

AGENDA

ITEM # 22

No information provided for the packet

AGENDA

ITEM # 23



Jasper County Emergency Services

*1509 Grays Hwy (P.O.B. 1509)
Ridgeland, SC 29936
Office: 843-726-7607 Fax: 843-726-7966*



Chief Russell W. Wells, Director

Deputy Chief Darran Vaughn

11, March 2025

To: Honorable County Council

Cc: Andrew Fulghum, Administrator
Kimberly Burgess, Chief Finance Officer

Re: Third Party Billing Software

Dear Council,

Jasper County Emergency Services in coordination with our Chief Procurement Officer published request for proposals. These proposals are for third party billing services for our agency. Our internal team received and reviewed all proposals. Based on our review. The top contenders were narrowed to three. Below is the executive summary:

- QMC, Digitech & EMS/MC all have very similar processes
- Cost wise: QMC (4.1%); EMS/MC (5.6%); Digitech (5.95%)
- All vendors presented discussion of collections; However, only one provided collection cost:
- EMS/MC provided for a 20% collection fee
- EMS/MC appears to be a straightforward pricing guide. No hidden fees were known to us after review.

The committee's recommendation is to grant the County Administrator, the authority to enter into contractual services for EMS Billing and collection services. The past couple of years we have encountered diminishing revenues from internal billing processes. Additionally, neighboring governmental entities have advised us of increased revenues. This contract does not require any software changes from our current electronic patient care reporting system.

As the county has sought to streamline transparency and reduce the amount of banking accounts; This affords the opportunity to have monthly income from EMS services be distributed to the county and deposited, recorded, and audited in a manner conducive to the current treasurer. Refunds are addressed by the contractor for insurance payments, over payment, or other needs for funds distribution. The company as known to us at the present accounts for the services in auto-deduction (5.6%) and assume all challenges with working through collections processes. Thank you for your consideration and approval of the contract for services.

Sincerely,

Russell W. Wells

AGENDA
ITEM # 24

Jasper County Opioid Education Bid Award

Background & RFP Objectives

In response to the growing opioid crisis, Jasper County Council approved staff to issue a **Request for Proposals (RFP)** in the fall of 2024 to identify a qualified communications firm to develop and implement a county-wide opioid education campaign. The selected firm would be responsible for crafting a **data-driven, culturally competent, and community-engaged** communication strategy to increase awareness, provide prevention resources, and connect residents to available treatment and support services.

The RFP outlined several key expectations:

- **Comprehensive Communication Strategy** – Develop messaging tailored to different demographics within the county, including youth, parents, healthcare providers, and at-risk populations.
- **Multimedia Campaign Development** – Utilize digital, print, radio, and social media platforms to disseminate information effectively.
- **Community Engagement & Outreach** – Foster partnerships with local schools, local influencers, pregnant women, faith-based organizations, and community groups to maximize impact.
- **Data-Driven Messaging** – Adapt content based on real-time opioid use trends, leveraging data from organizations such as the **New Life Center**.
- **Bilingual Outreach** – Ensure accessibility for Spanish-speaking residents by providing translated materials and relevant messaging.

Selection & Evaluation Process

Jasper County received **four bids** from firms specializing in government communications. After an initial review, **two in-state firms** advanced to the interview phase. The selection team consisted of a representative from New Life Center, two representatives from Jasper County EMS, one representative from the Jasper County Sheriffs Office, and two representatives from Jasper County staff. The selection process was based on the following evaluation criteria:

- **25%** – Project approach and understanding
- **10%** – Team organization and availability
- **40%** – Past project experience
- **25%** – Interview and presentation

Following a thorough review, **Foresight Communications** was awarded the contract based on their superior qualifications and local expertise.

Why Foresight Communications Was Selected

Foresight Communications distinguished itself from the competition due to several key strengths:

1. **Local Presence & Deep Community Ties** – Their team has established roots and staff in Jasper, Hampton, and Beaufort Counties, providing first-hand knowledge of local challenges and resources.
2. **Bilingual Capabilities** – Key personnel, including a Spanish-speaking videographer, will enhance accessibility for Jasper County's diverse population.
3. **Established Partnerships** – They have existing relationships within the school district's media education programs and identified the New Life Center as a strategic partner in their proposal.
4. **Data-Driven & Flexible Approach** – Their methodology includes real-time adaptation of messaging based on opioid usage data and geo-targeting to ensure outreach is responsive and effective.
5. **Proven Experience** – Their previous work with MUSC and government agencies demonstrated their ability to execute large-scale public health communication initiatives.

Comments from the Evaluation Team

- *"Their use of surveys is on point for gathering feedback—they will go beyond just SurveyMonkey."*
- *"They have experience working with MUSC and understand public health communications."*
- *"Foresight understands Jasper County's growth and changing needs."*
- *"They have a dedicated team of five people to this project, including a bilingual videographer."*
- *"They seem flexible and willing to adapt as the project evolves."*
- *"We don't need to build a relationship from scratch—they already know Jasper County and have people on the ground here."*
- *"Their local understanding and family roots in Jasper, Hampton, and Beaufort Counties set them apart."*
- *"They emphasize collaboration, transparency, and continuous improvement."*

Next Steps

Foresight Communications will begin immediate engagement with key stakeholders across Jasper County, working alongside the New Life Center, school districts, and community leaders to implement an impactful opioid education campaign. Their approach will prioritize transparency, adaptability, and community collaboration, ensuring that Jasper County residents have the resources they need to combat opioid addiction effectively.

I am asking Jasper County Council for your approval to hire Foresight Communications for \$110,000 for one year of services. Attached, original RFP

Request for Proposals (RFP #2024-21)

Jasper County Unites Against Opioids: \$110,000

I. Structure

Jasper County Council provides policy direction for County departments through the County Administrator. The County Administrator has staff and consultants who execute the will of the County Council. This plan has been approved as part of a package for use of Opioid Settlement Funding by County Council.

II. Introduction

Jasper County, South Carolina, requests proposals from qualified consultants to create a comprehensive one year media campaign to combat the opioid crisis within the county. The selected consultant will develop a media campaign titled "Jasper County Unites Against Opioids" with a focus on hyper local messaging under the theme "One Pill Can Kill."

III. Background

Jasper County, South Carolina, is the southernmost county in the state, with a growing population of over 32,000 as of 2022. The opioid crisis has significantly impacted the community, necessitating a targeted and localized approach to raise awareness and prevent opioid-related deaths. The County received opioid settlement funds from the State of South Carolina to help reduce opioid-related deaths in the county. This campaign will utilize neighborhood-specific strategies to reach and engage the community effectively.

IV. Schedule

Issue RFP: September 13th, 2024

Deadline for Inquiries: 5:00 PM September 27th, 2024

Response to Inquiries: 5:00 PM October 4th, 2024

Deadline for Submitting Proposals: 3:00 PM October 18th, 2024

Evaluation Committee Review: October 29th, 2024

Select Short List for Presentations: November 1st, 2024
Presentations: TBD
Final Ranking and Selection: TBD
Contract Negotiation: TBD
County Council Contract Approval: TBD

V. RFP Inquiries

All inquiries concerning technical, and procedural requirements of this RFP or requests for additional information shall be directed by email to:

Heather Rath
Consultant, Jasper County Opioid Funding
Jasper County Government
hrath@heatherrathconsulting.com

VI. Plan Objectives

The objective is to create a comprehensive media campaign that effectively raises awareness about the dangers of opioid misuse and reduces opioid-related incidents in Jasper County. The campaign should be hyperlocal, addressing the unique needs and demographics of each neighborhood.

VII. Scope of Services

The media campaign shall involve a collaborative approach between county staff and consultants, stakeholders, and the community. The approved amount from Council is inclusive of consultant pay and ad placement. The campaign will include three primary strategies:

Strategy One: Neighborhood-Style Media Campaign

1. Community Workshops

Host tailored workshops in specific neighborhoods.

Use neighborhood-specific data and testimonials to highlight local opioid issues and ways to seek support.

Distribute personalized informational pamphlets/mailers targeting neighborhood concerns.

2. Localized Signage

Place billboards, mailings and posters strategically within each neighborhood.

Customize visuals and messaging to resonate with local demographics.
Ensure messages are culturally sensitive and multilingual.

3. Neighborhood & Community Ambassadors

Recruit community members, elected officials, and other stakeholders as ambassadors.
Empower them to share the "One Pill Can Kill" message within their circles.
Provide resources and training for effective communication.

4. Radio/TV Messaging

Develop radio/TV advertisements for local stations that reach Jasper County.
Utilize local personalities to deliver the message.

Strategy Two: Personal Stories and Community Engagement

1. Personal Stories in Local Media

Produce personalized video spots highlighting the impact of opioid misuse on families.
Share these stories through local TV channels, radio stations, and community specific newsletters.

2. Community Support Groups

Work within support groups to spread messaging.
Customize the focus of each group to address unique community challenges.
Collaborate with local mental health professionals for specialized assistance.

3. Town Hall Meetings

Organize neighborhood-specific town hall meetings.
Allow affected families to share their stories.
Tailor resources and support information to neighborhood needs.

Strategy Three: General Targeted Outreach

1. Pregnant Mothers

Develop mailing campaigns targeting neighborhoods with high opioid misuse rates.
Collaborate with healthcare providers to include informational materials in prenatal care packages.
Leverage community events to distribute resources and engage expectant mothers.

2. Church Members

Customize messaging for different religious denominations.
Send mailings to church congregations and utilize church bulletins.

Schedule radio segments featuring religious leaders discussing the opioid impact.

3. Seniors in High School

Tailor curriculum materials for high schools based on specific needs.

Distribute informational packets through school mailings and collaborate with administrators.

Utilize radio platforms popular among high school students.

Evaluation Metrics:

1. Surveys and Feedback

Capture neighborhood-specific changes in awareness through surveys.

Seek feedback from community members via localized focus groups.

2. Media Reach Measurement

Monitor reach and engagement of campaign content in each neighborhood.

Evaluate radio messaging effectiveness by analyzing audience response.

3. Incident Reports

Monitor changes in opioid-related incidents using OD MAP by New Life Center.

4. Attendance Measurement

Assess neighborhood-specific attendance and engagement in events and support groups.

Monitor the involvement of local ambassadors and leaders.

Success Criteria:

1. Reduction in Opioid Incidents

Achieve a 20% reduction in opioid-related incidents.

2. Increased Awareness and Knowledge

Observe a 30% increase in communitywide awareness of "One Pill Can Kill."

3. Enhanced Community Engagement

Achieve a 25% increase in community participation in workshops, town hall meetings, and support groups.

4. Effective Media Reach

Reach at least 80% of Jasper County's population through the media campaign.

VIII. Proposal Instructions

Format: Maximum 20 pages, single-sided, minimum 11-point font.

Submission: Online + Nine printed copies by [3:00 PM on October 18th, 2024.]

Content: Must include project approach, past project experience, qualifications, staffing capacity, and project fee structure.

IX. Submittals

Submission Physical Address (9 copies):

Kimberly Burgess

Director, Administrative Services Division

Jasper County Government

P.O. Box 1149, 358 3rd Avenue, Ridgeland, SC 29936

Online submission here:

[Jasper County Vendor Registry Page](#)

X. Selection Committee and Evaluation Criteria

Committee: County Administrator, Development Services Director, Health Department Director, Administrative Services Director, Controller, Opioid Funding Consultant, Fire/Rescue Chief.

Criteria:

Project approach and understanding (25%)

Team organization and availability (10%)

Past project experience and qualifications (40%)

Interview/Presentation (25%)

XI. Award

The Selection Committee will select the proposal based on the above evaluation criteria in its sole discretion. Following the review and ranking of proposals, the Selection Committee will make the final recommendation for selection. The Selection Committee will prepare a recommendation to Jasper County Council for the final selection of a consultant for the development of the "Jasper County Unites Against Opioids" media campaign.



