

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 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)	TILT, LLC
4. Prime consultant? (Y/N)	Y
5. Consultant mailing address	1109 Highland Rd, Baton Rouge, LA 70802
6. Consultant physical address (existing or to be established, if location is used as an evaluation criteria)	1109 Highland Rd, Baton Rouge, LA 70802
7. Name, title, phone number, and email address of consultant’s contract point of contact	Scott Hodgin, Founding Partner, Creative Director, scott@tiltthis.com, 225.389.1433

<p>8. Name, title, phone number, and email address of the official with signing authority for this proposal</p>	<p>Scott Hodgin, Founding Partner, Creative Director, scott@tiltthis.com, 225.389.1433</p>
<p>9. This is to certify that all information contained herein is accurate and true, and that the team presently has sufficient staff to perform these services within the designated time frame. By submitting this proposal, proposer certifies that it is not engaged in a boycott of Israel and it will, for the duration of its contract obligations, refrain from a boycott of Israel. Proposer also certifies and agrees that the following information is correct: In preparing its response, the proposer has considered all proposals submitted from qualified, potential subcontractors and suppliers, and has not, in the solicitation, selection, or commercial treatment of any subcontractor or supplier, refused to transact or terminated business activities, or taken other actions intended to limit commercial relations, with a person or entity that is engaging in commercial transactions in Israel or Israeli-controlled territories, with the specific intent to accomplish a boycott or divestment of Israel. The proposer also has not retaliated against any person or other entity for reporting such refusal, termination, or commercially limiting actions. RPC reserves the right to reject the response of the bidder or proposer if this certification is subsequently determined to be false, and to terminate any contract awarded based on such a false response.</p>	<div style="text-align: center;">  </div> <p>Signature (shall be the same person as #9):</p> <p>----- Date: 03/24/2025</p>
<p>10. If a Disadvantaged Business Enterprise (DBE) is participating in the project team, indicate which</p>	<p><u>Firm(s):</u> _____ <u>Firm(s)' %:</u> _____</p>

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

11. Firm(s) Size:

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

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

(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)
TILT, LLC	Prime	Principal	5	11
Ninety by Three, LLC	Sub	Supervisor-Other	1	1

(Add rows as needed)

12. Organizational Chart:

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

Prime Consultant: TILT

Responsible for project management, branding toolkit development, outreach materials, and print production. (Tasks 1, 4, 5, 8, and 9 in the Scope of Work.)

Personnel:

1. Scott Hodgins – Project Manager, Creative Director
2. Christina Chang – Senior Designer, Art Director
3. Chris Pinion – Senior Designer
4. Bri Howerter – Designer
5. Tammy Boudreaux – Office Administrator; Vendor Coordinator

Sub-Consultant: Ninety by Three

Responsible for project management, brand audit, messaging strategy, brand discovery, and staff training (Tasks 1, 2, 3, 6, and 8 in the Scope of Work.)

Personnel:

1. Matt Preuett – Brand Strategist

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.

Our team will follow a structured methodology to ensure the successful implementation of RPC's branding and communications strategy.

Each task is defined to achieve key project goals:

- Task 1 (Project Management & Schedule): Establish governance, conduct kickoff meetings, develop project timeline, and ensure deliverable tracking.
- Task 2 (Brand Audit): Conduct an in-depth review of RPC's current branding, materials, and outreach effectiveness, producing a SWOT analysis.
- Task 3 (Brand Discovery): Conduct surveys and workshops to refine RPC's identity and public engagement approach.
- Task 4 (Initial Design Concepts): Develop visual branding elements, including logos, typography, color palettes, and templates.
- Task 5 (Develop Branding Materials): Assemble a branding toolkit with infographics, photography, icons, and style guides.
- Task 6 (Develop Messaging Strategy): Define core messages and communications guidelines to ensure consistency.
- Task 7 (Develop Outreach Materials): Create brochures, banners, social media templates, and "Meeting-in-a-Box" toolkits.
- Task 8 (Staff Training): Train RPC staff on branding guidelines, toolkits, and messaging strategies.
- Task 9 (Print Production): Ensure high-quality printed materials for outreach campaigns.

For more detailed information on our approach and work, please refer to the proposal attachment: "RFP RESPONSE APPENDIX"

14. Project Schedule

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

PLEASE SEE RFP RESPONSE APPENDIX (PAGE 5) FOR A COMPLETE PROJECT SCHEDULE IN GANTT FORMAT.

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.

TILT, LLC				
	Hours	Rate	Total	% of Total Budget
Task 1 – Project Management and Schedule	64	\$150.00	\$9,600.00	5.49%
Task 2 – Brand Audit/Assessment of Existing Marketing Materials	20	\$150.00	\$3,000.00	1.71%
Task 3A: Brand Discovery Survey	12	\$150.00	\$1,800.00	1.03%
Task 3B: Brand Discovery Workshop	8	\$150.00	\$1,200.00	0.69%
Task 4: Initial Design Concepts	21	\$150.00	\$3,150.00	1.80%
TASK 5 -				
Logo	60	\$150.00	\$9,000.00	5.14%
Infographics	30	\$150.00	\$4,500.00	2.57%
Photography, Stock Images, Aerials	80	\$150.00	\$12,000.00	6.86%
Iconography	20	\$150.00	\$3,000.00	1.71%
Illustrations and Renderings	30	\$150.00	\$4,500.00	2.57%
Promotional Swag	10	\$150.00	\$1,500.00	0.86%
Brochures and Flyers	60	\$150.00	\$9,000.00	5.14%
Posters and Banners	30	\$150.00	\$4,500.00	2.57%
Task 5B: Style Guide	60	\$150.00	\$9,000.00	5.14%
Task 6 – Messaging strategy document	20	\$150.00	\$3,000.00	1.71%
TASK 7 -				

