal	Denise Estopinal, CEO and Founder denise@estopinalgroup.com (504) 495-2564

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

10. 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. DOTD reserves the right to reject the response of the bidder or proposer if this certification is subsequently determined to be false, and to terminate any contract awarded based on such a false response.



Signature above shall be the same person listed in Section 9:

August 8, 2025

Date:

Pursuant to Act No. 581 of the 2024 Louisiana Legislature Regular Session, proposer further certifies that it does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association based solely on the entity's or association's status as a firearm entity or firearm trade association. In addition, proposer certifies it will not discriminate against a firearm entity or firearm trade association during the term of the contract based solely on the entity's or association's status as a firearm entity or firearm trade association.

11. If a Disadvantaged Business Enterprise (DBE) goal has been set for this advertisement, indicate which firm(s) will be used to meet the DBE goal and each firm(s)' percentage.

<u>Firm(s):</u>	<u>Firm(s)' %:</u>
DAE LLC DBA The Estopinal Group	100%
DMM and Associates	100%

12. Discipline Table:

As indicated in the advertisement, insert a completed table here. The percentages for the prime and sub-consultants must total 100% for each discipline, as well as the overall total percent of the contract.

The **only** disciplines to be used are listed in the drop down in each row (Appraiser, Bridge, CE&I/OV, CPM, Data Collection, Environmental, Geotech, ITS, Other (must specify), Planning, Right-of-Way, Road, Survey, and Traffic). **Remove rows as needed.**

Discipline(s)	% of Overall Contract	Prime	Firm B	Firm C	Each Discipline must total to 100%
N/A	N /A	N /A	N /A	N /A	100%
N /A	N /A	N /A	N /A	N /A	100%
N /A	N /A	N /A	N /A	N /A	100%
Percent of Contract	100%	N /A	N /A	N /A	N /A

13. Firm 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 (must specify)” and include the classification title inside the parentheses.

The DOTD Job Classification(s) to be used can be found at the following link:

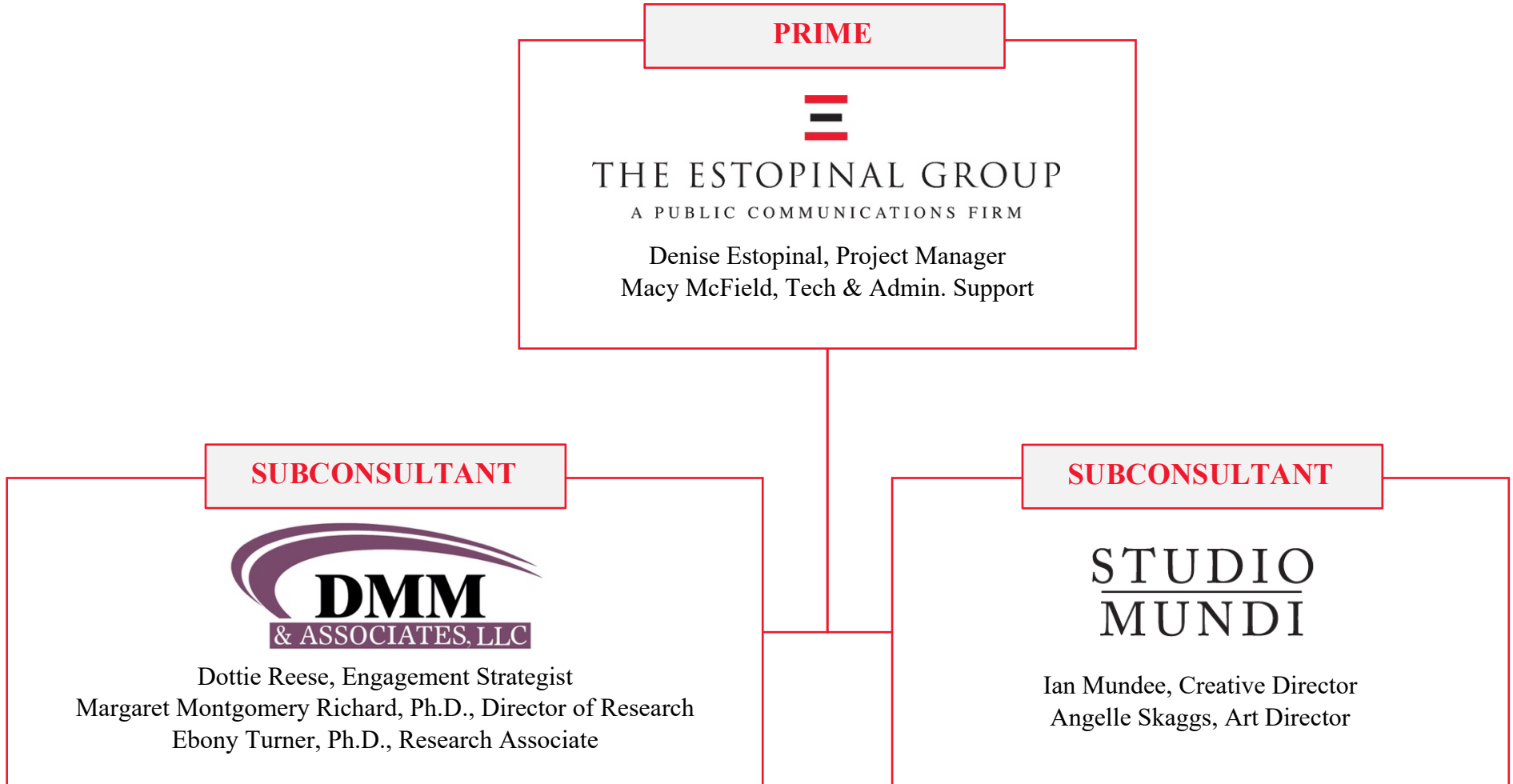
http://wwwsp.dotd.la.gov/Inside_LaDOTD/Divisions/Engineering/CCS/Job_Qualification/Job%20Classifications%20with%20Descriptions.pdf

Firm name	DOTD Job Classification	Number of personnel committed to this contract	Total number of personnel available in this DOTD Job Classification (if needed)
DAE LLC DBA The Estopinal Group	Principal	2	1 Professional
DMM and Associates, LLC	Other, Research	3	2 Professionals
Studio Mundi, Inc.	Graphics	2	1 Professional 1 Graphics
	Choose an item.		
	Choose an item.		
	Choose an item.		
	Choose an item.		
	Choose an item.		
	Choose an item.		
	Choose an item.		
	Choose an item.		
	Choose an item.		
	Choose an item.		
	Choose an item.		
	Choose an item.		
	Choose an item.		