RFP #2024-21

JASPER COUNTY UNITES AGAINST OPIOIDS

**“Think Business,
Think FSC”**

 **803-261-4180**

 **CYOUNG@THINKFSC.COM**

 **1601 ASSEMBLY STREET, #2814
COLUMBIA, SC 29201**

 **WWW.THINKFSC.COM**



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**ForeSight Communications Response to:
Request for Proposals RFP #2024-21
Jasper County Unites Against Opioids**

Point of Contact:
Courtney Young
803-261-4180
cyoung@thinkfsc.com

Mailing Address:
ForeSight Communications
1601 Assembly Street, #2814
Columbia, SC 29201

Website
thinkfsc.com

EXECUTIVE SUMMARY

ForeSight Communications is pleased to submit our proposal in response to Jasper County's Request for Proposals (RFP #2024-21) for the Jasper County Unites Against Opioids media campaign. As an 8(a) certified, minority women-owned small business with a long-standing track record of delivering impactful marketing communications services, ForeSight Communications is uniquely qualified to provide comprehensive solutions to help Jasper County raise awareness and reduce opioid-related incidents within the community.

With over 19 years of experience, our firm specializes in marketing and PR consulting, project and program management, and staff augmentation services. We have a strong history of working with federal, state, and local municipalities, and our expertise aligns perfectly with the media campaign strategies outlined in the RFP. We are prepared to develop and execute a hyper-localized media campaign that addresses the specific needs of Jasper County's neighborhoods and engages the community through targeted public relations, community workshops, personalized messaging, and multimedia outreach.

The Jasper County Unites Against Opioids campaign requires a multi-faceted approach, and ForeSight Communications is well-positioned to provide a seamless integration of all three strategies: neighborhood-style media campaigns, personal stories and community engagement, and targeted outreach to vulnerable populations. Our experience managing similar initiatives ensures that we will create compelling, culturally sensitive, and multilingual messaging across all platforms, from billboards to video production, radio ads, and community events.

We understand the critical nature of this campaign and the importance of effectively utilizing opioid settlement funds to reduce opioid-related deaths. Our approach is rooted in collaboration, creativity, and a results-driven methodology, ensuring that the campaign resonates with Jasper County residents and achieves measurable success. ForeSight Communications is committed to working closely with county staff, stakeholders, and local ambassadors to deliver a campaign that not only meets but exceeds the expectations of Jasper County Council.

We are excited about the opportunity to partner with Jasper County in this vital initiative and look forward to contributing to the county's efforts in combating the opioid crisis through effective media outreach and community engagement.

COMPANY OVERVIEW

Founded in 2005, ForeSight Communications (FSC) has established itself as a leading force in the realm of communication solutions. With a track record of success spanning nearly two decades, FSC has consistently delivered exceptional outcomes for a diverse clientele, showcasing their prowess in navigating the intricate landscape of municipal projects. Notable collaborations include partnerships with esteemed entities such as the City of Columbia, City of Charleston, Town of Hilton Head, Central Midlands Council of Governments, and the SC Department of Transportation.

At the core of FSC's success lies a commitment to working closely with stakeholders, be it municipal staff or community leaders and influencers. FSC thrives in virtual, hybrid, and in-person environments, demonstrating adaptability and resilience in the ever-evolving communication landscape. Through these collaborations, FSC has effectively bridged the gap between project goals and community expectations, consistently delivering results that resonate.

One of FSC's distinctive strengths is its ability to establish seamless communication channels within project teams. Recognizing the importance of fluid communication, FSC works hand-in-hand with stakeholders to establish meeting cadences that facilitate the efficient flow of information. This approach not only ensures the smooth management of individual-scope tasks but also fosters an environment of collaboration and transparency.

Adept at the art of design, FSC goes beyond conventional communication methods. The team excels in crafting projects that resonate with the target audience, leveraging both printed and digital marketing materials. This proficiency in design allows FSC to create impactful narratives that captivate and inform, contributing to the overall success of the projects they undertake.

In a world where effective communication is paramount, ForeSight Communications stands as a beacon of excellence, consistently exceeding expectations and leaving an indelible mark on the landscape of municipal communication. With a rich history of achievements and a commitment to innovation, FSC continues to shape the narrative of successful and impactful communication in every project it undertakes.

WHY FORESIGHT COMMUNICATIONS:

Proven Expertise: Our team comprises seasoned professionals with extensive experience in community engagement, strategic planning, and management consulting.

Holistic Approach: We offer a multidisciplinary approach, ensuring that all aspects of a project are seamlessly integrated and aligned with the Jasper County's objectives.

Commitment to Excellence: We are dedicated to delivering exceptional results that exceed expectations, driven by our core values of innovation, integrity, and collaboration.

Local Understanding: As a firm deeply rooted in the community, we possess a keen understanding of the local context and the specific needs of the Jasper County's service area.

Foresight Communications is enthusiastic about the opportunity to partner with the Jasper County to advance its capital improvement initiatives. We are confident that our expertise and dedication will contribute to the successful realization of your projects. Thank you for considering our qualifications for the IDIQ contracts.

CORE COMPETENCIES

ForeSight Communications works with clients to identify, manage and evaluate short- and long-term strategic priorities related to the following services:

- Marketing Consulting and Management
- Marketing Analysis and Research
- Public Relations Consulting Services
- Graphic Design Services
- Event Planning and Meeting Facilitation
- Social Media Management
- Staff Augmentation
- Project Management
- Program Management
- Diversity, Equity, and Inclusion Consulting
- Environmental Justice and Equity Consulting
- DBE Program Consulting

MBE/DBE CERTIFICATIONS

NAICS CODES: 541430, 541613, 541910, 541820, 541810

CAGE CODE: 4GBY3

DUNS NUMBER: 782431071

UEI: NCS3NSZJ9B68

- **Federal:** 8 (a) Business Development Program, Women-owned Small Business (WOSB)
- Airport Concessions DBE (ACDBE)
- Disadvantaged Business Enterprise (DBE) -AL, CT, GA, HI, LA, MS, NC, OH, TX, SC

PROJECT TEAM & RESOURCES

FIRM CAPACITY

ForeSight Communications is fully prepared to take on Jasper County Unites Against Opioids within 30 days of signing the contract. Upon receiving the contract, we will promptly organize a project launch meeting and assemble our project team within two weeks, ensuring a swift and efficient start to all assigned tasks. Our team of experienced professionals is dedicated to ensuring a seamless transition and immediate commencement of project activities, guaranteeing timely and effective outcomes.

We understand the specific requirements outlined in the RFP and are committed to meeting and exceeding these expectations at all identified locations. Our proposal will demonstrate our capability to deliver these services with the highest level of performance. Additionally, we are open to proposing alternate approaches and enhancements to the process as part of our methodology, ensuring that our services are not only compliant but also innovative and tailored to the County's unique needs.

KEY MEMBERS OF OUR LEADERSHIP TEAM

Courtney Young, Principal In Charge



Courtney Young is a highly accomplished Strategic Communications and Marketing Expert. With a wealth of experience and a proven track record, Courtney has established herself as a visionary in the field of communications and marketing, delivering exceptional results for public transit, transportation, health, education, environmental justice, and supplier diversity initiatives.

Ms. Young has been the chief architect of strategic initiatives for public, private, and non-profit clients globally. With over 20 years of professional experience in the ever-evolving environment of communications including brand development, targeted marketing, public engagement, and media training, she pulls from her war chest of best practices to implement and ensure the development of a well-researched marcomms strategy and that the client's expectations are exceeded. She is a mastermind for developing collaborations and project engagement of targeted audiences, including BIPOC communities. With a keen eye for evaluation and assessment, Courtney has successfully created multi-tiered strategies to achieve success in various sectors, including non-profit contracting, government contracting, and corporate contracting. She has a proven ability to manage diverse teams of professionals and provide services in media relations, media buying, meeting planning, public speaking, and environmental justice. In addition to her exceptional expertise in communications and marketing, Courtney Young is a seasoned strategic planner. With a keen understanding of long-term goals and the ability to navigate the ever-changing landscape of communications, Courtney adeptly analyzes market trends, consumer behavior, and competitive landscapes to develop effective strategies that drive success.

Courtney's experience includes managing high-profile projects for organizations such as Chicago RTA, South Carolina Department of Transportation, Medical University of South Carolina, National Association of Minority Contractors, the cities of Columbia, SC, Charlotte, NC, Mobile, AL, and Houston, TX.

Key Capabilities: Relationship Cultivation, Stakeholder Training, Program Evaluation and Analysis, Day-to-day Operations Management, Relationship Management, Stakeholder Management, Organizational Development and Partner Prospecting.

Recent Projects: Beaufort Jasper Water Sewer Authority - Go2Sewer Community Outreach, I-526 Lowcountry Corridor WEST: Public Outreach for the FEIS Environmental Justice Mitigation Plan, Quanta Services – Supplier Diversity and Equitable Contracting Assessment of 200+ Contracting Units, Louisiana Department of Health – Medicaid Statewide Redetermination, SC Department of Transportation – DBE 2024-2026 Goal Setting Methodology Facilitation, SC Department of Transportation – DBE 2024-2026 Goal Setting Methodology Marketing and Registration for FHA and FTA and National Association of Minority Contractors – Statewide Program Management and National Stakeholder Engagement.

Education: Corporate Communications (B.A.) College of Charleston, Communications Management (M.A.) Webster University; **Certification:** DBE Program Administrator (National DBE Institute_2021), Diversity, Equity and Inclusion in the Workplace (University of South Florida Muma College of Business); and **Recognition:** 2020 Woman of Influence by the Columbia Regional Business Report

Caitlin Lee, Senior Project Manager



Caitlin Lee is an experienced project manager with a robust background in communications, tourism marketing, database management, and expertise in pioneering public outreach campaigns. Caitlin has an impressive portfolio of successfully managing multiple municipal communications contracts. She ensures all projects are delivered on time, within budget, and to the satisfaction of stakeholders. With a keen eye for detail and exceptional organizational skills, Caitlin excels in utilizing project management software and tools to track progress, monitor budgets, and maintain detailed documentation of project activities. She leads cross-functional teams comprising designers, developers, and specialists to deliver high-quality communication products and services that meet client requirements.

Caitlin's expertise extends to communications, marketing, and tracking the political sphere. She researches and authors articles, blog posts, and marketing materials for various audiences, including homeowner's associations, resorts, non-profits, and government entities. Her proficiency in design and branding enables her to ensure that collateral created for each project is visually appealing and consistent with the project's end goals. As a seasoned project manager, Caitlin ensures compliance with all applicable laws, regulations, and industry standards, including those related to privacy, security, accessibility, and data management. She continuously seeks opportunities to improve project management processes and implements best practices to drive efficiency and effectiveness.

Recent Projects: Beaufort Jasper Water Sewer Authority - Go2Sewer Community Outreach, I-526 Lowcountry Corridor WEST: Public Outreach for the FEIS Environmental Justice Mitigation Plan, Louisiana Department of Health Medicaid Unwind Public Outreach, Raleigh-Durham International Airport Focus Group Project

Education: Virginia Polytechnic Institute & State University, B.A. English—Professional Writing Concentration

Key Capabilities: Project Management, Strategic Communications, Technology Integration, Marketing Campaign Leadership, Municipal and Government Organization Communications, Event Management, Client Relations Navigation, Cross-Functional Team Leadership, Legislative Monitoring, Partnership Building, Public Outreach Campaigns, Compliance and Operational Efficiency, Brand and Content Development, Marketing and Communications Strategy, Legislative Analysis and Communication, Automated Workflow Design, Technology Transition Leadership, Content Review, Graphic Design, Digital Tools.

Eric Chandler, Creative Director



Eric is a seasoned graphic designer with over fifteen years of experience in creating visually compelling print and multimedia campaigns. His journey through the world of commercial graphic design has seen him spearhead projects ranging from small business ventures to expansive corporate campaigns. Eric's secret to crafting creative masterpieces lies in his deep commitment to understanding his clients' unique needs and values. This client-centric approach is vividly reflected in his diverse portfolio, which includes meticulously crafted logos, rack cards, posters, and sophisticated web development projects.