Fact Sheets/Brochures	12	\$150.00	\$1,800.00	1.03%
Educational Presentations	40	\$150.00	\$6,000.00	3.43%
Meeting-In-A-Box	10	\$150.00	\$1,500.00	0.86%
Task 8 – Staff Training Training agenda, presentation, and exercises	20	\$150.00	\$3,000.00	1.71%
Task 9 – Print Production / Media Budget			\$50,075.00	28.61%
Travel Budget (Included in Project Management Hours)				
TILT Total	607		\$91,050.00	52.03%

NINETY BY THREE, LLC				
	Hours	Rate	Total	% of Total Budget
Task 1 – Project Management and Schedule	80	\$125.00	\$10,000.00	5.71%
Task 2 – Brand Audit/Assessment of Existing Marketing Materials	40	\$125.00	\$5,000.00	2.86%
Task 3A: Brand Discovery Survey	25	\$125.00	\$3,125.00	1.79%
Task 3B: Brand Discovery Workshop	16	\$125.00	\$2,000.00	1.14%
Brand discovery survey	8	\$125.00	\$1,000.00	0.57%
Briefing document detailing results and findings of the brand discovery survey	16	\$125.00	\$2,000.00	1.14%
Pre-event communications materials	4	\$125.00	\$500.00	0.29%
Brand discovery workshop materials	6	\$125.00	\$750.00	0.43%
Post-event summary document with findings, emerging concepts, takeaways, and actionable steps	4	\$125.00	\$500.00	0.29%
Task 6 – Messaging strategy document	40	\$125.00	\$5,000.00	2.86%

Document outlining recommended web copy to integrate within the RPC's website	8	\$125.00	\$1,000.00	0.57%
Task 8 – Staff Training Training agenda, presentation, and exercises	24	\$125.00	\$3,000.00	1.71%
Travel Budget (Included in Project Management Hours)				
Ninety by Three Total	271		\$33,875.00	19.36%

TOTAL ALL -	878		\$175,000.00	100%
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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 TILT, LLC			
Name	Scott Hodgjin		Years of relevant experience with this employer 20
Title	Founding Partner, Creative Director		Years of relevant experience with other employer(s) 7
Degree(s) / Years / Specialization			LSU, BFA College of Design, Specialization in Graphic Design
Discipline	Marketing	Certifications	
Contract role(s) / brief description of responsibilities			Hodgin will serve as the Point of Contact, Project Manager and Creative Director for this project. Responsibilities include project management, brand audit, messaging strategy, brand discovery, branding and design development, and staff training (Tasks 1, 2, 3, 4, 5, 6, 7, 8, and 9 in the Scope of Work.)
Experience dates (mm/yy-mm/y)	Experience and qualifications relevant to this study:		

(10/05 - Present	Founding Partner, Creative Director at TILT (Baton Rouge, LA)
(01/05 - 10/05	Owner, Designer at Hodgjin Design (Freelance)
(01/01 - 12/04	Art Director, Senior Designer at Object 9 (Baton Rouge, LA)
(04/00 - 12/00	Senior Designer at Zoom Design (Baton Rouge, LA)
(05/98 - 4/00	Designer at DSI•LA (Baton Rouge, LA)

Firm employed by TILT, LLC			
Name	Christina Chang		Years of relevant experience with this employer 10
Title	Art Director, Senior Designer		Years of relevant experience with other employer(s) -
Degree(s) / Years / Specialization			LSU, BFA College of Design, Specialization in Graphic Design
Discipline	Marketing	Certifications	
Contract role(s) / brief description of responsibilities			Chang will serve as the lead Art Director and Designer for this project. Responsibilities include brand audit, brand discovery, branding and design development (Tasks 2, 3, 4, 5, 6, 7, and 9 in the Scope of Work.)
Experience dates (mm/yy-mm/yy)	Experience and qualifications relevant to this study:		
(05/19 - Present)	Art Director Senior Designer at TILT (Baton Rouge, LA)		
(05/14 - 5/19)	Designer at TILT (Baton Rouge, LA)		

Firm employed by TILT, LLC			
Name	Chris Pinion		Years of relevant experience with this employer 8
Title	Senior Designer, Web Designer/Developer		Years of relevant experience with other employer(s) -
Degree(s) / Years / Specialization			LSU, BFA College of Design, Specialization in Graphic Design
Discipline	Marketing	Certifications	

Contract role(s) / brief description of responsibilities		Pinion will serve as a Senior Designer for this project. Responsibilities include brand audit, brand discovery, branding and design development (Tasks 2, 3, 4, 5, 6, 7, and 9 in the Scope of Work.)
Experience dates (mm/yy-mm/yy)	Experience and qualifications relevant to this study:	
(05/20 - Present)	Senior Designer, Web Designer/Developer at TILT (Baton Rouge, LA)	
(05/16 - 5/20)	Designer, Web Designer/Developer at TILT (Baton Rouge, LA)	

Firm employed by TILT, LLC				
Name	Bri Howerter		Years of relevant experience with this employer	2
Title	Designer		Years of relevant experience with other employer(s)	-
Degree(s) / Years / Specialization			LSU, BFA College of Design, Specialization in Graphic Design	
Discipline	Marketing	Certifications		
Contract role(s) / brief description of responsibilities			Howerter will serve as a Designer for this project. Responsibilities include branding and design development (Tasks 5, 6, and 7 in the Scope of Work.)	
Experience dates (mm/yy-mm/yy)	Experience and qualifications relevant to this study:			
(05/23 - Present)	Designer, Web Designer/Developer at TILT (Baton Rouge, LA)			

Firm employed by TILT, LLC			
Name	Tammy Boudreaux		Years of relevant experience with this employer 18
Title	Office Administrator, Vendor Coordinator		Years of relevant experience with other employer(s) -
Degree(s) / Years / Specialization			BA, University of Louisiana at Lafayette
Discipline	Operations	Certifications	
Contract role(s) / brief description of responsibilities			Boudreaux will serve as a production and vendor coordinator and project and billing administrator. Responsibilities include brand audit, brand discovery, branding and design development (Tasks 1, and 9 in the Scope of Work.)
Experience dates (mm/yy-mm/yy)	Experience and qualifications relevant to this study:		
(02/07 - Present)	Office Administrator, Vendor Coordinator at TILT (Baton Rouge, LA)		
(01/00 - 02/17)	Office Administrator, Vendor Coordinator at Object 9 (Baton Rouge, LA)		