(Add rows as needed)

14. Organizational Chart:

Provide an organizational chart showing ALL relevant 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. An individual's role does not necessarily have to match their DOTD job classification identified in Section 13. **If applicable, identify all personnel performing traffic engineering analysis and/or QC of traffic engineering analysis by placing an asterisk next to their name. Include the certificates required by the Traffic Engineering Process and Report Training Requirements article of the Advertisement in Section 20.** It is acceptable to use an 11x17 format for Section 14.



15. Minimum Personnel Requirements:

Use the table below to identify both prime consultant and sub-consultant staff designated to work on this contract meeting the Minimum Personnel Requirements (MPRs) specified in the advertisement. Ensure the résumé reflects the required experience stated in the MPR. Make sure the P.E. discipline is also listed (highlighted in table) that is meeting the MPR; e.g. professional civil engineer should show the discipline of the license as civil if meeting that MPR.

MPR No. Do not insert wording from ad	Personnel being used to meet the MPR (Individual(s) may not satisfy more than one MPR unless specifically allowed by Attachment B of the advertisement)	Firm employed by	Type of license and discipline meeting MPR/ certification & number (Ex: PE # - Civil)	State of license	License / certification expiration date
1	N /A	N /A	N / A	N /A	N /A
2	N /A	N /A	N /A	N /A	N /A
3	N /A	N /A	N /A	N /A	N /A

(Add rows as needed)

16. Staff Experience:

Résumés shall be provided for all prime and sub-consultant personnel listed in Sections 14 and/or 15 of the proposal. Résumés of personnel not identified in Section 14 or Section 15 of the proposal should not be included and will not be evaluated. Résumés are **limited to 2 pages per person**. Any certificates required by the advertisement are to be placed in Section 20.

Firm employed by DAE LLC DBA The Estopinal Group				
Name	Denise Estopinal		Years of relevant experience with this employer	20
Title	CEO / Founder		Years of relevant experience with other employer(s)	30
Degree(s) / Years / Specialization		Bachelor of Arts (B.A.) / 1981 / Journalism and Public Affairs Master of Public Administration (M.P.A.) / 2000 / Communications and Branding for Government and Public Agencies		
Active registration number / state / expiration date		N /A		
Year registered	N /A	Discipline	Strategic Communications	
Contract role(s) / brief description of responsibilities		Project Manager, Lead Communications and Brand Strategist		
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).			
2001-present	The Estopinal Group, CEO, Founder			
1999-2001	The Fifth Circuit Court of Appeals, Circuit Executive for Public and Community Affairs			
1994-1999	The City of New Orleans, Mayor Marc H Morial, Office of Communications, Director			
1990-1994	Communications Government and Public Issues Management, Consultant			
1984-1990	Television News Reporter, KALB-TV, Alexandria Louisiana			
1981-1984	Radio News Reporter, KTIB / KHOM, Thibodaux, Louisiana			

(Add rows as needed)

Firm employed by DAE LLC DBA The Estopinal Group				
Name	Macy McField		Years of relevant experience with this employer	10
Title	Technical and Administrative Support		Years of relevant experience with other employer(s)	0
Degree(s) / Years / Specialization		Bachelor of Arts / 2020 / Social Sciences and Health		
Active registration number / state / expiration date		N/A		
Year registered	N/A	Discipline	Multidisciplinary perspective on administrative problem-solving and collaboration	
Contract role(s) / brief description of responsibilities		Tech and Admin Support - Proficient in Microsoft Office Suite, Adobe Photoshop, and Canva		
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).			
2008-Present	DAE, LLC – The Estopinal Group and DMM & Associates			

Firm employed by DMM & Associates, LLC				
Name	Dorothy F. Reese		Years of relevant experience with this employer	19
Title	Owner/Partner		Years of relevant experience with other employer(s)	30
Degree(s) / Years / Specialization		Master Public Health / 1980 Master Social Work / 1979 Bachelor Arts / 1975 / Human Behavior		
Active registration number / state / expiration date		N /A		
Year registered	N /A	Discipline	Education/Research	
Contract role(s) / brief description of responsibilities		Engagement Strategist		
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).			
2006-Present	DMM & Associates, LLC, Owner/Partner			
2005-2006	D. Reese & Associates, LLC, President			
2003-2005	UHS Methodist Hospital, Director			
1986-2003	Pendleton Memorial Methodist Hospital, Director			
1981-1986	New Orleans General Hospital, Director			

Firm employed by DMM & Associates, LLC				
Name	Margaret Montgomery Richard, Ph.D.		Years of relevant experience with this employer	10
Title	Owner/Partner		Years of relevant experience with other employer(s)	0
Degree(s) / Years / Specialization		Ph.D. / 1996 / Higher Education Leadership MPA / 1983 / Public Education Planning Bachelor of Arts / 1977 / Marketing		
Active registration number / state / expiration date		N /A		
Year registered	N /A		Discipline	Education/Research
Contract role(s) / brief description of responsibilities		Director of Research		
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).			
2006-Present	DMM & Associates, LLC – Owner/ Partner -Research/ Survey Design and Analysis Community Engagement/ Organization Assessment			
2022-Present	Complete College America – Consultancy – Leadership Development, Coaching, Curriculum Development, Evaluation			
2003-2007	Louisiana Technical College – Chancellor - Organization Development			
2002-2003	Louisiana Community and Technical College System – Senior Vice President for Academic and Student Affairs			
1979-2002	Delgado Community College – College Administrator (Multiple Positions)			