At the core of Eric's professional ethos is a keen focus on cultural inclusivity and creating campaigns that resonate with a wide range of audiences, including traditionally hard-to-reach communities like Spanish-speaking populations and other BIPOC groups. His work has

been instrumental in elevating the visual identities of numerous brands and organizations that prioritize cultural inclusion. Notable among his achievements are his collaborations with LISC Houston, the National Association of Minority Contractors, the South Carolina African American Tourism Conference, and the City of Columbia (SC).

Furthermore, his creative leadership has shone through in projects like Historic Mitchelville Freedom Park, where his designs have not only captured the essence of the client's message but have also bridged cultural and linguistic gaps. Eric's dedication to inclusivity in design has made him a pivotal figure in campaigns that seek to connect with a diverse audience, ensuring that each project not only appeals aesthetically but also resonates deeply with its intended community.

Gustavo Rattia, Video Production Manager



Gustavo is an artist with experience in portrait, commercial, and lifestyle photography, both motion and still. With a degree in System Engineering, he's always been involved in artistic productions for theater and music. Gustavo has pursued photography and cinematography professionally since 2003. He has led and supported production teams across the globe including in Germany, China, Austria and Venezuela. He uses all of his experiences to bring to his passion for photography and film to each and every project he works on. Since settling in South Carolina Gustavo has worked for television production, became a member of Professional Photographers of America, and served local and national organizations including WHHI - TV News, Historic Mitchelville

Freedom Park, National Juneteenth Celebration, Hilton Head Island Gullah Celebration, Conquest Insurance, Hilton Head- Bluffton Chamber of Commerce, and many more.

PROJECT APPROACH

ForeSight Communications' approach is centered on four key pillars:

Strategic Engagement

We will employ a methodical approach to stakeholder engagement, ensuring that every interaction is purposeful and contributes to building strong community relations. Our goal is to foster a sense of ownership and commitment to Jasper County programs and initiatives.

Inclusive and Tailored Communication

Recognizing the diverse demographic makeup of the Jasper County, our communication strategies will be inclusive and tailored to address the unique needs of each community group. This includes a special focus on local, BIPOC and Spanish-speaking communities, ensuring that all voices are heard and valued.

Digital Innovation and Transparency

Our proposal includes the development of a digital platform that will serve as a central hub for information and engagement. This platform will enhance transparency and provide real-time updates, fostering trust and continuous dialogue with the community.

Result-Oriented Execution

We are committed to delivering results. Our team will continuously monitor, evaluate, and adapt our strategies to ensure the effectiveness of our outreach efforts. We will provide with regular, detailed reports on our progress and the impact of our activities.

This media campaign will adopt a collaborative, community-centric approach to address opioid misuse in Jasper County. The strategy focuses on engaging local neighborhoods, amplifying personal stories, and

delivering targeted outreach to specific community groups. Below is a detailed approach outlining how the project will be executed:

1. Teamwork and Coordination

The success of this campaign hinges on effective collaboration between Jasper County staff, consultants, community stakeholders, and local organizations.

- **Collaborative Team Formation:** Establish a core team that includes county officials, consultants, local stakeholders, and community leaders.
- **Kick-off Meeting:** Hold an initial project meeting to confirm roles, responsibilities, timelines, and success criteria.
- **Ongoing Communication:** Schedule regular coordination meetings (weekly or bi-weekly) to track progress and adjust plans as necessary.
- **Leverage Local Expertise:** Involve local ambassadors, elected officials, and healthcare professionals to build trust and resonate with the target audience.

2. Community-Centered Engagement

To ensure relevance and community buy-in, the campaign will focus on hyper-localized media efforts:

- **Data-Driven Outreach:** Use neighborhood-specific data to craft tailored messaging that highlights local opioid challenges and resources for support.
- **Culturally Sensitive Communication:** Develop bilingual and culturally sensitive materials, including flyers, mailers, billboards, and radio/TV ads, to engage the diverse population of Jasper County.

3. Strategy One: Neighborhood-Style Media Campaign

This strategy will engage specific neighborhoods through hyper-localized messaging and outreach activities.

Community Workshops

- **Approach:** Host workshops that provide practical information on opioid misuse, prevention, and support resources, using local data and testimonials to enhance relevance.
- **Execution:** Workshops will be held in key neighborhoods most impacted by opioid misuse, focusing on providing tools for community members to seek help.

Localized Signage

- **Approach:** Install billboards, posters, and distribute flyers in strategic locations within each neighborhood. Customize visuals and language to appeal to specific demographics.
- **Execution:** Multilingual and culturally relevant signage will raise awareness in communities with high opioid incidence rates.

Neighborhood & Community Ambassadors

- **Approach:** Recruit and train community members and local leaders to become ambassadors for the "One Pill Can Kill" message.
- **Execution:** Ambassadors will receive resources and training to effectively communicate opioid misuse risks and support options.

Radio/TV Messaging

- **Approach:** Use local radio and TV stations to air ads featuring local personalities who resonate with the community.
- **Execution:** Develop short, impactful ads aired on popular local stations, including OTT TV ads targeting specific zip codes and demographics in Jasper County.

4. Strategy Two: Personal Stories and Community Engagement

This approach humanizes the opioid epidemic by sharing personal stories from the community and fostering engagement through support groups and town halls.

Personal Stories in Local Media

- **Approach:** Create video spots featuring families or individuals affected by opioid misuse to create an emotional connection with viewers.
- **Execution:** Partner with local TV stations, newsletters, and social media platforms to distribute these stories widely.

Community Support Groups

- **Approach:** Leverage existing support groups and mental health organizations to amplify campaign messaging and provide specialized support.
- **Execution:** Collaborate with local healthcare professionals to provide targeted assistance to these groups.

Town Hall Meetings

- **Approach:** Organize neighborhood-specific town hall meetings to provide a safe space for families to share their stories and discuss solutions to the opioid crisis.
- **Execution:** Tailor these meetings to each neighborhood's concerns, ensuring localized resource information is shared.

5. Strategy Three: General Targeted Outreach

This strategy involves targeting specific segments of the population that are disproportionately affected by opioid misuse, including pregnant mothers, religious congregations, and high school seniors.

Pregnant Mothers

Objective: Raise awareness of opioid risks during pregnancy and provide critical resources for expectant mothers in neighborhoods with high opioid misuse rates.

Tactics:

- **Mailer Campaign:**
 - Develop and distribute mailers specifically targeting neighborhoods with high opioid misuse rates. These mailers will provide vital information about the dangers of opioid misuse during pregnancy and offer resources for support.
 - Ensure the messaging is culturally sensitive and available in multiple languages if needed to resonate with diverse communities.
- **Informational Rack Card for Prenatal Packages:**
 - Collaborate with healthcare providers and clinics to include an informational rack card in prenatal care packages. The card will provide easy-to-understand guidance on opioid risks during pregnancy and offer resources for expectant mothers to seek help if needed.

- These cards will be distributed through prenatal visits, ensuring that the messaging reaches at-risk mothers directly.

Church Members

Objective: Engage faith communities to spread awareness about opioid misuse, leveraging trusted voices within the community.

Tactics:

- **Flyer for Church Bulletins:** Develop a flyer to be included in church bulletins across Jasper County, specifically in congregations that serve neighborhoods with higher opioid misuse rates. The flyer will focus on educating church members about opioid risks, prevention strategies, and available local resources for help and support.
- **Radio Segments with Leaders on Gospel & R&B Stations:** Engage local religious leaders to participate in radio segments on gospel and R&B stations, which are popular within certain demographic groups in Jasper County. These faith-based leaders will share messages about the opioid crisis from a spiritual and community perspective, encouraging listeners to seek help and support their loved ones.

Seniors in High School

Objective: Educate high school seniors about the dangers of opioid misuse through peer-relevant messaging.

Tactics:

- **Informational Rack Card:** Create a rack card specifically designed for high school seniors, providing essential information about the risks of opioid misuse, how to seek help, and ways to support friends who may be struggling. These cards will be distributed through school mailings, health offices, and school counselors.
- **Spotify Streaming Ads:** Use Spotify streaming ads to target high school students with engaging, youth-oriented content that resonates with their daily media consumption habits. These ads will focus on prevention, using language and examples that are relatable to teenagers.
- **For Students, By Students Campaign:** Partner with media and health classes in high schools to create a "For Students, By Students" campaign. This initiative will encourage students to develop scripts and content that speak directly to their peers about the dangers of opioids. Content created by students is likely to have a greater impact than materials developed by adults, as it reflects their own language and concerns.

6. Media and Marketing Execution

The media campaign will utilize a multi-channel approach to maximize outreach:

- **Media Mix:** Use a combination of radio, TV (OTT ads), social media, print media, and direct mail to reach at least 80% of Jasper County's population.
- **Monitoring and Adjustments:** Track the effectiveness of each media channel and adjust the media mix to improve engagement.

7. Monitoring, Reporting, and Success Evaluation

Monitoring Progress

- **Reduction in Opioid Incidents:** Measure incident rates before and after the campaign, aiming for a 20% reduction.

- **Increased Awareness and Knowledge:** Conduct surveys during workshops and media campaigns to measure a 30% increase in awareness.
- **Enhanced Community Engagement:** Track attendance at workshops, town hall meetings, and support groups to achieve a 25% increase in participation.
- **Effective Media Reach:** Analyze TV/radio ad analytics and event attendance to ensure the campaign reaches at least 80% of the population.

TARGETED OUTREACH STRATEGY FOR JASPER COUNTY OPIOID MISUSE MEDIA CAMPAIGN

This strategy outlines the targeted outreach efforts focusing on **Pregnant Mothers, Church Members, and Seniors in High School** and the use of **Snap Surveys** to monitor the campaign's effectiveness. Additionally, it leverages **OTT TV ad buys** and **Spotify streaming ads** to reach specific demographics, providing a comprehensive approach that ensures hyper-localized and impactful messaging.

Snap Surveys

Objective: Measure awareness, engagement, and the effectiveness of campaign strategies at key points throughout the campaign.

Tactics:

- **Targeted Communities:** Conduct snap surveys in high-opioid misuse neighborhoods at the **beginning, middle, and end** of the campaign. These surveys will assess the community's awareness of opioid risks, knowledge of available resources, and overall engagement with the campaign.
- **Drive Awareness:** Use the feedback gathered from these surveys to adapt and refine the campaign as it progresses. Adjust messaging, outreach tactics, and resource allocation based on survey results to ensure maximum impact and relevance.

TV & Radio Ad Buys: OTT Streaming Ads

Objective: Maximize the reach and impact of TV and radio ads by using streaming services and targeted ad buys to focus on specific zip codes and demographics within Jasper County.

OTT TV Ad Buys:

- **What is OTT?:** OTT (Over-The-Top) streaming refers to content delivered directly to viewers via internet streaming services, bypassing traditional cable or broadcast TV. Platforms like Roku, Hulu, and other streaming apps allow advertisers to target specific demographics with pinpoint accuracy.
- **Tactic:** Utilize OTT TV ad buys to target specific zip codes and demographic groups within Jasper County. This approach allows for more precise targeting than traditional TV ads, enabling the campaign to reach households most impacted by the opioid crisis. Unlike buying airspace in larger markets like Savannah or Charleston, OTT ads focus exclusively on Jasper County residents, making the campaign's reach both efficient and cost-effective.

Spotify Radio Streaming Ads

Objective: Reach younger audiences, particularly high school students, with streaming radio ads.

Tactic: Spotify streaming ads will be used to target high school students and young adults, particularly those at risk of opioid misuse. These ads will be short, engaging, and feature relatable

content that resonates with younger listeners. The focus will be on prevention and peer support, encouraging students to make informed decisions about opioids.