17. Firm Experience:

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

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

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

Project Name	SPARKHOUND
Firm responsibility (prime or sub?)	PRIME
Project number	1
Owner’s name	Shawn Usher
Project location	Baton Rouge
Owner’s Project Manager	Matt Wallace
Owner’s address, phone, email	11207 Proverbs Ave, Baton Rouge, LA 70816 (866) 374-6859 shawn.usher@sparkhound.com
Services commenced by this firm (mm/yy)	03/2016

Total consultant contract cost (\$1,000's)	~\$200,000
Services completed by this firm (mm/yy)	11/2016
Cost of consultant services provided by this firm (\$1,000's)	~\$200,000
Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)	<p>TILT led the complete rebranding of Sparkhound, transforming its identity from the ground up. We developed a strategic foundation that guided every aspect of the brand's evolution, from a fresh visual identity to a compelling brand voice. Our team crafted a bold new design, refined Sparkhound's messaging through expert copywriting, and brought it to life across marketing campaigns and digital platforms. We handled web design and development to ensure a seamless online experience, while also introducing a unique brand mascot to add personality and deepen engagement. The result? A revitalized brand that stands out, connects with its audience, and drives impact.</p> <p>Team Members: Scott Hodgin, Todd Davidson, Christina Chang, Chris Pinion, Tammy Boudreaux</p>

Project Name	FAUBOURG BREWING CO.
Firm responsibility (prime or sub?)	PRIME
Project number	2
Owner's name	Gayle Benson
Project location	New Orleans
Owner's Project Manager	Jim Birch

Owner's address, phone, email	3501 Jourdan Rd, New Orleans, LA 70126 (504) 867-4000 The manager has since moved on. New address: jbirch@ombbeer.com
Services commenced by this firm (mm/yy)	06/2020
Total consultant contract cost (\$1,000's)	~\$200,000
Services completed by this firm (mm/yy)	1/2021
Cost of consultant services provided by this firm (\$1,000's)	~\$200,000
Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)	<p>TILT led the bold rebranding of Dixie Beer into Faubourg Brewing Co, honoring the rich history and resilience of New Orleans. Rooted in the spirit of the city's diverse neighborhoods, the new identity reflects a commitment to inclusivity and authenticity.</p> <p>Central to the transformation was Faubourg Premium Lager, a flagship beer reimagined as a distinct brand—one that feels upscale yet accessible, blending timeless elegance with a nod to the brewery's deep heritage. TILT crafted a refined strategy and visual identity that resonates with both longtime locals and new consumers alike.</p> <p>From packaging and website design to traditional and digital marketing, TILT ensured every touchpoint embodied the essence of New Orleans. The result? A brand that doesn't just tell a story but becomes part of the city's ever-evolving narrative.</p> <p>Team Members: Scott Hodgin, Todd Davidson, Christina Chang, Chris Pinion, Brian Rivet, Tammy Boudreaux</p>

Project Name	LOUISIANA ART & SCIENCE MUSEUM
Firm responsibility (prime or sub?)	PRIME
Project number	3
Owner's name	Carol Gikas
Project location	Baton Rouge
Owner's Project Manager	Douglas Kennedy
Owner's address, phone, email	100 South River Road Baton Rouge, LA 70802 225-344-5272 Contacts have since moved on. cgikas@lasm.org
Services commenced by this firm (mm/yy)	03/2013
Total consultant contract cost (\$1,000's)	~\$100,000
Services completed by this firm (mm/yy)	10/2013
Cost of consultant services provided by this firm (\$1,000's)	~\$100,000
Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)	<p>When the Louisiana Art & Science Museum (LASM) sought to redefine its identity, it turned to TILT for a bold transformation. Our team led a comprehensive rebrand, aligning the museum's visual and strategic presence with its mission to inspire discovery through art and science.</p> <p>Starting with a deep-dive brand strategy, we worked closely with LASM to uncover its core values and future vision. This informed the creation of a dynamic new visual identity—modern yet timeless, capturing the</p>

	<p>museum’s unique intersection of creativity and curiosity.</p> <p>We extended this identity across a sleek, user-friendly website designed to enhance visitor engagement, as well as a cohesive suite of traditional and digital marketing materials. From compelling ad campaigns to immersive social media content, TILT ensured LASM’s refreshed brand reached and resonated with its audience.</p> <p>The result? A vibrant, unified brand experience that positions LASM as a leading cultural destination for years to come.</p> <p>Team Members: Scott Hodgin, Todd Davidson, James Sypsa, Tammy Boudreaux</p>
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Project Name	SERVE LOUISIANA
Firm responsibility (prime or sub?)	PRIME
Project number	4
Owner’s name	Maggie Conarro, Lisa Teer
Project location	Baton Rouge
Owner’s Project Manager	Maggie Conarro
Owner’s address, phone, email	353 St Charles St, Baton Rouge, LA 70802 (225) 930-9949 maggie@servelouisiana.org

Services commenced by this firm (mm/yy)	03/2018
Total consultant contract cost (\$1,000's)	~\$50,000
Services completed by this firm (mm/yy)	7/2018
Cost of consultant services provided by this firm (\$1,000's)	~\$50,000
Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)	<p>When Louisiana Delta Corps sought to amplify its impact and attract a new generation of service-driven leaders, they turned to TILT for a bold transformation. Through a strategic renaming, <i>Serve Louisiana</i> was born—an identity that embodies the organization's mission of empowering communities through service.</p> <p>TILT crafted a comprehensive brand strategy, reinforcing Serve Louisiana's position as a catalyst for civic engagement. A fresh visual identity brought the brand to life, balancing warmth and professionalism with a modern, dynamic aesthetic. The new website serves as a powerful hub for recruitment and engagement, supported by compelling collateral and marketing materials designed to inspire action.</p> <p>With a refined voice and a reinvigorated presence, Serve Louisiana is now equipped to expand its reach, energize volunteers, and build a stronger, more connected Louisiana.</p> <p>Team Members: Scott Hodgin, Todd Davidson, Chris Pinion, Tammy Boudreaux</p>