Firm employed by DMM & Associates, LLC				
Name	Ebony Turner, Ph.D.		Years of relevant experience with this employer	10
Title	Research Associate		Years of relevant experience with other employer(s)	25
Degree(s) / Years / Specialization		Ph.D. / 2006 / Higher Education Leadership Master of Science / 1998 / Applied Mathematics Bachelor of Science / 1996 / Mathematics		
Active registration number / state / expiration date		N /A		
Year registered	N /A	Discipline	Mathematics/Research	
Contract role(s) / brief description of responsibilities		Research Associate		
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).			
2009-Present	DMM & Associates, LLC, Research Associate			
2024-Present	Grambling State University, Director of Project Development			
2021-2023	Complete College America, Director of Grants			
2018-2021	Dillard University, Dean of University College, Coordinator of Grants, Programs, and Evaluations; Minority Health & Health Disparity Research Center			
2018-1998	Xavier University / Dillard University – Deep South Center for Environment Justice			

Firm employed by Studio Mundi, Inc.				
Name	Ian Mundee		Years of relevant experience with this employer	27
Title	President / Creative Director		Years of relevant experience with other employer(s)	7
Degree(s) / Years / Specialization			Bachelor of Arts / 1991 / Language and Literature	
Active registration number / state / expiration date			N/A	
Year registered	N/A	Discipline	Graphic Design and Communication	
Contract role(s) / brief description of responsibilities			Creative Design Lead	
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).			
1997-present	Studio Mundi, Inc., President, Creative Director			
1995-1997	Logan Marketing, Senior Art Director			
1993-1995	Gallinghouse, Gregory & Associates, Art Director			
1991-1993	Bauerlein Advertising, Graphic Designer			
1988-1991	<i>The Cavalier Daily</i> , Graphics Editor			

Firm employed by Studio Mundi, Inc.				
Name	Angelle Skaggs		Years of relevant experience with this employer	24
Title	Art Director		Years of relevant experience with other employer(s)	0
Degree(s) / Years / Specialization			Bachelor of Arts / 2001 / Art	
Active registration number / state / expiration date			N/A	
Year registered	N/A	Discipline	Multidisciplinary perspective on administrative problem-solving and collaboration	
Contract role(s) / brief description of responsibilities			Graphic Designer	
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).			
2002-present	Studio Mundi, Inc, Graphic Designer, Art Director, Web Developer			

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 20, with no more than 5 projects being represented by the prime consultant and with no more than 3 projects represented by each sub-consultant on the team. If more than 5 projects are identified for the prime consultant, all projects identified after the first 5 will not be evaluated. If more than 3 projects are identified for a single sub-consultant, all projects identified after the first 3 from that sub-consultant 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 necessarily need to have been DOTD projects.

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

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

* If there is more than one discipline included in the proposal, then indicate which discipline(s) this project is being used to represent.