Conclusion

This targeted outreach strategy focuses on high-risk populations in Jasper County—pregnant mothers, church members, and high school seniors—while using advanced media strategies like OTT TV and Spotify streaming ads to maximize the reach and effectiveness of the campaign. The campaign’s progress will be monitored through snap surveys, allowing for data-driven adjustments that ensure the messages resonate with the community and lead to positive outcomes in reducing opioid misuse.

TIMELINE OVERVIEW

- **Month 1:** Kick-off meetings, ambassador recruitment, neighborhood research.
- **Months 2-3:** Launch workshops, billboard installation, radio/TV ad campaign.
- **Months 4-6:** Town hall meetings, outreach to pregnant mothers, high school materials distribution.
- **Month 6:** Final report on engagement, media reach, and incident reduction.

PROJECT MANAGEMENT PHILOSOPHY

Our proposal includes the implementation of a digital hub for centralized information and key stakeholder reference. At Foresight Communications, our project management philosophy is rooted in collaboration, transparency, and continuous improvement. We believe that successful marketing and public relations requires a holistic approach that engages all stakeholders and adapts to their needs.

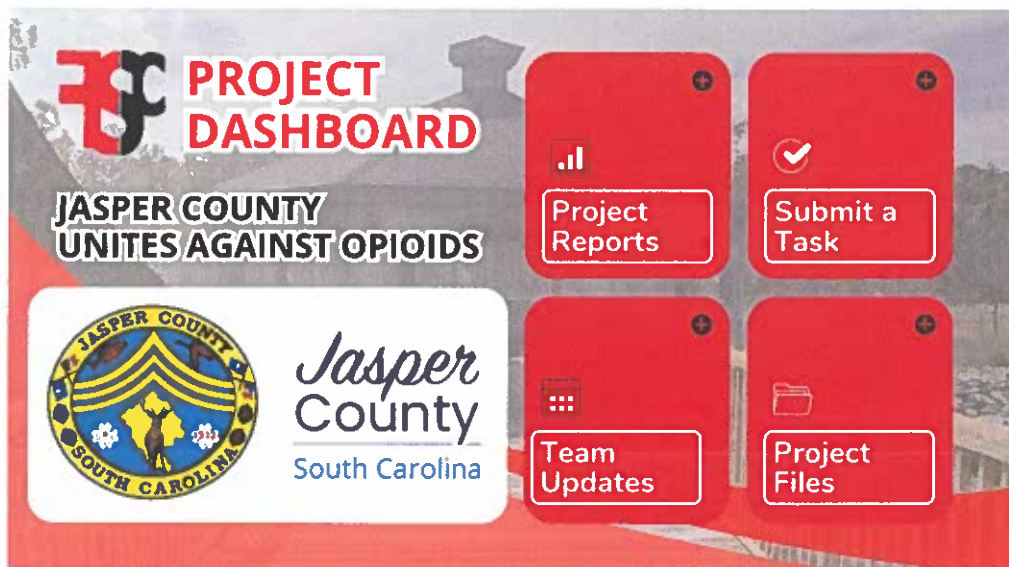
Principles:

1. **Collaboration:** Engage with County staff and leadership throughout the project to ensure alignment with goals and expectations.
2. **Transparency:** Maintain open communication channels and provide regular updates on progress and any challenges encountered.
3. **Continuous Improvement:** Gather feedback from participants and stakeholders to refine and improve the training program continuously.



4. **Digital Project Management Approach:** At Foresight Communications, our digital project management approach leverages the robust capabilities of monday.com and a custom digital dashboard to ensure seamless coordination, transparency, and efficiency throughout the project lifecycle. Using monday.com, we create a centralized workspace where project tasks, timelines, and responsibilities are clearly defined and easily accessible to all team members and stakeholders. This platform enables real-time collaboration, progress tracking, and automated reminders to keep the project on schedule and aligned with our goals. Additionally, our custom digital dashboard provides a comprehensive view of all project reports and assets, offering instant access to key performance metrics, deliverables, and documentation. This integrated approach ensures that all project information is organized, up-to-date, and readily available, facilitating informed decision-making and enabling us to deliver high-quality results for Jasper County.

Dashboard Example



OUTREACH STRATEGIES

At ForeSight Communications, our strategy encompasses the principles of inclusivity, transparency, and meaningful engagement, ensuring that every stakeholder, particularly those traditionally underrepresented, has a voice in shaping the project's direction.

1. Understanding Different Facets of Engagement:

Public Information: Disseminating relevant information about the Jasper County's goals and progress.

Public Relations (Marketing): Positively positioning the project within the community.

Grassroots Public Outreach and Engagement: Actively involving community members in a dialogue, valuing their input, and making them a part of the decision-making process.

2. Inclusivity in Engagement: We take special measures to reach out to and involve groups often underrepresented in energy resilience discussions, including marginalized communities and those potentially adversely impacted by the project.

3. Proactive and Sustained Involvement: Our outreach begins at the project's inception, ensuring that public involvement is integral and not an afterthought. Continuous engagement helps in building long-term trust, which is crucial for future community-oriented projects.

4. Building Trust and Relationships: Trust-building is paramount to our strategy. We focus on creating relationships that transcend transactional interactions, fostering a sense of partnership and shared goals between public agencies and communities.

5. Transparent Decision-Making: Clarity in the decision-making process is vital. We ensure that the scope and impact of public input are transparent and understood by all stakeholders from the outset.

6. Authentic Engagement Activities: Our engagement activities are designed to be genuine and organic. We avoid predetermined outcomes, ensuring that community feedback genuinely shapes the project.

QUALITY ASSURANCE

We adopt a systematic approach to quality assurance and control, ensuring that every task and deliverable meets the highest standards of accuracy and reliability. Our goal is to embed quality into every stage of the project, from initial planning to final delivery.

Document Review and Verification:

- **Detailed Planning:** Every project begins with a detailed QA/QC plan, outlining the standards and procedures that will be followed.
- **Peer Reviews:** Critical project documents and deliverables undergo rigorous peer reviews to ensure accuracy and completeness.
- **Checklists and Templates:** We use standardized checklists and templates to verify that all necessary components are included and correctly executed.

FIRM EXPERIENCE AND QUALIFICATIONS

RELEVANT PROJECT EXPERIENCE

BJSWA “GO2SEWER, FOR A CLEANER STONEY CREEK COMMUNICATIONS”

MARCH 2024-JUNE 2026 (ONGOING)

DELIVERABLE #1 - Project Kickoff Meeting:

- Held a kickoff meeting with key stakeholders to define project objectives and align expectations.
- Developed a comprehensive project plan outlining tasks, milestones, and deadlines to ensure the timely completion of deliverables within the contract period.
- Set up a digital report-out dashboard.
- Established regular meeting times with project leads to ensure project deliverables remained on budget and on track.

DELIVERABLE #2 - Develop Project Branding:

- Created a comprehensive branding package, including logos, website content, colors, and branding guidelines.
- Designed a logo that reflects the environmental focus of the Go2Sewer initiative.
- Developed cohesive website content that aligns with the project's mission and goals.
- Selected a color palette that enhances the project's visual identity and ensures consistency across all materials.
- Established branding guidelines to maintain uniformity in all communications and promotional materials.

DELIVERABLE #3 - Design Project Website, including on-going updates and maintenance

- Collaborated with Jasper County's Project Manager for planning and design.



- Initiated discussions for website features, emphasizing Project Area Map, Description, Schedule, FAQs, Notices for Public Meetings, Incentive Program Details, Forms for Water and Sewer Connections, and Contact Information.
- Designed the website on CivicPlus with a focus on user-friendly navigation and accessibility,

DELIVERABLE #4 Prepare Letter of Introduction and Flyer:

- Developed the structure and content of the Letter of Introduction and Flyer.
- Designed graphics and incorporated Project details, contact information, website URL, QR Code, and Public Meeting dates and locations.

DELIVERABLE #5 Design Door Hangers:

- Created designs for informational Door Hangers for residential properties in the Project Area.
- Ensured content was available in both English and Spanish.

DELIVERABLE #6 Attend and Support Public Informational Meetings:

- Attended and supported quarterly public informational meetings throughout the project duration, covering design, bidding, and contractor selection phases.
- Design Presentation Template and additional support materials for public meetings
- Provide meeting check-in and support
- Provide updates, reports, and schedule reviews to keep the community informed.

I-526 Lowcountry Corridor WEST: Public Outreach for the FEIS Environmental Justice Mitigation Plan

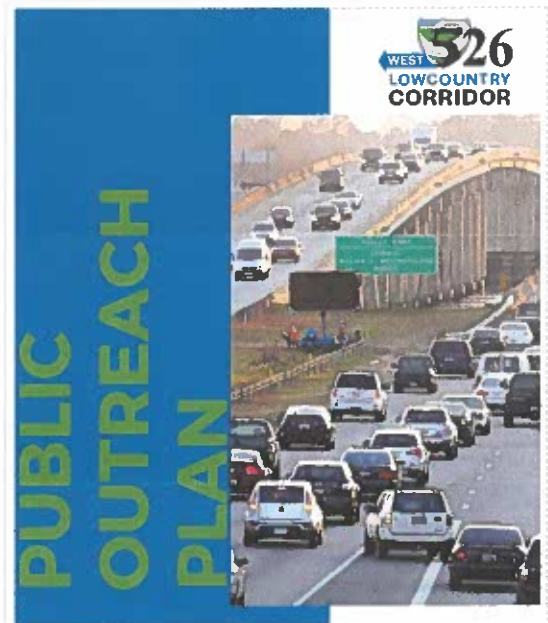
FEBRUARY 2024-JANUARY 2029 (ONGOING)

Courtney Young is the Public Outreach Lead and works with Stantec and SCDOT to establish a culturally adept and effective communications strategy to engage the stakeholders in the impacted communities. The outreach strategies are developed by considering insight into the different communities that will be affected by the project, their histories, concerns, issues, and their abilities and constraints to participate in public involvement activities.

DELIVERABLE #1 Creation of the Annual Public Outreach Plan for the I-526 Lowcountry Corridor WEST

Objective: Develop a comprehensive Annual Public Outreach Plan for the I-526 LCC WEST Project, spanning July 1, 2024, to June 30, 2025.

- **Stakeholder Analysis:** Conduct a thorough analysis of the diverse communities impacted by the I-526 LCC WEST Project. Identify key stakeholders, including individual residents, community leaders, business owners, organizational heads, government officials, law enforcement representatives, transit authorities, media personnel, religious figures, educators, and members of different ethnic communities.
- **Community Needs Assessment:** Perform assessments to understand the historical context, prevailing concerns, existing challenges, and engagement capabilities of each community.
- **Outreach Strategy Development:** Design tailored outreach strategies that address the unique characteristics and needs of each community affected by the project. Strategies include Digital engagement, In-person engagement, Media outreach, Printed materials, Surveys, and feedback mechanisms, Integration with Environmental Justice and Community Mitigation, Timeline and Milestones, and Evaluation Framework.



DELIVERABLE #2 Execution of the Annual Public Outreach Plan for the I-526 Lowcountry Corridor WEST

Objective: Execute the developed Annual Public Outreach Plan to ensure effective and inclusive engagement with all stakeholders throughout the project lifecycle.

Implementation of Digital Engagement: regularly update the project website with new information and resources, Execute social media campaigns to raise awareness and encourage participation, Distribute email newsletters to keep stakeholders informed of project developments, Host online public forums and webinars to facilitate interactive engagement.

Community Meetings and Workshops: Organize and facilitate community meetings and workshops at strategic locations within the impacted areas. Ensure these sessions include interactive components for feedback and Q&A.

Media Outreach: Prepare and distribute press releases to local media outlets, Conduct media briefings and interviews to provide project updates and address public inquiries, Collaborate with local TV, radio, and print media to disseminate information.