Project Name	HEALTHY TREES, HEALTHY LIVES
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Firm responsibility (prime or sub?)	PRIME
Project number	5
Owner's name	Linda Moon
Project location	Baton Rouge
Owner's Project Manager	Robert Seeman
Owner's address, phone, email	Georgia Forestry Commission 5645 Riggins Mill Rd Dry Branch, GA 31020 lmoon@tfs.tamu.edu
Services commenced by this firm (mm/yy)	11/2019
Total consultant contract cost (\$1,000's)	~\$60,000
Services completed by this firm (mm/yy)	2/2020
Cost of consultant services provided by this firm (\$1,000's)	~\$60,000
Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)	<p>When Healthy Trees, Healthy Lives set out to amplify its message about the vital connection between trees and human well-being, it needed a brand identity that was as vibrant and life-affirming as its mission. TILT was tasked with crafting a visual language that would capture the essence of health, nature, and sustainability while ensuring accessibility and engagement across digital platforms.</p> <p>Our team began with a logo design that balanced organic forms with a modern aesthetic, creating a mark that is both recognizable and adaptable. The visual identity extended into a cohesive system of colors, typography, and iconography, all designed to evoke a sense of</p>

	<p>growth, vitality, and connection to nature.</p> <p>For the website, we focused on an intuitive user experience, seamlessly integrating custom illustrations and animations to bring the brand's story to life. Interactive elements and a well-structured layout ensured that visitors could easily engage with educational content and resources.</p> <p>The final result is a brand and digital presence that not only informs but inspires—helping Healthy Trees, Healthy Lives spread its message with clarity and impact.</p> <p>Team Members: Scott Hodgins, Chris Pinion, Ryan Baudoin, Christina Chang, Tammy Boudreaux</p>
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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
MMR Rebranding	MMR	\$300,000	Sept 2025
HASC Branding	HASC	\$120,000	July 2025
Far from the Tree Cider Co Branding	Far from the Tree	\$65,000	Oct 2025

(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.

Our team has the flexibility to allocate resources as needed to ensure successful project execution without conflicts.

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
Ninety by Three, LLC	409 Katie Ct., Madisonville, LA 70447	Matt Preuett, matt@90x3.com	504-451-2447

(Add rows as needed)

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

SUBCONSULTANT: NINETY BY THREE, LLC

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)	Ninety by Three, LLC
4. Prime consultant? (Y/N)	N
5. Consultant mailing address	409 Katie Court, Madisonville, LA 70447
6. Consultant physical address (existing or to be established, if location is used as an evaluation criteria)	409 Katie Court, Madisonville, LA 70447
7. Name, title, phone number, and email address of consultant's contract point of contact	Matt Preuett, Chief Marketing Advisor, (504) 451-2447, matt@90x3.com

8. Name, title, phone number, and email address of the official with signing authority for this proposal	Matt Preuett, Chief Marketing Advisor, (504) 451-2447, matt@90x3.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, and to terminate any contract awarded based on such a false response.	 <p>Signature (shall be the same person as #9):</p> <p>----- Date: 03/24/2025</p>

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 Ninety by Three, LLC			
Name	O. Matthew (Matt) Preuett		Years of relevant experience with this employer 2
Title	Owner, Chief Marketing Advisor		Years of relevant experience with other employer(s) 13
Degree(s) / Years / Specialization			BA, Journalism, Minor in English, Concentration in Public Relations
Discipline	Marketing	Certifications	Professional Certified Marketer (PCM) in Marketing Management by the American Marketing Association
Contract role(s) / brief description of responsibilities			Preuett will serve as a Brand Strategist for this project. Responsibilities include project management, brand audit, messaging strategy, brand discovery, and staff training (Tasks 1, 2, 3, 6, and 8 in the Scope of Work.)
Experience dates (mm/yy-mm/yy)	Experience and qualifications relevant to this study:		
(01/23 - Present)	Founder, Chief Marketing Advisor at Ninety by Three (Madisonville, LA)		
(09/20 - 09/22)	Agency Director at MESH (Baton Rouge, LA)		
(07/16 - 09/20)	Founder, Owner at Converge Marketing (Madisonville, LA)		
(06/17 - 07/18)	President at American Marketing Association - New Orleans Chapter (New Orleans, LA)		
(07/13 - 06/16)	Director of Business Development at FSC Interactive (New Orleans, LA)		
(02/11 - 07/13)	Public Relations Director at Jefferson Chamber of Commerce (Metairie, LA)		
(05/10 - 12/10)	Public Relations and Marketing Assistant at West Jefferson Medical Center (Marrero, LA)		

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	LIBERTYSTONE REBRAND, STRATEGY & LAUNCH
Firm responsibility (prime or sub?)	PRIME
Project number	1
Owner’s name	Nate Keisling
Project location	Archbald, PA
Owner’s Project Manager	Victoria Frosini
Owner’s address, phone, email	601 Salem Rd, Archbald, PA 18403 (570) 803-0234 victoria@liberty-stone.net
Services commenced by this firm (mm/yy)	07/23
Total consultant contract cost (\$1,000’s)	\$220,000
Services completed by this firm (mm/yy)	01/24
Cost of consultant services provided by this firm (\$1,000’s)	\$60,000
Describe the project including the firm’s role and members involved. (Highlight staff to be used in this proposal.)	After 100 years of serving the same markets, the organization was ready to set a new vision for the future which included market expansion and the launch of a new product. The challenge: how do you take an organization that historically has not done marketing and