**This field cannot be left blank and N/A is not acceptable.

The only disciplines to be used are: Appraiser, Bridge, CE&I/OV, CPM, Data Collection, Environmental, Geotech, ITS, Other (must specify), Planning, Right-of-Way, Road, Survey, and Traffic.

~~~Copy these disciplines exactly as they are listed above.~~~

*** Consultants have the flexibility to determine what a project is though **still limited to one project per sheet**. For example, an IDIQ or other retainer-type contract can be considered a project for the purpose of this section.

Firm name	The Estopinal Group		Discipline(s)*	Project Lead	
Project name	Regional Planning Commission - Public Participation Guide & Citizen Participation & Community Outreach (RFP D-2.13: FY-13 UPWP; RFP D-2.14; FY-14 UPWP)			Firm responsibility (prime or sub?)	Prime
Project number	1 of 5	Owner's name	Regional Planning Commission		
Project location	New Orleans, LA	Owner's Project Manager	Executive Director		
Owner's address, phone, email	10 Veterans Memorial Blvd, New Orleans, LA 70124 (504) 483-8500 info@norpc.org				
Services commenced by this firm (mm/yy)	02/13	Total consultant contract cost (\$1,000's)	\$60K		
Services completed by this firm (mm/yy)	01/14	Cost of consultant services provided by this firm (\$1,000's)	\$20K		

Firm's Role:

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

Members Involved:

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

WHO WE ARE

The Regional Planning Commission for Jefferson, Orleans, Plaquemine, St. Bernard, St. Tammany and Terrebonne parishes (RPC) is a 14-member board of local elected officials and citizen members appointed to represent you in regional issues. It chairs the bi-partisan political candidates as members of RPC's Transportation Policy Committee.

The board is supported by a professional staff with broad experience in urban and regional planning, community development, economics, engineering, geography and sustainable development, among other disciplines.

CORE FUNCTIONS

- Provide a policy for regional transportation
- Engage the public
- Identify & evaluate transportation options using the Unified Planning Work Program (UPWP)
- Maintain a long-term Metropolitan Transportation Plan (MTP) providing needed improvements of all types of transportation for the next 20 years
- Develop a Transportation Improvement Program (TIP) and other transportation programs for improving transportation

HOW RPC WORKS
Working together to improve the region

The staff of the Regional Planning Commission facilitates intergovernmental coordination, directs planning resources and engages the board, committees, advisory councils, the public, and other stakeholders.

GOVERNING BOARD
Directs regional vision and decision-making, and allocates financial resources

RPC STAFF
Provides day-to-day operational management

THE PUBLIC
Provides essential input and feedback throughout the planning process

COMMITTEES
Transportation Policy Advisory Committee: Provides input to RPC board on project selection and approval

ADVISORY COUNCILS
ECONOMIC DEVELOPMENT STRATEGIC ADVISORY COUNCIL: Assesses regional economic development needs and strategies the regional economy

GOVERNANCE & TRANSPORTATION: Assesses regional transportation needs for the needs of metropolitan transportation for the state, county, parishes and districts

COMMITTEE STRATEGIC ADVISORY COUNCIL: Assesses the state government of government system & transit agency

Firm name	The Estopinal Group	Discipline(s)*	Project Lead	
Project name	New Orleans Regional Transit Authority (RTA) Rider Education Campaign (RFQ 2012-016)		Firm responsibility (prime or sub?)	Prime
Project number	2 of 5	Owner's name	New Orleans Regional Transit Authority	
Project location	New Orleans, LA	Owner's Project Manager	VP Communications and Public Affairs	
Owner's address, phone, email	2817 Canal Street, New Orleans, LA 70119 (504) 248-3900 comments@norta.com			
Services commenced by this firm (mm/yy)	06/12	Total consultant contract cost (\$1,000's)	\$125K	
Services completed by this firm (mm/yy)	12/12	Cost of consultant services provided by this firm (\$1,000's)	\$90K	

Firm's Role:

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



Members Involved:

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



Firm name	The Estopinal Group		Discipline(s)*	Project Lead	
Project name	Entergy New Orleans, Inc. Nine-mile Napoleon-Derbigny Transmission System Upgrade			Firm responsibility (prime or sub?)	Prime
Project number	3 of 5	Owner's name	Entergy New Orleans		
Project location	New Orleans, LA	Owner's Project Manager	VP Communications and Public Affairs		
Owner's address, phone, email	639 Loyola Avenue Suite 300, New Orleans, LA 70113 (504) 576-4000 news@entergy.com				
Services commenced by this firm (mm/yy)	04/15	Total consultant contract cost (\$1,000's)		\$250K	
Services completed by this firm (mm/yy)	04/16	Cost of consultant services provided by this firm (\$1,000's)		\$175K	

Firm's Role:

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

Members Involved:

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

Power to Grow NOLA

Entergy New Orleans has begun a two-phase technological upgrade to our electric power transmission system.

The first phase will include the installation of new equipment and the replacement of existing equipment. The second phase will include the installation of new equipment and the replacement of existing equipment.

Electric Power Transmission System Upgrade

- Entergy is investing \$30 million in the New Orleans with the Power to Grow.
- After completed, the city will have an increased capacity and reliability.
- Phase 1 affects the Audubon Park, Street areas.
- The project is replacing the existing aluminum conductors with composite power lines capacity and efficiency.
- The use of advanced technology with insulating existing steel poles.
- Safety is our top priority. Entergy has allowed to meet the needs of the project.