Distribution of Printed Materials: Design, print, and distribute brochures, flyers, and posters to inform the community about project details and engagement opportunities.

Surveys and Feedback Collection: Distribute surveys (both online and paper) to gather community feedback. Analyze survey results and adjust outreach strategies as needed based on the input received.

Special Events Coordination: Plan and execute special events such as open houses, community fairs, and stakeholder appreciation events to foster engagement and goodwill.

Ongoing Evaluation and Adaptation: Continuously monitor the effectiveness of outreach activities using established performance metrics and success indicators, Collect and analyze community feedback regularly to refine and improve outreach strategies, Adapt the outreach plan as necessary to address changing project dynamics and evolving community priorities.

LISC HOUSTON: "OWN THE HOU"

APRIL 2023 - OCTOBER 2024

Courtney Young was the project manager with Eric Chandler as the Creative Director to work with LISC Houston, where we conceptualized, developed, and executed a comprehensive homeownership program aimed at empowering the BIPOC (Black, Indigenous, People of Color) community in Houston. This project involved extensive collaboration with various corporate stakeholders, the creation of a unique program framework, and the development of a compelling branding strategy.

Our team liaised with experts in the field to develop curriculum content, workshops, and training materials tailored to the specific requirements of the BIPOC audience. We also established a robust support system, including counseling services, mentorship programs, and access to affordable housing options, to ensure program participants had all the resources needed to succeed on their homeownership journey.

DELIVERABLE #1 Corporate Stakeholder Engagement: One of the foundational aspects of this initiative was fostering strong partnerships with corporate stakeholders who shared a common vision for increasing homeownership opportunities within the BIPOC community in Houston. ForeSight Communications facilitated these crucial connections, engaging with local businesses, financial institutions, and philanthropic organizations. Our team organized collaborative sessions, working closely with these stakeholders to understand their goals, interests, and resources they could contribute to the homeownership program.

DELIVERABLE #2 Program Development: ForeSight Communications team members took a hands-on approach in designing the homeownership program. We began by conducting thorough research to

identify the unique needs and challenges faced by the BIPOC community in Houston concerning homeownership. Based on these insights, we crafted a program framework that addressed key areas, such as financial literacy, mortgage readiness, down payment assistance, and homebuyer education.

BRANDING STRATEGY:

A compelling branding strategy was essential to raise awareness of the program and engage the BIPOC community effectively. ForeSight Communications worked diligently to create a brand identity that resonated with the target audience. This encompassed the development of a unique program name, logo, and messaging that conveyed the mission and benefits of homeownership. To amplify the program's reach, we designed a dynamic, user-friendly website with English and Spanish versions that served as an information hub and registration platform. Our team also crafted marketing materials, including brochures, flyers, and social media campaigns, to promote the program to potential participants and community partners.

COMMUNITY OUTREACH:

We recognized the importance of community engagement in the success of the program. ForeSight Communications organized town hall meetings, workshops, and informational sessions within the BIPOC neighborhoods of Houston. These events provided opportunities for direct interaction with community members, allowing us to address their concerns, answer questions, and build trust. Our team also leveraged local media and influencers to spread the word about the program and its positive impact on the BIPOC community. By fostering a sense of belonging and inclusion, we encouraged prospective homeowners to take advantage of the program's resources and support.

Contact: Yvonne Dotie, Program Officer | LISC Houston ydotie@lisc.org | 713.597.6841

CITY OF MOBILE, AL - WASTE LESS, RECYCLE MORE: A RECYCLING EDUCATION AND AWARENESS CAMPAIGN

Initiative Overview

The "Waste Less, Recycle More" campaign was a pivotal recycling education and awareness initiative spearheaded by the City of Mobile, AL, and executed from April to September 2023. Caitlin Lee served as the project manager and chief researcher, leading the project to remarkable success. This campaign not only met but exceeded its objectives, significantly boosting community engagement and establishing a lasting presence in Mobile County. The enthusiasm and widespread acceptance of the campaign are best illustrated by a simple yet powerful anecdote: at outreach meetings, campaign-branded stickers were eagerly snapped up by participants, who proudly displayed them on cell phones, front doors, and water bottles before leaving the event. The branding concepts and elements we developed were widely embraced by the Committee and community stakeholders, signaling the campaign's resounding success.



Deliverables and Project Execution

Deliverable #1: Comprehensive Branding Recommendations Report

- **Objective:** To provide a detailed report offering branding recommendations that could serve as a cornerstone for the City of Mobile and the surrounding municipalities.
- **Execution:** Our team conducted a thorough assessment of existing recycling-related marketing materials and performed extensive market research, including an analysis of industry-related programs. The resulting report offered robust recommendations on brand concepts and essential branding elements. This document will continue to serve as a valuable reference for the City of Mobile, the municipalities within Mobile County, and the Committee, providing clear insights into the branding strategy moving forward.

Deliverable #2: Brand Development

- **Objective:** To transform the chosen branding concept into a fully developed and actionable package.
- **Execution:** We developed the selected branding concept into a comprehensive branding package, which included the final logo, social media graphics, letterheads, and other essential branding elements. The package also featured a concise and impactful description of the "Waste Less, Recycle More" initiative. This deliverable was designed for immediate implementation across all municipalities within Mobile County, ensuring a cohesive and recognizable brand identity for the campaign.

Deliverable #3: Marketing and Public Relations Strategy

- **Objective:** To create a comprehensive marketing and public relations strategy tailored to maximize the campaign's impact across diverse audiences within Mobile County.
- **Execution:** We crafted a detailed marketing and public relations strategy that served as a roadmap for the campaign's rollout. This strategy focused on audience targeting, sub-campaign rollouts, and outreach to potential "brand ambassadors." The strategy was meticulously designed to maintain the initiative's relevance and engagement across the county's distinct municipalities. It also provided a blueprint for effective communication with Mobile County's diverse audience, ensuring that the message of recycling education and awareness resonated broadly and deeply.

Project Execution Timeline

Months 1-2: Comprehensive Assessment and Brand Concept Development

The project commenced with a thorough assessment of existing recycling-related marketing materials in Mobile County. Our market research included a comparative analysis of industry-related programs and initiatives. Based on this research, we developed a set of robust branding recommendations and essential branding elements. Regularly scheduled meetings with the City of Mobile, municipalities, and the Committee ensured transparent communication and collaboration throughout this phase.

Months 3-4: Brand Development

Building on the insights gathered during the assessment phase, we embarked on the creative process of brand development. We presented 2-4 distinct branding concepts for review and worked closely with the Committee to refine and select the most compelling concept. The chosen concept was brought to life with precision, resulting in a comprehensive branding package that included logos, social media graphics, and other essential elements. This phase also included the development of a dynamic branding initiative tailored to meet the unique needs of each municipality within Mobile County.

Months 5-6: Campaign Rollout Strategy and Audience Targeting

We meticulously crafted marketing and public relations strategies designed to ensure maximum impact. Sub-campaign rollouts kept the initiative fresh and relevant across the county's municipalities, effectively captivating a diverse audience. Our communication efforts were tailored to specific populations, taking into account factors such as age, language accessibility, geography, and political ideology. The outreach strategy was executed flawlessly, further amplified by engaging potential "brand ambassadors." We maintained clear communication and active participation in meetings, ensuring that the project remained on track.

Month 6: Public-Facing Copy and Outreach

In the project's final phase, our focus shifted to developing and refining public-facing content. Working closely with Committee members, we crafted compelling content for initial publicity and outreach efforts. Our support extended to successful outreach events, significantly contributing to the initiative's growing visibility. Throughout this phase, we remained committed to effective communication, ensuring that the project concluded smoothly while remaining available for any necessary meetings or conference calls.

Impact and Success

The "Waste Less, Recycle More" campaign successfully established a strong and lasting presence within Mobile County, driving significant community engagement and awareness. The campaign's branding and messaging were enthusiastically embraced by both the Committee and community stakeholders, as evidenced by the rapid adoption of branded materials at outreach events. The comprehensive branding, marketing, and public relations strategies we developed will continue to guide the City of Mobile and its municipalities in promoting recycling education and awareness.

Medical University of South Carolina, Minority, Faith-based and Rural Communities COVID Vaccine Awareness, April - August 2021

Statewide COVID Vaccination for Minority, Rural, and Faith-Based Communities,

Contact: Isaac Williams, Sr. Advisor to SC House Democratic Caucus Ph. 803-908-5970, ikewilliamsjr@gmail.com

Technical Assistance, Education, and Programming Assistance: to address the various implementations for vaccination events targeting African-American, Hispanic, and Faith-Based communities throughout South Carolina. Resulted in 22 community collaboration events.

Identified and Cultivated Stakeholders throughout the state of South Carolina to encourage and promote regional participation, specifically in the African-American, Hispanic, and Faith-Based communities throughout South Carolina. Resulted in engaging 902,000 individuals in hard-to-reach communities, SMS (text message) sub-campaigns with 124,000 targets, responses to 140 comments sent via SMS, and identified/cultivated/managed 42 external stakeholders.

REFERENCES

BJSWA "GO2SEWER, FOR A CLEANER STONEY CREEK COMMUNICATIONS"

Contact for Validation: Beth Lowther, Project Manager, Capital Projects, Beth.Lowther@bjwsa.org, (843) 987-8034

I-526 LOWCOUNTRY CORRIDOR ENVIRONMENTAL JUSTICE MITIGATION PLAN

Contact for Validation: LaTonya B. Derrick, PhD, Senior Transportation Planner, Stantec, latonya.derrick@stantec.com, 803.904.7991

HARRIS COUNTY HOMEOWNERSHIP COLLABORATIVE MANAGED BY LISC HOUSTON: 2023

Contact for Validation: Yvonne Dotie, Program Officer, LISC Houston ydotie@lisc.org, 713.597.6841

CITY OF MOBILE, AL - WASTE LESS, RECYCLE MORE: A RECYCLING EDUCATION AND AWARENESS CAMPAIGN

Contact for Validation: Telley Madina, CEO, The Madina Group Consulting, telley@themadinagroup.com, (504) 296-7351

PRICING SCHEDULE

Jasper County Scope of Work & Fee Schedule Jasper County Unites Against Opioids ForeSight Communications		
Task	Rate	% of Budget
Localized Signage (Distribution+ Production) (4-5 Billboards across Jasper Co, 3-4 month run) Yard Signs For Specific Neighborhoods	\$25,000.00	23%
Ad Placement (Radio, TV, Print)	\$30,000.00	27%
Audio + Video Production (3-5 30 Second Ads+ 1-2 60 second Video)	\$8,000.00	7%
Mailing Campaign (Targeting Pre and Post Natal Mothers)	\$5,000.00	5%
Targeted High Schools Marketing Materials (Includes Design, Printing, Distribution)	\$5,000.00	5%
Consultant Fee Includes (Meeting Attendance, coordination, event planning, venue rental etc): 4-6 Community Workshops Evaluation & Surveys 3-5 Town Hall Meetings	\$27,000.00	25%
Incidentals (Includes Anticipated Overage for Postage, Production, and Staffing)	\$10,000.00	9%
TOTAL	\$110,000.00	



JASPER COUNTY COUNCIL

Implementation Proposal

Name of the RFP: Comprehensive Media Campaign

RFP No.: 2024-21



Your
Technology
Partner

California

+1 (510) 630-6507

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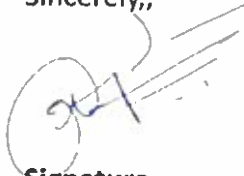
Cover Letter

Kind Attn: Selection Committee

Thank you for giving us the opportunity to participate in the process as you embark upon this initiative. We believe SDLC Corp is uniquely positioned to be a partner of the **Comprehensive Media Campaign**.