	<p>put them in the national industry spotlight?</p> <p>SOLUTION: We first conducted intensive primary and secondary research of LibertyStone’s company, competitors, industry, and target audiences. This included customer interviews, secret shopping visits, and workshops with the LibertyStone executive team. The data and analysis provided the foundation for building a new brand, marketing plan, website, and creative messaging and visuals for the promotional campaigns that followed.</p> <p>RESULTS: After launch, the brand saw the following results:</p> <ul style="list-style-type: none"> ● 25.7% Increase in Website Traffic Yoy ● 38.6% Increase in Engaged Users ● 131% Increase in Avg. Engagement Time on site ● 110.4% Increase in digital events (user activities) ● 20.5% Increase in Organic Search traffic ● 256% Increase In Social Media Traffic ● 164 new business leads ● #1 search term ranking in Google for product category ● Increase of 6 new media mentions ● Over 700k online brand impressions <p>Team Members: Matt Preuett, subcontractors: TILT, Hyprdrive, Ignition72</p>
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Project Name	Palette Rebrand & Launch
Firm responsibility (prime or sub?)	PRIME

Project number	2
Owner's name	Catherine Hover
Project location	Covington, LA
Owner's Project Manager	Amanda Delaup
Owner's address, phone, email	201 Holiday Blvd., Covington, LA 70433 (985) 400-7300 amanda@palettenorthshore.com
Services commenced by this firm (mm/yy)	04/24
Total consultant contract cost (\$1,000's)	\$50,000
Services completed by this firm (mm/yy)	09/24
Cost of consultant services provided by this firm (\$1,000's)	\$30,000
Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)	<p>Originally founded in New York, this co-working community brand needed to define a more universal, inclusive positioning to appeal to a wider audience, provide local community partners with materials / tools to promote new community locations, and build a roadmap for how the brand can evolve and grow at the next stage of funding.</p> <p>SOLUTION: We provided a brand definition strategy that defined how Palette should convey the brand's unique purpose, values, attributes, and personality through communication and messaging. This was followed by designing a new visual brand identity, including logo, color palette, fonts, website, and branded sales and marketing materials. Finally, we supported the Palette leadership team's launch initiatives through boots-on-the-ground public and community relations, live event support, and organization of communications.</p>

	<p>RESULTS: After launch, the brand saw the following results:</p> <ul style="list-style-type: none"> ● 34k+ People reached through organic digital efforts ● 65k+ Content views ● 2.7k+ Interactions ● 199 new leads generated ● 8 earned media interviews / stories ● 130+ people attended soft opening events ● Attracted 17 founding investors <p>Team Members: Matt Preuett, subcontractors: TILT, Synergy Marketing & Events</p>
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Project Name	HIGHERSTRATS BRAND DEVELOPMENT
Firm responsibility (prime or sub?)	PRIME
Project number	3
Owner's name	Tami Cole
Project location	Rensselaer, New York
Owner's Project Manager	Tami Cole
Owner's address, phone, email	15 2nd Avenue, Rensselaer, NY 12144 518-573-5243 tami.cole@docstrats.com
Services commenced by this firm (mm/yy)	07/24
Total consultant contract cost (\$1,000's)	\$10,000

Services completed by this firm (mm/yy)	09/24
Cost of consultant services provided by this firm (\$1,000's)	\$5,000
Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)	<p>This New York recruiting and staffing firm is fundamentally changing the way people think about work, employment, and life balance.</p> <p>CHALLENGE: Their parent company, DocStrats, established itself as the go-to in government contracting. They needed this new brand, which primarily serves private companies, to feel connected to DocStrats without confusing it with their government business. They also needed it to clearly communicate their mission of creating a more equitable and fulfilling future of work.</p> <p>SOLUTION: We developed their brand definition, messaging, and logo through a series of workshops and diligent market research. The resulting unique branding is inspired by the idea of launching underserved workers to great heights in their careers. The messaging balances promoting flexible, family-friendly workplaces, and being a driving force in redefining how working parents find jobs.</p> <p>Team Members: Matt Preuett, subcontractors: TILT</p>

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
Palette Launch	Palette Northshore	\$15,000	June 2025
GeoCeramica Product Launch	LibertyStone Hardscaping Systems	\$5,000	April 2025
Cantalope Ai Marketing Planning & Strategy	Cantalope Ai	\$0	May 2025

(Add rows as needed)



RFP RESPONSE APPENDIX

NORPC Branding & Communications

March 24, 2025

TILT, LLC // 1109 HIGHLAND ROAD // BATON ROUGE, LOUISIANA 70802 // 225.389.1433 PHONE // WWW.TILTBUILT.COM



13. PROPOSAL NARRATIVE

Project Overview

The New Orleans Regional Planning Commission (NORPC) is seeking a comprehensive rebranding initiative to enhance its identity, communication effectiveness, and public engagement strategies. TILT will serve as the lead contractor for this project — with a strategic partnership with Ninety By Three — overseeing all phases of brand development and implementation. The rebranding effort will align with NORPC’s core mission of regional planning, covering transportation, economic development, and environmental sustainability.

Scope of Work

Task 1: Project Management & Schedule

TILT will establish a governance framework to guide project execution, ensuring seamless coordination among stakeholders. Key activities include:

- Conducting a project kickoff meeting with NORPC leadership and key stakeholders.
- Developing a detailed project timeline with milestones and deliverable tracking.
- Hosting periodic check-ins to assess progress and address any challenges.
- Implementing quality assurance measures to maintain project alignment and effectiveness.

Task 2: Brand Audit

An in-depth evaluation of NORPC’s existing branding and communication materials will be conducted. This audit will include:

- Reviewing current logos, taglines, visual elements, and messaging strategies.
- Assessing outreach effectiveness, including website, social media, and printed materials.
- Engaging key stakeholders to identify strengths, weaknesses, opportunities, and threats (SWOT analysis).
- Compiling insights into a comprehensive report to guide the rebranding strategy.