- Entergy has developed a detailed schedule up-to-date on the progress.
- Vehicle pollution and trips to project work areas.

Hotline: 504-670-3624

Join Us

for an Informational Meeting about our Electric Power Transmission System Upgrade for New Orleans.

Wednesday, June 3
6 p.m. - 7:30 p.m.
Audubon Tea Room
808 Magazine St.

Thursday, June 4
6 p.m. - 7:30 p.m.
NORDC Lyons Recreation Center
624 Louisiana Ave.

Power to Grow
A New Orleans Project

Power to Grow NOLA Informational Meeting

Date: May 28, 2015

Release: Immediately

Contact: Yolanda Pollard, 504-576-4132, ypollard@entergy.com
Charlotte J. Cavell, 504-576-4132, ccavell@entergy.com

Power to Grow NOLA Informational Meeting Set for Wednesday, June 3 and Thursday, June 4

NEW ORLEANS – Power to Grow NOLA informational meetings will be held on Wednesday, June 3, at the Audubon Tea Room and Thursday, June 4 at the NORDC Lyons Recreation Center. The meetings will begin at 6 p.m. and will end at 7:30 p.m.

These meetings, Entergy representatives will discuss the first phase of the company's electric power transmission system. The first phase of the project is the replacement of the existing aluminum conductors with composite power lines capacity and efficiency. The project is replacing the existing aluminum conductors with composite power lines capacity and efficiency. The project is replacing the existing aluminum conductors with composite power lines capacity and efficiency.

Where / When:
Audubon Tea Room, 6500 Magazine St., New Orleans, LA 70118
Wednesday, June 3, 6-7:30 p.m.
NORDC Lyons Recreation Center, 624 Louisiana Ave., New Orleans, LA 70118
Thursday, June 4, 6-7:30 p.m.

For more information, visit www.entergy.com, [facebook.com/EntergyNOLA](https://www.facebook.com/EntergyNOLA), or [Twitter @EntergyNOLA](https://twitter.com/EntergyNOLA).

TRANSMISSION UPGRADE
ENTERGY WORK TO CAUSE ROAD CLOSURE, DETOURS THIS WEEKEND
CURRENTS | 5:58p | cloudy | 61°

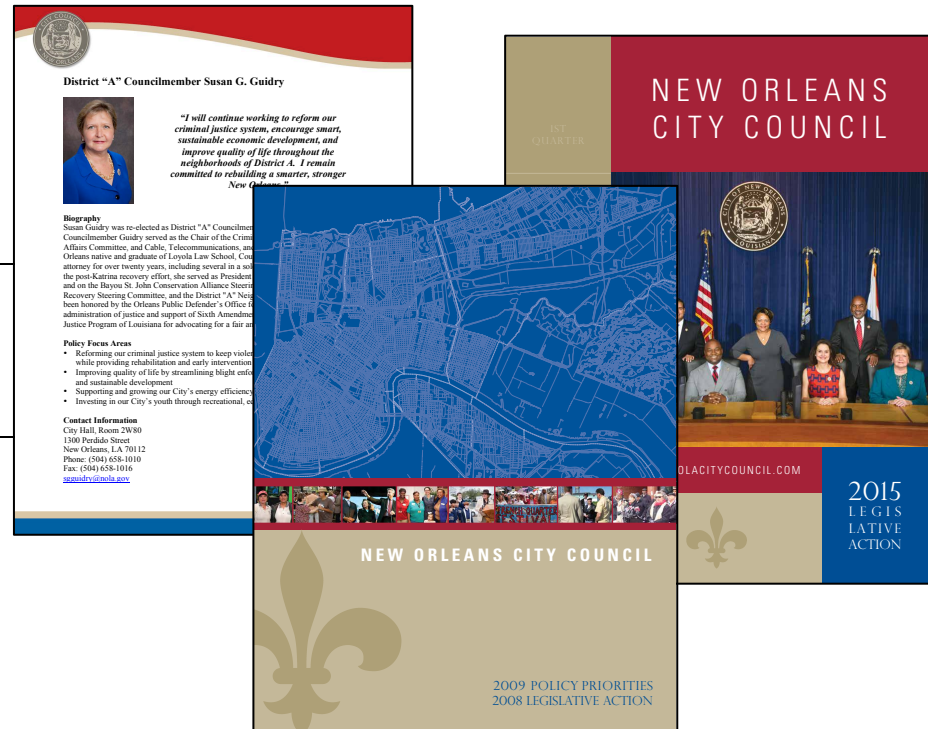
Firm name	The Estopinal Group		Discipline(s)*	Project Lead	
Project name	New Orleans City Council Strategic Communications and Brand Identification			Firm responsibility (prime or sub?)	Prime
Project number	4 of 5	Owner's name	New Orleans City Council		
Project location	New Orleans, LA	Owner's Project Manager	Chief of Staff		
Owner's address, phone, email	1300 Perdido St. Ste 2W70, New Orleans, LA 70112 (504) 658-1030 councilcentralstaff@nola.gov				
Services commenced by this firm (mm/yy)	01/07	Total consultant contract cost (\$1,000's)			\$1.5M
Services completed by this firm (mm/yy)	01/17	Cost of consultant services provided by this firm (\$1,000's)			\$900K

Firm's Role:

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

Members Involved:

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



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

Firm's Role:

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

Members Involved:

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



Firm name	DMM & Associates		Discipline(s)*	Research & Coordination	
Project name	Entergy New Orleans Community Meetings for the Nine-mile Napoleon Project, Nine-mile Derbigny Project, and Nine-mile Market Project			Firm responsibility (prime or sub?)	Prime
Project number	1 of 3	Owner's name	Entergy New Orleans		
Project location	New Orleans, LA	Owner's Project Manager	Vice President of Customer Service		
Owner's address, phone, email	3798 Tulane Ave. New Orleans, LA (504) 670-3602 nscott3@entergy.com				
Services commenced by this firm (mm/yy)	07/15	Total consultant contract cost (\$1,000's)			\$600K
Services completed by this firm (mm/yy)	03/16	Cost of consultant services provided by this firm (\$1,000's)			\$600K
Firm's Role:					
<ul style="list-style-type: none"> ▪ Coordinated all aspects of community meetings for seven council districts 					
Members Involved:					
<ul style="list-style-type: none"> ▪ Dottie Reese, Project Manager ▪ Margaret Montgomery Richard, Deputy Project Manager 					

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

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

Firm name	Studio Mundi	Discipline(s)*	Design & Production
Project name	Ochsner Health “Healthy Community Moments” E-Newsletter	Firm responsibility (prime or sub?)	Sub
Project number	1 of 3	Owner’s name	Ochsner Health
Project location	New Orleans, LA	Owner’s Project Manager	Communications Director
Owner’s address, phone, email	1516 Jefferson Highway New Orleans, LA 70121 504-842-3000 carlos.calix@ochsner.org		
Services commenced by this firm (mm/yy)	06/23	Total consultant contract cost (\$1,000’s)	\$16K
Services completed by this firm (mm/yy)	11/23	Cost of consultant services provided by this firm (\$1,000’s)	\$4K

Firm’s Role:

1. Design Quarterly Electronic Newsletter
2. Plan and Write Content
3. Plan future content
4. Distribute Email
5. Create Landing Site and Archive

Members Involved:

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

View this email in your browser

OchsnerHealth

HEALTHY
community
moments

A NEW QUARTERLY COMMUNICATION FROM OCHSNER HEALTH

Celebrate with us our most recent milestones including a \$4 million leadership gift establishing the **Ochsner Wellness Center** on the LSU Baton Rouge Campus and recognition of National Rural Health Day in Jennings.

In keeping with the season, Ochsner is fulfilling its community mission with food drives, our **OchsnerServes** day of service, and ongoing community health education activities across the state.

Ochsner Health held more community health events in 2023 than ever before with more planned for 2024!

[Read More](#)

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Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

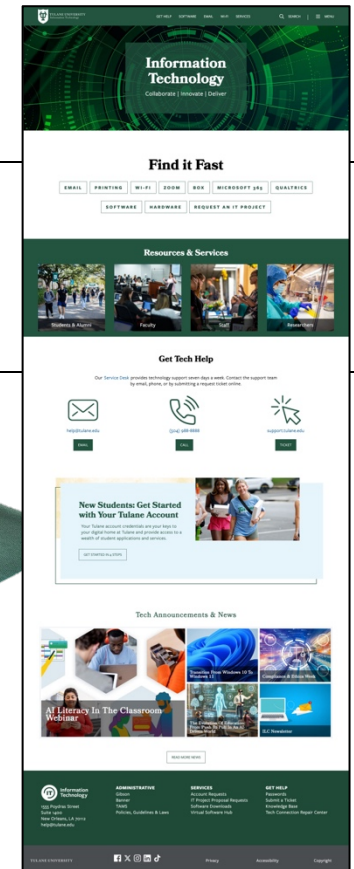
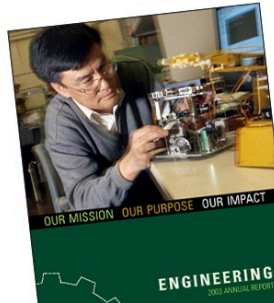
Firm name	Studio Mundi	Discipline(s)*	Project Lead, Design & Production
Project name	Tulane University Websites and Print Collateral Projects		Firm responsibility (prime or sub?) Prime
Project number	2 of 3	Owner's name	Tulane University