At SDLC Corp, we believe that talk is cheap and actions are considerably stronger than words. It is our intention to show—not just with this proposal — but throughout our engagement just what we bring to the table in this partnership. We have complete faith that our unique process and our talented team will ensure the success of this project and future initiatives. Our team brings a powerful combination of customer experience, technology and data expertise that rivals the best in our industry. We help the world's greatest brands every day find new ways to inspire, engage and connect with customers and stakeholders. We are confident that our team's expertise and process will result in amazing digital experiences and an integrated platform that exceeds the expectations of your customers and your organization.

Sincerely,,



Signature

Full name: Ankit Yadav

Designation: CSO



Company History and Overview

Choose SDLC Corp as your technology consulting and digital services partner because we bring a distinctive blend of expertise, innovation, and commitment to every collaboration. Operating under the legal name Transform Digital LLC, our team stands out for its deep knowledge in digital platforms, ensuring that we not only meet but exceed your expectations.

We are driven by a relentless pursuit of excellence, crafting winning strategies, and redefining work processes to propel your organization forward. With SDLC Corp, you gain a dedicated ally that leverages technology creatively to bring you closer to your customers and consistently deliver world-class digital experiences.

Who We are?



Founded 2016



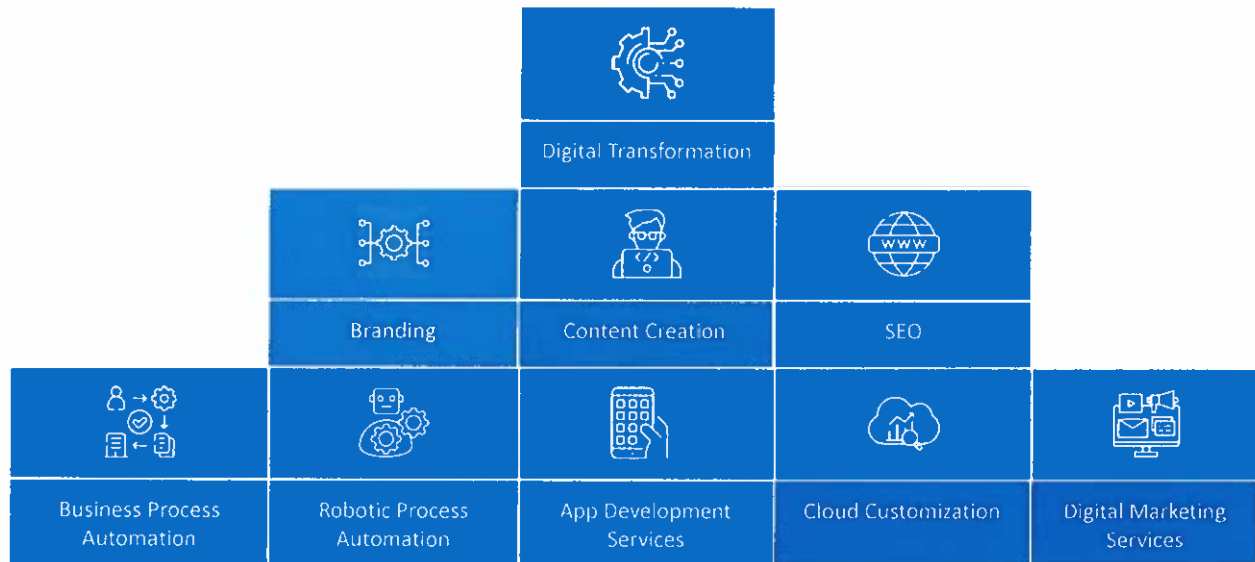
Privately Held



250+ Resources

Based in California, USA with offices in United Kingdom, Dubai,
Australia, Qatar, Noida (India) & Pune (India)

Our Service Suit



Executive Summary:

Opportunity Overview

Jasper County, South Carolina, is seeking a strategic partner to develop and execute a comprehensive media campaign titled "*Jasper County Unites Against Opioids*", with a total funding allocation of \$110,000. The campaign aims to address the growing opioid crisis within the county, focusing on hyper-local messaging through the theme "*One Pill Can Kill.*"

With over 32,000 residents, Jasper County has been severely impacted by opioid misuse, making it critical to implement a community-driven media initiative. The campaign will leverage settlement funds to design and launch targeted, neighborhood-specific strategies to raise awareness, engage communities, and ultimately reduce opioid-related incidents. This project provides a unique opportunity to collaborate with local stakeholders, including healthcare providers, educators, religious organizations, and community ambassadors, to create culturally sensitive, multilingual content that resonates with diverse demographics.

The success of this initiative will be measured through increased awareness, community engagement, media reach, and a targeted reduction in opioid-related incidents by 20%. The campaign represents a vital effort in Jasper County's ongoing battle against the opioid epidemic and offers significant potential for a qualified consultant to deliver impactful, life-saving results.

Key Objectives

The "*Jasper County Unites Against Opioids*" media campaign is designed with the following key objectives:

1. **Raise Awareness:** Develop hyper-local, neighborhood-specific messaging under the theme "*One Pill Can Kill*" to educate the community about the dangers of opioid misuse.
2. **Reduce Opioid-Related Incidents:** Achieve a 20% reduction in opioid-related incidents within Jasper County through targeted outreach and media engagement.
3. **Increase Community Engagement:** Enhance participation in community workshops, town hall meetings, and support groups by 25%, fostering a community-wide commitment to opioid prevention.
4. **Deliver Targeted Outreach:** Tailor messaging and resources to specific demographic groups, including high-risk populations such as pregnant mothers, high school seniors, and church communities.
5. **Maximize Media Reach:** Ensure that at least 80% of Jasper County's population is reached through radio, television, social media, and community ambassadors to increase public knowledge of the opioid crisis.
6. **Empower Community Ambassadors:** Recruit and train local leaders and stakeholders to serve as campaign ambassadors, spreading the message within their communities to enhance impact and sustainability.

Scope of Services:

The "Jasper County Unites Against Opioids" media campaign will involve a comprehensive and collaborative approach designed to effectively combat opioid misuse in Jasper County. Our proposed services will encompass the following key strategies and activities:

1. Neighborhood-Style Media Campaign

- **Community Workshops:** We will conduct tailored workshops in targeted neighborhoods, utilizing neighborhood-specific data and testimonials to address local opioid issues. These workshops will also distribute personalized informational pamphlets and mailers to directly engage residents.
- **Localized Signage:** Strategic placement of billboards, posters, and mailings will ensure that our messaging reaches residents where they live. Visuals will be customized to resonate with local demographics, maintaining cultural sensitivity and including multilingual options as needed.
- **Neighborhood & Community Ambassadors:** We will recruit and train community members, elected officials, and local stakeholders to serve as ambassadors. These individuals will be empowered to share the "One Pill Can Kill" message within their networks, enhancing community buy-in and outreach.
- **Radio/TV Messaging:** Our team will develop radio and TV advertisements for local stations, featuring local personalities to effectively deliver the campaign message and increase relatability among the audience.

2. Personal Stories and Community Engagement

- **Personal Stories in Local Media:** We will produce personalized video segments that highlight the impact of opioid misuse on families, sharing these poignant narratives through local TV channels, radio stations, and community-specific newsletters.
- **Community Support Groups:** Collaborating with existing support groups, we will tailor messaging to address the unique challenges faced by these groups, while working with local mental health professionals to provide specialized assistance.
- **Town Hall Meetings:** We will organize neighborhood-specific town hall meetings, providing a platform for affected families to share their stories and for the community to access tailored resources and support.

3. General Targeted Outreach

- **Pregnant Mothers:** Focused mailing campaigns will target neighborhoods with high opioid misuse rates. We will collaborate with healthcare providers to include informational materials in prenatal care packages and leverage community events to engage expectant mothers.
- **Church Members:** Messaging will be customized for different religious denominations, with mailings to church congregations and utilization of church bulletins to disseminate information. Radio segments featuring religious leaders discussing the impact of opioids will further amplify our reach.

- **Seniors in High School:** We will develop tailored curriculum materials for high schools, distributing informational packets through school mailings and collaborating with administrators. Engagement will be enhanced through radio platforms popular among high school students.

Evaluation Metrics

To assess the effectiveness of the campaign, we will implement the following evaluation metrics:

- **Surveys and Feedback:** Capture neighborhood-specific changes in awareness through surveys and gather feedback from community members via localized focus groups.
- **Media Reach Measurement:** Monitor the reach and engagement of campaign content in each neighborhood, analyzing audience responses to radio messaging.
- **Incident Reports:** Track changes in opioid-related incidents using OD MAP by New Life Center.
- **Attendance Measurement:** Assess neighborhood-specific attendance and engagement in events and support groups, including local ambassadors' involvement.

Success Criteria

The success of the campaign will be evaluated based on the following criteria:

- **Reduction in Opioid Incidents:** Achieve a target of 20% reduction in opioid-related incidents.
- **Increased Awareness and Knowledge:** Observe a 30% increase in communitywide awareness of the "One Pill Can Kill" message.
- **Enhanced Community Engagement:** Achieve a 25% increase in community participation in workshops, town hall meetings, and support groups.
- **Effective Media Reach:** Ensure the campaign reaches at least 80% of Jasper County's population.

Proposed Solution:

To address the objectives outlined in the "*Jasper County Unites Against Opioids*" RFP, SDLC Corp proposes a comprehensive, multi-channel media campaign leveraging hyper-localized strategies to reduce opioid misuse, raise community awareness, and drive engagement. Our solution focuses on creating impactful and culturally sensitive messaging under the theme "*One Pill Can Kill*," tailored to different neighborhood demographics and leveraging community leaders for sustained outreach.

1. Neighborhood-Specific Media Campaign

- **Data-Driven Approach:** We will use neighborhood-specific opioid misuse data to design a campaign that resonates with each community. This includes targeted visuals and messaging that reflect local concerns, ensuring a personalized and relevant communication strategy.
- **Workshops and Local Engagement:** We will organize community workshops where local residents can learn about opioid dangers and access support resources. Using real-life testimonials and localized data, we aim to foster a deeper emotional connection and drive behavior change.
- **Culturally Sensitive Materials:** Recognizing the diversity within Jasper County, our materials will be multilingual and culturally adapted to ensure the message is accessible and impactful across all communities.

2. Multi-Channel Media Outreach

- **Radio and TV Advertisements:** Leveraging popular local media channels, we will develop radio and television ads featuring trusted local personalities to deliver the campaign's core messages. These ads will be scheduled strategically to reach different demographics within Jasper County.
- **Localized Signage and Direct Mail:** We will place billboards and posters in high-traffic neighborhood areas, as well as distribute direct mailers that focus on the specific needs of each community. This will ensure the campaign reaches residents where they live and engage on a day-to-day basis.

3. Community Empowerment and Ambassador Program

- **Ambassador Recruitment and Training:** We will identify and train local community leaders, healthcare professionals, and elected officials to serve as ambassadors for the campaign. These ambassadors will be equipped with communication tools and resources to extend the campaign's reach through their personal and professional networks.
- **Town Hall Meetings:** Hosting town hall meetings in various neighborhoods will provide a platform for open discussions, personal stories, and resource sharing. These meetings will be tailored to the concerns of each neighborhood and will include local experts, mental health professionals, and ambassadors.

4. Targeted Outreach to Key Demographics

- **Pregnant Mothers:** Collaborating with healthcare providers, we will develop educational materials specifically for pregnant women in high-risk neighborhoods. These materials will be distributed during prenatal care appointments and community events.
- **High School Seniors:** We will partner with local high schools to distribute tailored opioid awareness materials. Using radio platforms and social media channels popular among teens, we aim to reach high school seniors with engaging and relevant messaging.
- **Church Communities:** Our campaign will also engage religious communities through customized messaging shared during church services, bulletins, and religious radio stations.

5. Personal Stories and Emotional Engagement

- **Storytelling Campaign:** We will produce powerful video and audio segments featuring real-life stories from local families impacted by opioid misuse. These personal stories will be shared via local TV, radio, and social media, creating an emotional connection and enhancing the campaign's authenticity.
- **Community Support Groups:** We will collaborate with existing support groups and mental health professionals to integrate the campaign's messaging into group meetings and provide tailored support based on the unique needs of each group.