Task 3: Brand Discovery

TILT will facilitate an inclusive brand discovery process through:

- Surveys and interviews with stakeholders, including government agencies, businesses, and community members.
- Workshops to refine NORPC's identity and define its unique value proposition.
- Identifying key attributes that reflect NORPC's role and vision for the region.

Task 4: Initial Design Concepts

Based on discovery findings, TILT will develop and present multiple visual branding concepts, including:

- Logo design options reflecting NORPC's mission and regional significance.
- Typography and color palette recommendations for cohesive branding.
- Initial brand identity mockups for review and feedback.

Task 5: Develop Branding Materials

TILT will create a comprehensive branding toolkit to support NORPC's outreach and communications. Deliverables will include:

- A detailed brand style guide outlining logo usage, typography, color schemes, and design principles.
- Infographics and iconography to visually represent NORPC's initiatives.
- High-quality photography and imagery for marketing and outreach materials.

Task 6: Develop Messaging Strategy

A clear and consistent messaging strategy will be established, ensuring alignment across all communication channels. This includes:

- Defining core messages that articulate NORPC's mission, values, and impact.
- Establishing tone and language guidelines for internal and external communications.
- Creating adaptable messaging frameworks for different audiences.

Task 7: Develop Outreach Materials

TILT will design a suite of outreach materials to effectively engage stakeholders and the public. Key deliverables include:

- Brochures and one-pagers for community and stakeholder engagement.
- Event banners and signage reinforcing NORPC's visual identity.
- Social media templates for consistent digital outreach.
- A "Meeting-in-a-Box" toolkit, including presentation templates and engagement resources.

Task 8: Staff Training

To ensure seamless adoption of the new branding, TILT will conduct comprehensive staff training sessions, covering:

- Branding guidelines and application best practices.
- Use of the branding toolkit for day-to-day communications.
- Strategies for maintaining consistency across platforms.

Task 9: Print Production

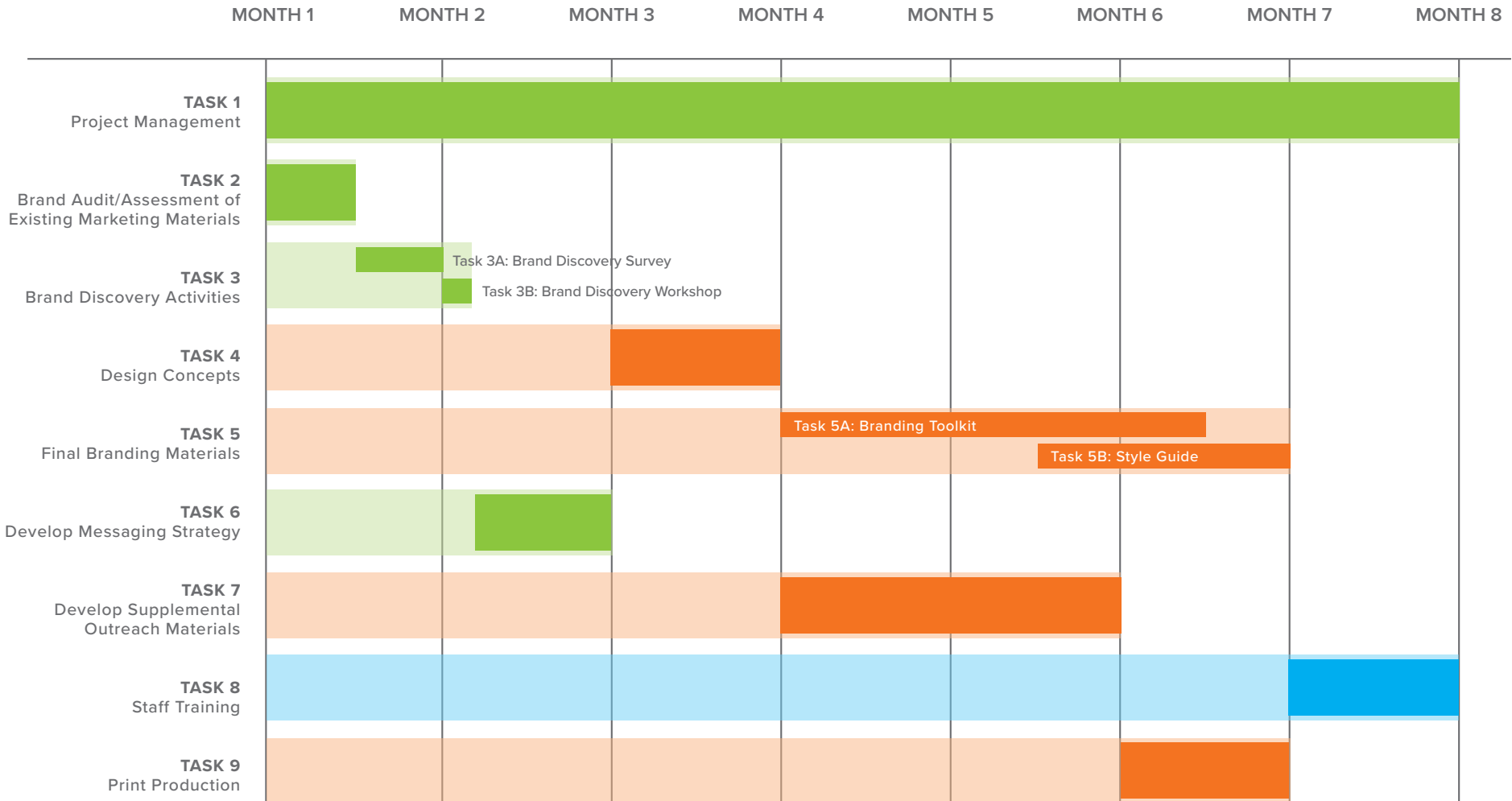
TILT will oversee the production of high-quality printed materials, ensuring:

- Consistent adherence to brand guidelines across all printed assets.
- Selection of high-quality materials and printing vendors.
- Delivery of outreach materials that align with NORPC's engagement strategy.