Project location	New Orleans, LA	Owner's Project Manager	Director of Communications
Owner's address, phone, email	6823 St. Charles Avenue, New Orleans, LA 70118 (504) 865-5000 communications@tulane.edu		
Services commenced by this firm (mm/yy)	07/99	Total consultant contract cost (\$1,000's)	50K
Services completed by this firm (mm/yy)	present	Cost of consultant services provided by this firm (\$1,000's)	150K

Firm's Role:

1. Development of 12 Websites
2. Print Collateral Design and Production for communication materials, accreditation reports, development outreach and special events

Members Involved:

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



Firm name	Studio Mundi	Discipline(s)*	Project Lead, Design & Production	
Project name	New Orleans Bike Map and Guide to Safe Cycling 2019 (RPC Task: LHSCBMG)		Firm responsibility (prime or sub?)	Prime
Project number	3 of 3	Owner's name	Regional Planning Commission	
Project location	New Orleans, LA	Owner's Project Manager	Regional Safety Coalition Coordinator	
Owner's address, phone, email	10 Veterans Boulevard, New Orleans, LA 70124 (504) 483-8523 nhollings@norpc.org			
Services commenced by this firm (mm/yy)	07/19	Total consultant contract cost (\$1,000's)		\$15K
Services completed by this firm (mm/yy)	10/19	Cost of consultant services provided by this firm (\$1,000's)		\$8K

Firm's Role:

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

Members Involved:

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



18. Approach and Methodology:

Provide a description of how the work will be performed and **provide the proposed project schedule**. Include any additional information or description of unique resources that are planned to be used to produce the deliverables. Include any proprietary technologies, methods or approaches that will be used on this project to improve quality or efficiency. If the proposal is for an IDIQ contract, the consultant should review the scope of services in Attachment A to the advertisement to obtain a general understanding of what a typical task order would entail. Based upon that understanding, the consultant should provide a sample schedule that identifies the major milestones, deliverables, tasks, etc., to demonstrate sufficient understanding of a typical task order. The duration of the task order is not required. This section shall be limited to four pages. **If more than four pages are included, all pages after the fourth page will not be evaluated.**

If the consultant has information, it believes is proprietary, label it accordingly.

APPROACH & METHODOLOGY

The Estopinal Group (TEG) and subconsultants DMM & Associates and Studio Mundi respectfully submit their qualifications for consideration to provide outreach assistance to the Regional Planning Commission (RPC) relative to the agency's Metropolitan Transportation Plan Update 2027-2056.

Our team is uniquely qualified to deliver outreach and engagement strategies, planning, research, and communications services. For 25 + years, our team has successfully represented institutions, governments, and agencies across the metropolitan area.

The TEG team has an established understanding and respect for the Regional Planning Commission having designed, messaged and produced the agency's public participation guide *Connecting People + Places*, a user-friendly citizen and local official's guide to the Regional Planning Commission. A companion public participation outreach project followed that generated public awareness and provided stakeholders with the opportunity to offer input in the planning process that guided the development of a past Metropolitan Transportation Plan.

Most recently our team is providing strategic communications and research services to deliver RPC, an updated identifiable brand and targeted messages to advance and improve the understanding of the agency's mission, vision, values and programming. A stakeholder outreach infrastructure is also being developed that will not only satisfy the required RPC federal program mandates but enhance public and stakeholder engagement and education.

In our view, the Metropolitan Transportation Plan (MTP) outreach assistance project is a compliment and an extension of that ongoing work. The MTP outreach project is an opportunity to test and refine the agency's outreach goals and improve outcomes. Through our collaboration with the RPC, planning will be deliberate, communications strategic, and outreach engagement and facilitation thoughtful - all with a game focus on effective performance outcomes.

PROJECT SCHEDULE

TASK 1A – KICK-OFF MEETING

TASK 1B – ONGOING PROJECT MANAGEMENT

September 2025 - April 2026

Firm Allocations

TEG	50%
DMM	40%
STUDIO	10%

Deliverables

1. Project schedule
2. Updates

TASK 2 – SCHEDULING

October 2025 - January 2026

Firm Allocations

TEG	70%
DMM	20%
STUDIO	10%

Deliverables

1. Outreach schedule
2. Target audiences
3. Planned engagement events (purpose, objectives, dates, locations)

TASK 3 – MEETING & MESSAGING MATERIALS

January - February 2026

Firm Allocations

TEG	50%
DMM	10%
STUDIO	40%

Deliverables

1. Memo outlining key messages, meeting materials and presentations

TASK 4 – MEETING COORDINATION & FACILITATION

February - April 2026

Firm Allocations

TEG	40%
DMM	50%
STUDIO	10%

Deliverables

1. Event plans, advertisements, invitations, distribution
2. Facilitation of not more than 16 outreach events and a Regional Stakeholder Prioritization Workshop
3. Meeting metrics, minutes, and participant responses

TASK 5 – PERFORMANCE REPORTING

February - April 2026

Firm Allocations

TEG	40%
DMM	50%
STUDIO	10%

Deliverables

1. Monthly performance report and outcomes questionnaire

TASK 6 – FINAL DELIVERABLES & WORK EFFORT SUMMARY

April 2026

Firm Allocations

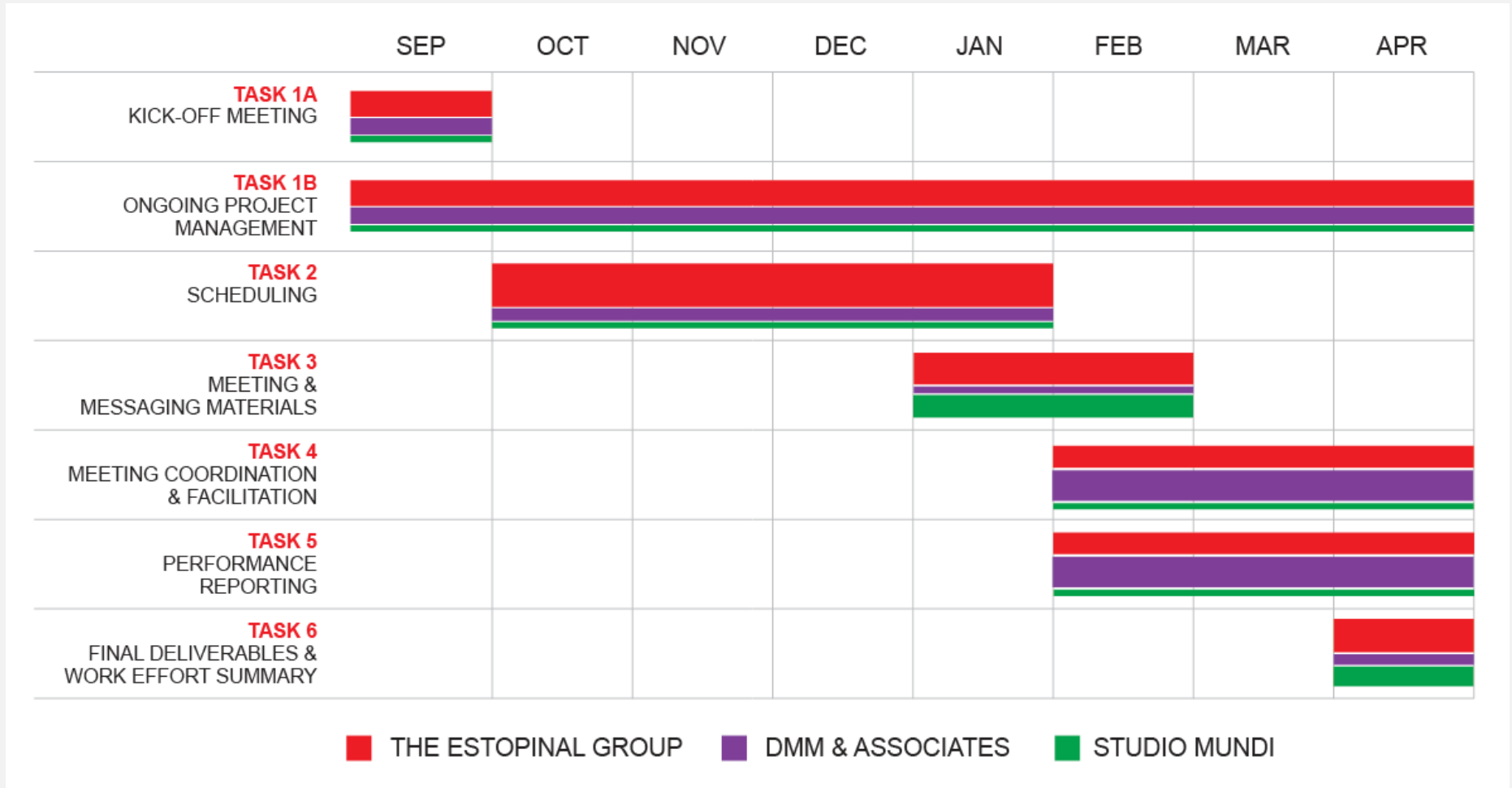
TEG	50%
DMM	20%
STUDIO	30%

Deliverables

1. Technical memorandum summarizing outreach undertaken in Task 5, and products produced in the previous tasks