6. Technology-Driven Monitoring and Evaluation

- **OD MAP Integration:** To monitor the effectiveness of the campaign, we will track opioid-related incidents using the OD MAP platform, a real-time overdose detection tool. This data will allow us to measure the direct impact of our efforts in reducing opioid misuse.
- **Media and Community Engagement Tracking:** We will use analytics tools to measure the reach of our media content across radio, TV, and social media platforms. Additionally, surveys and focus groups will be conducted to capture community feedback and assess the change in awareness and engagement.
- **Success Metrics:** The campaign will be evaluated based on its ability to reduce opioid-related incidents by 20%, increase community engagement by 25%, and reach 80% of Jasper County's population.

Project Timeline:



Phase 1: Campaign Development

- **December 2024 (Week 1):**
 - **Kick-off Meeting:** Introduction of the project team and stakeholders.
- **December 2024 (Weeks 2-4):**
 - **Community Assessments:** Conduct surveys and focus groups to gather local data.
 - **Strategy Development:** Define specific outreach strategies and messaging.
- **January 2025 (Weeks 1-2):**
 - **Material Development:** Create campaign materials, including flyers, social media content, and radio ads.
- **January 2025 (Weeks 3-4):**
 - **Recruitment and Training:** Identify and train community ambassadors and local leaders.

Phase 2: Campaign Implementation

- **February 2025 (Week 1):**
 - **Campaign Launch:** Officially start the media campaign with a press release and community event.
- **February 2025 (Weeks 2-4):**
 - **Community Workshops:** Host workshops in targeted neighborhoods to disseminate information and engage residents.

- **March - November 2025:**

- **Ongoing Media Outreach:** Execute radio, TV, and social media advertisements.
- **Personal Stories Campaign:** Share video segments and testimonials through local media channels.
- **Support Group Collaboration:** Integrate campaign messaging into existing community support groups.
- **Town Hall Meetings:** Schedule monthly town hall meetings to encourage community dialogue and resource sharing.
- **Targeted Outreach Initiatives:** Launch specific outreach initiatives for key demographics (pregnant mothers, high school seniors, church members).

Phase 3: Monitoring and Evaluation

- **Ongoing (February - November 2025):**

- **Data Collection:** Regularly collect feedback through surveys and track opioid-related incident reports.
- **Campaign Adjustments:** Analyze data and adjust strategies as necessary based on community feedback and effectiveness.

Phase 4: Project Close-Out

- **December 2025:**

- **Final Reporting:** Prepare a comprehensive report summarizing campaign outcomes, successes, and lessons learned.
- **Presentation to Stakeholders:** Present findings and recommendations to Jasper County Council and community stakeholders.

Project Management Process

To ensure the successful execution of the "Jasper County Unites Against Opioids" media campaign, we will implement a robust project management process that emphasizes organization, communication, and accountability. Our approach is designed to foster collaboration among all stakeholders while maintaining a clear focus on project objectives and timelines.

1. Project Initiation

- **Kick-off Meeting:** We will conduct a kick-off meeting with key stakeholders, including representatives from Jasper County Council and community partners. This meeting will outline project goals, clarify roles, and establish communication protocols.
- **Project Charter:** A project charter will be developed to document the project scope, objectives, key deliverables, and overall timeline. This charter will serve as a guiding document throughout the project lifecycle.

2. Planning and Development

- **Detailed Work Breakdown Structure (WBS):** We will create a WBS to decompose the project into manageable tasks and subtasks, assigning responsibilities to team members. This structure will facilitate tracking progress and ensuring all components are addressed.
- **Resource Allocation:** Our project manager will allocate resources, including personnel, budget, and materials, to ensure all aspects of the campaign are adequately supported.

3. Communication and Collaboration

- **Regular Status Updates:** Weekly status meetings will be scheduled to discuss progress, challenges, and upcoming tasks. These meetings will encourage open communication and allow for timely problem-solving.
- **Collaborative Tools:** We will utilize project management software (e.g., Trello, Asana, or Microsoft Teams) to track tasks, deadlines, and responsibilities. This platform will enhance collaboration among team members and stakeholders.

4. Implementation and Execution

- **Milestone Tracking:** We will closely monitor progress against established milestones, ensuring the campaign stays on track. Adjustments will be made as necessary to address any delays or challenges.
- **Quality Assurance:** A quality assurance process will be implemented to review all campaign materials before distribution. This will ensure that all content aligns with the project objectives and meets community needs.

5. Evaluation and Reporting

- **Performance Metrics:** We will establish key performance indicators (KPIs) to measure the success of the campaign, including community engagement levels, awareness metrics, and reduction in opioid-related incidents.
- **Final Evaluation Report:** At the conclusion of the campaign, we will compile a comprehensive evaluation report detailing outcomes, insights gained, and recommendations for future initiatives. This report will be presented to Jasper County Council and other stakeholders.

6. Continuous Improvement

- **Feedback Mechanism:** Throughout the campaign, we will gather feedback from community members, stakeholders, and team members. This feedback will inform adjustments to the current campaign and guide future initiatives.
- **Post-Project Review:** After the completion of the campaign, we will conduct a post-project review to assess the overall process, identify lessons learned, and celebrate successes. This reflective practice will enhance our approach for subsequent projects.

Conclusion:

The information provided above is based upon the requirements document shared with us as well based on our expertise & past experience. We sincerely hope that you consider SDLC Corp as the Implementation and support partner for this initiative. SDLC Corp looks forward to an opportunity to work with you in the very near future.

Business Contact

Ankit Yadav

Email ankit@sdccorp.com

www.sdccorp.com

Dileep G

Email dileepgadev@sdccorp.com

www.sdccorp.com

COVER LETTER

SDLC/10/06/090

To

**Kimberly Burgess
Director,
Jasper County Government
P.O. Box 1149, 358 3rd Avenue,
Ridgeland, SC 29936**

Sub: Commercial Bid for Comprehensive Media Campaign

Dear Ma'am,

With reference to your RFP document, we, having examined the RFP document and understood its contents, hereby submit our Proposal for Qualification for the aforesaid project.

Yours faithfully,



Signature
Full name: Ankit Yadav
Designation: CSO

FINANCIAL OFFER

Category	Task	Description	Estimated Cost
Phase 1: Campaign Development	Kick-off Meeting	Team introduction and project briefing	\$500
	Community Assessments	Conduct surveys and focus groups	\$1,500
	Strategy Development	Define messaging and outreach strategies	\$2,000
	Material Development	Creative development for flyers, social media, and radio ads (excludes printing)	\$2,000
Phase 2: Campaign Implementation	Campaign Management	Oversee campaign rollout and paid ad strategy on social platforms (excludes actual media spend)	\$1,500
	Community Workshops	Plan workshops in neighborhoods, event logistics	\$1,500
	Ongoing Media Outreach	Social media, TV, and radio strategy and content (excludes ad placements)	\$2,500
	Personal Stories Campaign	Develop personal story videos and social segments	\$1,500
	Support Group Collaboration	Integrate messaging into support groups	\$500
	Town Hall Meetings	Monthly meeting logistics and community dialogue planning	\$500
	Targeted Outreach Initiatives	Customize strategy for outreach to key demographics	\$1,000
Phase 3: Monitoring and Evaluation	Data Collection	Collect feedback and incident reports	\$1,000
	Campaign Adjustments	Adjust strategies based on collected feedback	\$500
	Final Reporting	Summarize campaign outcomes	\$500

Phase 4: Project Close-Out

Category	Task	Description	Estimated Cost
	Presentation to Stakeholders	Present final report and recommendations	\$500
Total			\$15,000

In Words: Fifteen Thousand USD Only

Team Rates for other services (Optional) -

Position	Hourly Rate (\$)
Media buy markup	15 (percent %)
Project Manager	32
Marketing Consultant	28
SEO Consultant	28
Social Media Manager	28
Media Relations Specialist	26
Data Analyst	26
Content Writer	26
Graphic Designer	26
Web Developer	28

Total Costs

- **Media Spend:** Actual ad placements on Facebook, Google, and other platforms are excluded and will be billed based on a separately approved budget.
- **Print Costs:** Printing of brochures, posters, and other materials is not included in this budget and will be managed or billed separately.
- **Third-Party Tools:** Costs for any premium SEO, analytics, or marketing automation tools are not covered and will be billed as needed based on client approval.
- All client-side activities are not charged by SDLC Corp. The \$ mentioned here are estimates towards the overall program spend.
- Pricing excludes all taxes
- The pricing quoted in this proposal is valid for 120 days from receipt of this document.

Conclusion:

The information provided above is based upon the requirements document shared with us as well based on our expertise & past experience. We sincerely hope that you consider SDLC Corp as the Implementation and support partner for this initiative. SDLC Corp looks forward to an opportunity to work with you in the very near future.

Business Contact

Ankit Yadav

Email ankit@sdllcorp.com

www.sdllcorp.com

Dileep G

Email dileepgadey@SDLCcorp.com

www.sdllcorp.com

Client Reference:

Name	Work Executed	Contact Person	Website Link	Email	Contact Number
University of Utah	Project-Based Marketing and Creative-Related Services	Colette Brown Purchasing Manager	https://www.utah.edu/	cbrown@purchasing.utah.edu	801-585-1959
Sushant University	Website Development , Market Research, Brand Strategy, Brand Creative & Design, Social Media Strategy & Digital Marketing	Kriti Sharma HOD CS	https://sushantuniversity.edu.in/	kritisharma@sushantuniversity.edu.in	0091-7503153395
NorthCap University	Website Development , Market Research, Brand Strategy, Brand Creative & Design, Social Media Strategy & Digital Marketing	Akansha Chauhan HOD IT	https://www.ncuindia.edu/	akanksha18csd002@ncuindia.edu	0091-8920680666
Wyoming Department of Transportation	Marketing and Promotional Services	Nicholas Procurement services manager	https://www.wyo.gov/	nicholas.gronski2@wyo.gov	307-777-4106
Transworld Group	Digital Marketing & Branding Services	Prabhakar Posam CIO	https://www.transworld.com/	prabhakar@transworld.com	971543072258
Patang	Digital Marketing & Branding Services	Amir Ansari Growth Manager	https://patang.io/	amir@patang.io	9548760736
Vihan	Digital Marketing & Branding Services	Mudit Sinha Procurement Manager	https://vihan.io/	Mudit@vihanmail.com	9560296020
Orange	Digital Marketing	Firas 5G Director	https://orange.jo/en	ext.firas.bsat@orange.com	966566669799

PURCHASE ORDER



To,
Kishan Srivastava,
Transform Digital LLC
5214f Diamond Heights Blvd,
San Francisco, California,
United States. 94131

Ref NO. : Patang_Marketing_2023_0001
Date: 24-July-2023

This contract is between "SDLC Corp" and "Transform Technologies DWC LLC" hereafter referred as "Patang". we are pleased to place order for the project "Digital marketing and Branding" as per scope of work document submitted.

Description	Qty.	Unit Price	Amount
Digital Marketing and Branding Services	1	[REDACTED]	[REDACTED]
Maintenance and support cost for 12 months	1		
Total			

Authorized Signatory

P. S. Posam

Prabhakar Posam
CEO
Transform Technologies DWC LLC





PURCHASE ORDER

To, **श्री**
Kishan Srivastava,
Transform Digital LLC
5214f Diamond Heights Blvd,
San Francisco, California,
United States. 94131

Ref No. TWGRP_2023_0003
Date: 12-September-2023

We are pleased to place an order for the Digital Marketing and Branding as per scope of work document submitted.