Conclusion

Through this structured approach, TILT will ensure a seamless and impactful rebranding process for NORPC, reinforcing its role as a leader in regional planning. The outcome will be a modernized, cohesive brand identity that enhances NORPC's visibility, credibility, and engagement with the communities it serves.

14. PROJECT SCHEDULE

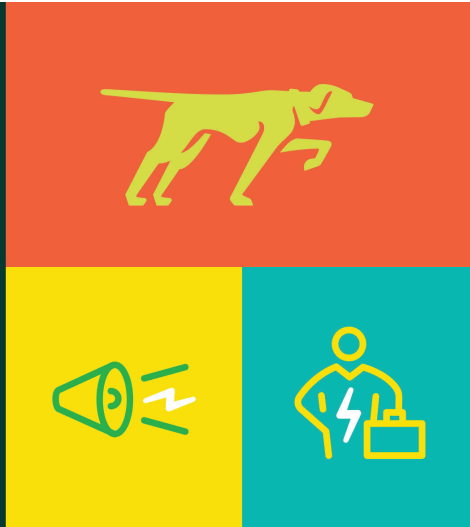


Timeline contingent on all parties meeting key milestones

17. FIRM EXPERIENCE

Sparkhound

sparkhound
Insight that Delivers.™



17. FIRM EXPERIENCE

Faubourg Brewing Co.

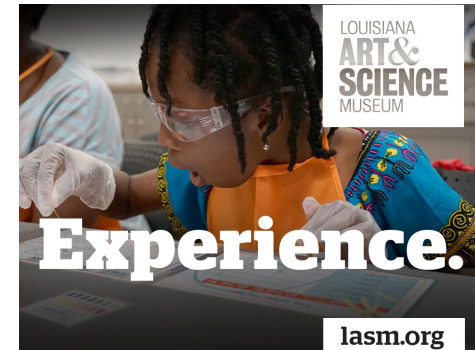


17. FIRM EXPERIENCE

LOUISIANA
**ART &
SCIENCE**
MUSEUM



Louisiana Art & Science Museum

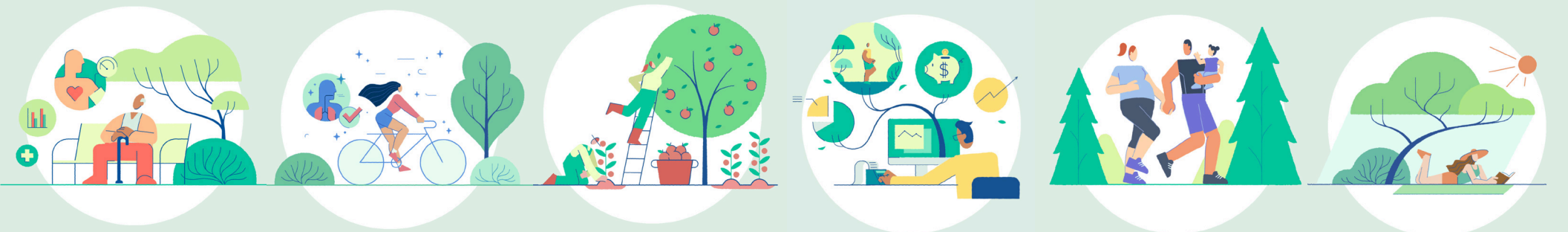
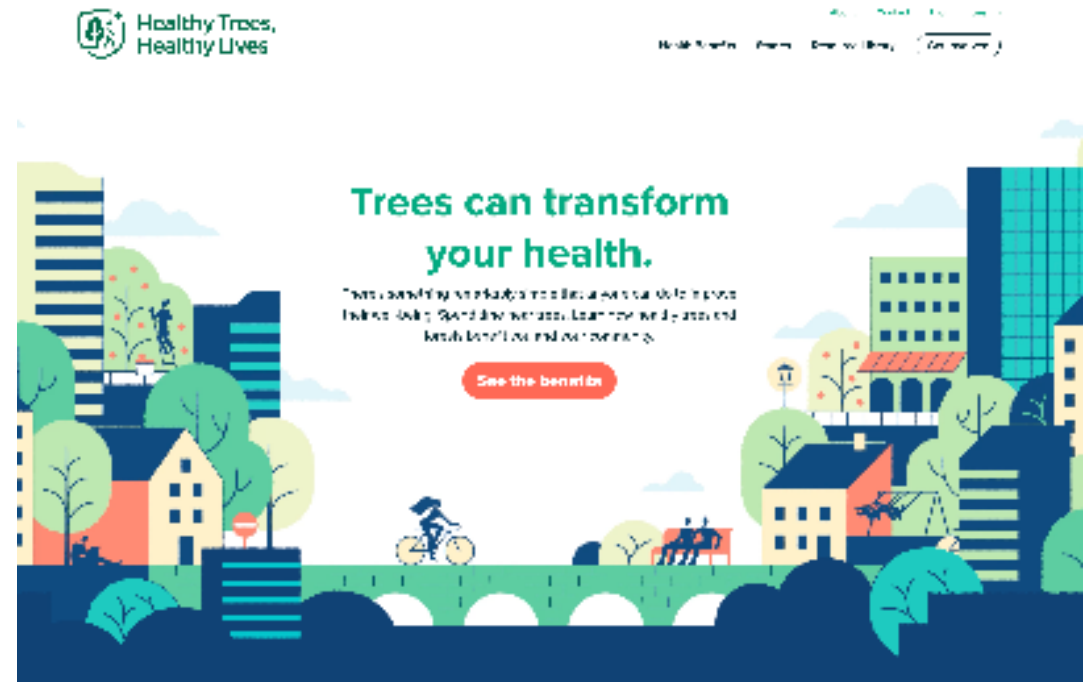


17. FIRM EXPERIENCE

Healthy Trees, Healthy Lives



Healthy Trees,
Healthy Lives





17. FIRM EXPERIENCE

Relevant Case Studies



LIBERTYSTONE

CLIENT: LibertyStone Hardscaping Systems is a leader in the manufacturing of concrete pavers and retaining walls in the Northeast U.S.