2. Final report three (3) printed copies, one (1) PDF, one (1) editable Microsoft Word document, with digital / editable visualizations and graphics
3. All materials saved on three (3) USB drives

The project schedule and tasks assume a negotiated contract not to exceed \$70,000.

PROJECT TIMELINE



19. Workload:

For all contracts where a firm on the team is a prime consultant or sub-consultant and where **a)** the consultant selection was made by DOTD, and **b)** a contract was executed by the consultant and the contracting entity by the date the advertisement for this proposal was posted, list all work meeting the following criteria:

- 1) one of the team's firms is responsible for the performance of the work;
- 2) authorization to perform the work has been provided, as provided in the contract between the consultant and the contracting entity;
- 3) the work has not yet been performed and invoiced; and
- 4) the work is not currently suspended for an indefinite period of time.

For indefinite delivery/indefinite quantity (IDIQ) contracts, list open Task Orders individually.

List only the portion of the fees attributable to firms on the team.

Firm(s) ALL FIRMS MUST BE REPRESENTED IN THIS TABLE	Discipline(s) *	Contract Number and State Project Number	Project Name	Remaining Unpaid Balance**
TEG	Principal	State Project PL 80-36-25 RPC Task D-1.25;	Agency Branding and Communications Project	\$83,065.00
DMM	Other, Research	State Project PL 80-36-25 RPC TaskD-1.25;	Agency Branding and Communications Project	\$47,115.00
Studio Mundi	Graphics	State Project PL 80-36-25 RPC TaskD-1.25;	Agency Branding and Communications Project	\$44,820.00

(Add rows as needed)

DO NOT SUM

* **The only disciplines to be used are: Appraiser, Bridge, CE&I/OV, CPM, Data Collection, Environmental, Geotech, ITS, Other (must specify), Planning, Right-of-Way, Road, Survey, and Traffic.** If a firm has more than one discipline for any single project, the firm can use multiple rows to express the remaining unpaid balance per discipline.

** Round to the nearest dollar. **Do not** round to the nearest thousands. If there are no active contracts with a remaining unpaid balance, place N/A in the Remaining Unpaid Balance column. NOTE: **ALL** FIRMS MUST BE REPRESENTED IN THIS TABLE. LEAVING THE "REMAINING UNPAID BALANCE" COLUMN BLANK IS NOT ACCEPTABLE.

20. Certifications/Licenses

If the advertisement requires submission of licenses and/or certificates, include them here. **Otherwise, leave this section blank.**



March 13, 2025

THE ESTOPINAL GROUP

Attn: Denise Estopinal
2826 Constance St
New Orleans, La 70115

Dear Denise Estopinal:

The Regional Transit Authority (RTA) have received your firm's Disadvantaged Business Enterprise (DBE) and Small Business Enterprise (SBE) Declaration of Eligibility form. Based on the information, which you provided, it has been confirmed that your firm continues to meet the eligibility requirements of our program and remains certified for **only** the following **specific** work categories **that fall under the listed NAICS and/or DOTD Work codes:**

541820 Public Relation Agencies
C47 Public Relations

Please note that per the federal regulations, suppliers only receive 60% goal credit towards the materials they provide. Also, note that any contractor performing work worth more than \$50,000 except for electrical, mechanical and plumbing requires A Louisiana Contractor's License, which is required to have a license if work is more than \$10,000. You may contact the State Licensing Board for Contractors at (225) 765-2301 for more information. All participants of the Louisiana Unified Certification Program will recognize your firm's certification. This includes all entities receiving federal transportation funding within the boundaries of our state.

You will be required to submit a new Declaration of Eligibility form with your firm's gross receipts for the most recently completed fiscal year stating your firm continues to meet the eligibility requirements of the program. An email informing you to submit the necessary documentation will be forwarded to you approximately six (6) weeks prior to your anniversary date of **March 9, 2026**. However, should you not receive notification from this office regarding your Declaration of Eligibility form, it is your responsibility to contact us. Additionally, you must notify our office immediately regarding any changes which affect the social and economic disadvantage, size, ownership or control of your firm.

The Department has contracted with Urban League of Louisiana Center for Entrepreneurship & Innovation to provide DBE Supportive Services to all certified DBEs at no cost to you. This consultant can offer your firm assistance and guidance in areas such as marketing, estimating, bidding, financial preparations, etc. Contact Klassi Duncan with Urban League of Louisiana Center for Entrepreneurship and Innovation at (504) 620-9647 for any assistance needed to grow your organization.

2817 Canal Street | New Orleans, Louisiana 70119 | 504-827-8300 | www.RTAforward.org



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

We are pleased to have you as a participant in the LAUCP and wish you much success. If you have any questions regarding the content of this letter, contact the RTA DBE Office at (504) 827-8362.

Kind regards,

Keziah L. Cawthorne
DBE Program Administrator II

Enclosure (Certificate)

2817 Canal Street | New Orleans, Louisiana 70119 | 504-827-8300 | www.RTAforward.org



LOUISIANA UNIFIED CERTIFICATION PROGRAM

Disadvantaged Business Enterprise Program

This is to certify that under Title 49, Part 26 of the Code of Federal Regulations
& Under the State of Louisiana United Certification Program (LAUCP)

The Estopinal Group

Is a Certified Disadvantaged Business Enterprise (DBE) in the following specialties:

541820

NOTE: There may be other approved NAICS Codes. The online DBE Directory includes a complete list of approved codes.

Certificate Eligibility: March 9, 2025- March 9, 2026

This certificate is valid through the above date provided. This firm meets the on-going programmatic standard and fulfills the annual update requirement to remain in good standing as a DBE. This certification is subject to annual verification and suspension or revocation based upon reasonable cause to believe that the firm is ineligible.

Keziah L. Cawthorne, DBE Program Administrator II
Regional Transit Authority



March 18, 2025

DMM & ASSOCIATES, LLC

Attn: Business Owners
4298 Elysian Fields Ave. Suite B
New Orleans, La 70122

Dear Business Owners:

The Regional Transit Authority (RTA) have received your firm’s Disadvantaged Business Enterprise (DBE) and Small Business Enterprise (SBE) Declaration of Eligibility form. Based on the information, which you provided, it has been confirmed that your firm continues to meet the eligibility requirements of our program and remains certified for **only** the following **specific** work categories **that fall under the listed NAICS and/or DOTD Work codes:**

- 541612 Human Resources Consulting Services
- 541613 Marketing Consulting Services
- 541618 Other Management Consulting Services
- 541620 Environmental Consulting Services
- 541720 Research and Development in the Social Sciences and Humanities
- 611430 Professional and Management Development Training
- C47 Public Relations
- C46 Training Development
- C36 Marketing

Please note that per the federal regulations, suppliers only receive 60% goal credit towards the materials they provide. Also, note that any contractor performing work worth more than \$50,000 except for electrical, mechanical and plumbing requires A Louisiana Contractor’s License, which is required to have a license if work is more than \$10,000. You may contact the State Licensing Board for Contractors at (225) 765-2301 for more information. All participants of the Louisiana Unified Certification Program will recognize your firm’s certification. This includes all entities receiving federal transportation funding within the boundaries of our state.

You will be required to submit a new Declaration of Eligibility form with your firm’s gross receipts for the most recently completed fiscal year stating your firm continues to meet the eligibility requirements of the program. An email informing you to submit the necessary documentation will be forwarded to you approximately six (6) weeks prior to your anniversary date of **March 14, 2026**. However, should you not receive notification from this office regarding your Declaration of Eligibility form, it is your responsibility to contact us. Additionally, you must notify our office immediately regarding any changes which affect the social and economic disadvantage, size, ownership or control of your firm.

2817 Canal Street | New Orleans, Louisiana 70119 | 504-827-8300 | www.RTAforward.org



The Department has contracted with Urban League of Louisiana Center for Entrepreneurship & Innovation to provide DBE Supportive Services to all certified DBEs at no cost to you. This consultant can offer your firm assistance and guidance in areas such as marketing, estimating, bidding, financial preparations, etc. Contact Klassi Duncan with Urban League of Louisiana Center for Entrepreneurship and Innovation at (504) 620-9647 for any assistance needed to grow your organization.

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

We are pleased to have you as a participant in the LAUCP and wish you much success. If you have any questions regarding the content of this letter, contact the RTA DBE Office at (504) 827-8362.

Kind regards,

Keziah L. Cawthorne
DBE Program Administrator II

Enclosure (Certificate)

2817 Canal Street | New Orleans, Louisiana 70119 | 504-827-8300 | www.RTAforward.org



LOUISIANA UNIFIED CERTIFICATION PROGRAM

Disadvantaged Business Enterprise Program

This is to certify that under Title 49, Part 26 of the Code of Federal Regulations
& Under the State of Louisiana United Certification Program (LAUCP)

DMM & ASSOCIATES, LLC

Is a Certified Disadvantaged Business Enterprise (DBE) in the following specialties:

541612, 541613, 541618, 541620, 541720, 611430

NOTE: There may be other approved NAICS Codes. The online DBE Directory includes a complete list of approved codes.

Certificate Eligibility: March 14, 2025- March 14, 2026

This certificate is valid through the above date provided. This firm meets the on-going programmatic standard and fulfills the annual update requirement to remain in good standing as a DBE. This certification is subject to annual verification and suspension or revocation based upon reasonable cause to believe that the firm is ineligible.

Keziah L. Cawthorne, DBE Program Administrator II
Regional Transit Authority

21. QA/QC Plan:

If the advertisement requires submission of a QA/QC plan, include it here. **Otherwise, leave this section blank. If a QA/QC plan is included in this section and was not required by the advertisement, it will be redacted.**

N/A

22. 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 (Name must match <u>exactly</u> as registered with Louisiana's Secretary of State (SOS): <u>including punctuation, include screenshot(s) from SOS at the end of Section 20</u>)	Address	Point of Contact and email address	Phone Number
DMM & Associates, LLC	4298 Elysian Fields Avenue New Orleans, LA 70122	Dottie Reese dottie@dmmassociates.com Margaret Montgomery-Richard margaretmr@dmmassociates.com	(504) 723-2525 (225) 241-5418
Studio Mundi, Inc.	7414 Maple Street New Orleans, LA 70118	Ian Mundee ian@studiomundi.com	(504) 299-9990

(Add rows as needed)

23. Location:

If location is an evaluation criterion for this advertisement (see page 2) and the prime consultant intends to establish a local presence, describe the plan for doing so. **Otherwise, leave this section blank. Any information included in this section will be redacted if not required by the Evaluation Criteria section of the advertisement.**

N/A