CHALLENGE: After 100 years of serving the same markets, the organization was ready to set a new vision for the future which included market expansion and the launch of a new product. The challenge: how do you take an organization that historically has not done marketing and put them in the national industry spotlight?

SOLUTION: We first conducted intensive primary and secondary research of LibertyStone's company, competitors, industry, and target audiences. This included customer interviews, secret shopping visits, and workshops with the LibertyStone executive team. The data and analysis provided the foundation for building a new brand, marketing plan, and creative messaging and visuals for the promotional campaigns to follow.

INDUSTRY(S)	AGENCY SERVICES
Manufacturing Hardscaping Outdoor Products	Situational Analysis Marketing Strategy Branding Website Development Marketing Campaigns

LIBERTYSTONE™
HARDSCAPING SYSTEMS
SITUATIONAL ANALYSIS

1 DEALER /RETAILER

Businesses that specialize in selling hardscaping and landscaping products, materials, and equipment. This niche category caters to both residential and commercial customers.

LibertyStone Team Insight: The most successful dealers for LibertyStone are purveyors of the product that feature the counter-top "add-backs" or product installations being both visible and accessible to the dealer. "Big boys" means want to add... incentives, price advantages, marketing support, on-time delivery, and competitive leverage.

SECRET SHOPPER SUMMARY

- Dealers did not have a preferred paver brand - did not recommend one over another
- The major differences in pavers recognized by Dealers were:
 - Availability
 - Manufacturing Processes
 - Durability
 - Price
 - Paver Size
- Techno-Block and Blocklock were described as the best-selling brands (Techno-Block™ mentioned by name)
- Dealers recommended hiring a contractor over DIY
- LibertyStone's brand visibility was less than 3-4 other brands - when comparing number of displays, display locations, number of catalogs, and program name mentions.

25 NINETY+THREE

BRAND & IDENTITY GUIDELINES

VERSION 1.0 (NOV 2023)

BRAND VALUES

- 1 Never Compromise Consistency**
We are dedicated to delivering products that surpass industry standards so that we may consistently provide exceptional quality to our dealers, contractors, and our customers.
- 2 Grow Responsibly**
We embrace growth to amplify our impact and are also committed to growing responsibly. We ensure that our expansion is well-planned, sustainable, and aligned with our values while maintaining the highest standards of localities.
- 3 People First**
Our business is rooted in our people. We invest in our employees' professional and personal growth, fostering an environment of learning, collaboration, and respect.
- 4 Improve Constantly**
Competition has no place in our company culture. We are continuously seeking out ways to improve our products, processes, and practices.

LIBERTYSTONE™

2 - Brand Identity



Case Study Title

Driveways [h]

Resources

- 01 Technical Drawings(CAD)
- 02 Find A Local Dealer
- 03 Brochure
- 04 Catalog
- 05 Installation Guide

REQUIRE A CATALOG FIND A LOCAL DEALER RESOURCE LIBRARY [h]





HIGHERSTRATS

CLIENT: This New York recruiting and staffing firm is fundamentally changing the way people think about work, employment, and life balance.

CHALLENGE: Their parent company, DocStrats, established itself as the go-to in government contracting. They needed this new brand, which primarily serves private companies, to feel connected to DocStrats without confusing it with their government business. They also needed it to clearly communicate their mission of creating a more equitable and fulfilling future of work.

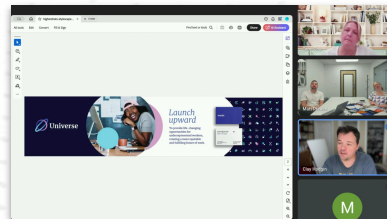
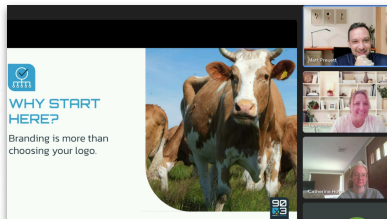
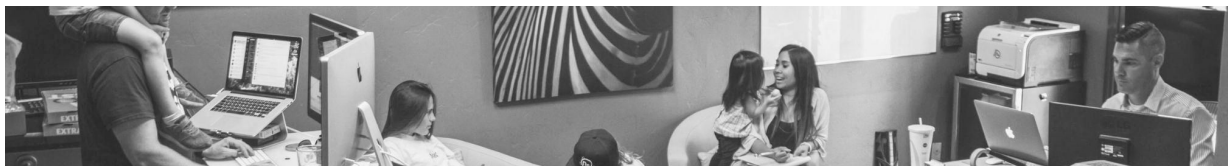
SOLUTION: We developed their brand definition, messaging and logo through a series of workshops, stylescapes and diligent market research. The resulting unique branding is inspired by the idea of launching underserved workers to great heights in their careers. The messaging balances promoting flexible, family-friendly workplaces, and being a driving force in redefining how working parents find jobs.

INDUSTRY(S)

Professional Services
B2B
Recruiting & Staffing

AGENCY SERVICES

Brand Discovery
Brand Definition
Brand Messaging
Visual Identity



90x3

PALETTE

CLIENT: Originally founded in New York, this coworking community brand needed to define a more universal, inclusive positioning to appeal to a wider audience.

SOLUTION: We provided a brand definition strategy that defined how Palette should convey the brand's unique purpose, values, attributes, and personality through communication and messaging. This was followed by designing a new visual brand identity, including logo, color palette, fonts, website, and branded sales and marketing materials. Finally, we supported the Palette leadership team's launch initiatives through boots-on-the-ground public relations, live event support, and communications.

RESULTS: After launch, the brand saw the following results:

- 34k+ People reached through organic digital
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- Attracted 17 founding investors

INDUSTRY(S)	AGENCY SERVICES
Commercial Real Estate Professional Services	Brand Discovery + Definition + Messaging Visual Identity Marketing Strategy Website Development Marketing Campaigns



ICON VARIATIONS