S.No.	Transworld Billing Entity.	Qty.	Unit Price.	Cost (USD).
1.	Digital Marketing and Branding Services	1		
2.	Maintenance and support cost for 12 months	1		



Authorized Signatory
Q.S. Kumar
Publisher, Prism
CO
Transworld Group



PURCHASE ORDER

Ref No. VNGEP_2023_0003
Date: 15-Dec-2023

Vendor Name: Kishan Srivastava,
Transform Digital LLC
Address: 5214f Diamond Heights Blvd,
San Francisco, California, 94131
City:
Country: United States.

We are pleased to place an order for the Digital Marketing and Branding as per scope of work document submitted.

S.No.	Description.	Qty.	Unit Price.	Cost (USD).
1.	Digital Marketing & Branding Services	1		
2.	Maintenance and support cost for 12 months	1		

Authorized Signatory

Mudit Sinha

Mudit Sinha
Procurement Manager

Local Purchase Order

LPO No	610	Date	: 01/12/2022
Issued To	Transform Digital LLC 5214f Diamond Heights Blvd, San Francisco, California, United States. 94131 Kishan Srivastava	Ref	: 610
Client	Wunderman Amman	Job No	: 6226
Job Title	5G Demos for OJO AND DIGITAL MARKETING		

Dear Sir/ Madam
We have the pleasure to place the following order with you

Description	Quantity	Unit Price	Price In	JD
5G Demos for OJO 5G Demos for OJO Orange - Wunderman	1			
Digital Marketing Maintenance and Support cost for 12 months	1			
	1			
Total				

Total amount is

Special Notes

Others: This LPO is not valid unless signed by at least two signatories
Kindly mention job no. and LPO no. in your invoice and attach copy of this LPO.
For any clarification, please contact the production manager
To confirm the acceptance, please sign below and return by fax.

For Agency Approval

Production	Procurement	Finance	Management
Manager Production	Manager Purchase	Manager Finance	Management

For Supplier Acceptance

Supplier	Wave Dev Technologies Pvt Ltd		
Name and Signature	Stamp	



WYOMING Department of Transportation

"Provide a safe and effective transportation system"

5300 Bishop Boulevard, Cheyenne, Wyoming 82009-3340



Cost Proposal Wyoming Department of Transportation Marketing and Promotional Services

The BAFO shall indicate the all-inclusive price for all activities related to this RFP 24-098NG Marketing and Promotional Services.

Proposers may suggest a payment schedule, which mirrors specific deliverables in meeting the requirements of this RFP. Payment schedules based on time and materials only will not be acceptable, nor will a flat per-hour rate. Payment will be made at the completion and acceptance of the individual deliverables for the development and implementation of the Marketing and Promotional Services, as defined in the Scope of Work.

Charges must be set at an hourly rate. If there are additional expenses, submit with the RFP. Materials used are to be charged at cost plus a percent of markup (see item 3).

-
1. Consultant Assists in developing a scope of work and creative content: [redacted] per hour
 2. Media buy markup: [redacted] (percent %)
 3. Travel Expenses: \$ _____

If you have a complete pricing plan for all services your company provides please submit that as well.

- An itemized invoice must be submitted for each project. Invoices must include a breakdown of all costs.
 - WYDOT reserves the right to make multiple or no bid awards if deemed to be in the best interest of the state.
 - Any resulting written contract is not a guarantee that services will be required or purchased, and WYDOT will not be obligated to make any purchase should it be deemed that services are no longer required.
-

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Mark Gordon
Governor

WYOMING Department of Transportation

"Provide a safe and effective transportation system"

5300 Bishop Boulevard, Cheyenne, Wyoming 82009-3340



Darin J. Westby, P.E.
Director

The State will negotiate payment terms based upon a schedule to be determined by the proposer and the State. Payment of invoices will be based upon the proposer meeting the stated deadlines for deliverables and upon the Wyoming Department of Transportation's written acceptance of the deliverables.

Transform Digital LLC

(Company Name of Bidder - Typed or Printed)

+15106306507

(Phone Number of Bidder)

5214F Diamond Heights BLVD

(Address of Bidder)

Ankit Yadav

(Authorized Representative - Typed or Printed)

San Francisco, CA 94131

(City, State and Zip Code)

(AUTHORIZED SIGNATURE)

ankit@sdllcorp.com

(E-Mail Address)

Verification

I certify under penalty of perjury, that I am a responsible official (as identified above) for the business entity described above as Proposer, that I have personally examined and am familiar with the information submitted in this disclosure and any attachments, and that the information is true, accurate, and complete.

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Mark Gordon
Governor

WYOMING Department of Transportation

"Provide a safe and effective transportation system"

5300 Bishop Boulevard, Cheyenne, Wyoming 82009-3340



Darin J. Westby, P.E.
Director

Team Rates for other services -

Position	Hourly Rate (\$)
Project Manager	
Marketing Consultant	
SEO Consultant	
Social Media Manager	
Media Relations Specialist	
Data Analyst	
Content Writer	
Graphic Designer	
Web Developer	



PURCHASE ORDER

To,
Kishan Srivastava,
Transform Digital LLC
5214f Diamond Heights Blvd,
San Francisco, California,
United States. 94131

Ref No. SUTBO_2023_012
Date: 12-July-2023

We are pleased to place an order for the Website development of Sushant University as per scope of work document submitted.

S.No.	Billing Items	Qty.	Unit Price.	Cost (USD).
1.	Website Development , Market Research, Brand Strategy, Brand Creative & Design, Social Media Strategy & Digital Marketing	1	[REDACTED]	[REDACTED]
2.	Maintenance and support cost for 12 months	1	[REDACTED]	[REDACTED]
				[REDACTED]

Authorised Signatory

Kriti Sharma

HOD CS

Contact Details: kritisharma@sushantuniversity.edu.in



PURCHASE ORDER

Vendor Name: Kishan Srivastava,
Address: Transform Digital LLC
5214f Diamond Heights Blvd,
City: San Francisco, California,94131
Country: United States.

Ref No. NCAPU_2023_012
Date: 15-Jan-2023

We are pleased to place an order for the Website development and its maintenance as per scope of work document submitted.

S.No.	Billing Items	Qty.	Unit Price.	Cost (USD).
1.	Website Development , Market Research, Brand Strategy, Brand Creative & Design, Social Media Strategy & Digital Marketing	1		
2.	Maintenance and support cost for 12 months	1		

Authorised Signatory

Akansha

Akansha chauhan

HOD IT

Contact Details: akanksha18csd002@ncuindia.edu



Your
Technology
Partner



Patang

Patang is an innovative technology company that specializes in providing advanced digital solutions and services. It focuses on creating user-centric mobile applications, web platforms, and enterprise software. Patang is known for its commitment to quality, creativity, and cutting-edge technology, ensuring that its clients receive the best possible digital experiences. The company leverages its expertise in various tech stacks to deliver customized and scalable solutions to meet diverse business needs.

Technology Profile

- Digital Marketing
- SEO (Search Engine Optimization)
- Content Marketing
- Social Media Marketing
- Paid Marketing:
- Google Ads
- Social Media Advertising
- PPC (Pay-Per-Click) Campaigns
- SEO
- On-page SEO
- Off-page SEO
- Technical SEO
- Branding
- Brand Strategy and Design
- Brand Identity Development

Patang

Connect. Learn. Earn

Your data is a profitable asset. With Patang you control what data to share anonymously and earn from it.

Connect sources

Libx

Amazon

Spotify

App Store

See all

For You

Super Happy Meal \$8.20

5 Spicy Wings \$4.45

See all

10 items

Fried Chicken

Happy Customer

Get Started

Patang

Your Cravings. Delivered.

Silver Premium

Search Hole Ents

Featured

Hole One

Offers

Voucher There are 12 food rewards

Discount: 20%

For You \$8.20

For You \$4.45

See all

See all

See all

Transworld Group

Transworld Group is a global shipping and logistics conglomerate headquartered in the United Arab Emirates. Established in 1977, the company offers a wide range of services including shipping, logistics, supply chain management, and marine services. With a strong presence across the Middle East, India, and Southeast Asia, Transworld Group is renowned for its reliability, operational excellence, and innovative solutions in the maritime and logistics industries.

Technology Profile

- Digital Marketing
- SEO (Search Engine Optimization)
- Content Marketing
- Email Marketing
- Paid Marketing:
- Google Ads
- LinkedIn Ads
- Display Advertising
- SEO
- Local SEO
- International SEO
- Technical SEO
- Branding
- Corporate Branding
- Brand Strategy and Positioning



About Us

Services

Our Fleet

ESG

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Transformation in Motion

From ship owning and management to freight forwarding, we provide comprehensive innovative and integrated global shipping and logistics solutions

Enter a tracking ID

Track



Vihan

Vihan is a forward-thinking company specializing in digital transformation and innovative technology solutions. It offers services in software development, digital marketing, and IT consulting. Vihan is dedicated to helping businesses achieve their digital goals through strategic planning, advanced technologies, and comprehensive digital solutions tailored to their unique needs.

Technology Profile

- Digital Marketing
 - SEO (Search Engine Optimization)
 - On-page SEO
 - Off-page SEO
 - Technical SEO
- Branding
 - Brand Strategy
 - Visual Identity Design
- Paid Marketing:
 - Google Ads
 - Facebook Ads
 - PPC (Pay-Per-Click) Campaigns



Connecting Technologies

Passion to create inspirational workspace solutions

Vihan Technologies have a great experience in providing custom installations across variety of Verticals. We understand the challenges faced by industries, professionals and seek to find solutions by creating new ideas and with great innovations.



Wavemaker

Wavemaker is a leading telecommunications provider in Jordan, offering a wide range of services including mobile, internet, and fixed-line telecommunications. The company is part of the Orange Group, a global leader in telecommunications services. Orange Jordan is committed to providing high-quality, innovative communication solutions and exceptional customer service to meet the evolving needs of its customers.

Technology Profile

- Digital Marketing
- SEO (Search Engine Optimization)
- Content Marketing
- Email Marketing
- Paid Marketing:
 - Google Ads
 - Social Media Advertising
 - Programmatic Advertising
- SEO
 - Local SEO
 - International SEO
 - Technical SEO
- Branding
 - Corporate Branding
 - Brand Identity Design

Wavemaker

We shape decisions and experiences through media, content and technology

Wavemaker

ACES

Our client leaders offer unrivalled business and category knowledge to help brands grow. We partner with clients to find and leverage growth opportunities, bringing game-changing expertise from across Wavemaker.

[VIEW MORE](#)





San Francisco CA, USA

Austin, Tx

Dublin, Ireland

Paris, France

Berlin, Germany

Dubai, UAE

Delhi, India

Pune, India

Doha, Qatar



<p>Head Quarters Dubai, UAE</p>	<p>Business Center Coventry, UK</p>	<p>Business Center San Francisco, USA</p>	<p>Development Center Berlin, Germany</p>
<p>Development Center Delhi, Pune, India</p>	<p>Development Center Paris, France</p>	<p>Development Center Dublin, Ireland</p>	<p>Development Center Doha, Qatar</p>

Team Size

250+

OUR RECOMMENDATION



Haier



PETRONAS



MuleSoft



kroop AI





sdllc
corp

Your
Technology
Partner

www.sdllccorp.com

Adejumoke Adewara

PROFILE

I am a Business Analyst with over five years of client-facing experience in eliciting, analyzing, and documenting requirements for business processes. I have an outstanding knowledge of agile methodology and Scrum framework. Expert at delivering exceptional artifacts such as RMP (Requirement Management Plan), User stories, use cases, process flow diagrams, and mock-ups. I work independently or collaboratively in a competitive and fast-paced work environment. I am detail-oriented, an excellent team player with strong analytical, communication, and problem-solving skills. I excel in managing multiple projects simultaneously while delivering project deliverables timely. I am also passionate about problem-solving and critical thinking. I am an excellent coach and facilitator and can achieve broadly communicated objectives under minimal supervision. I am a highly motivated individual with exceptional analytical skills and mental agility. I want to bring my in-depth knowledge of Software Development Life Cycle (SDLC), SharePoint, SQL, JIRA, and Tableau to contribute to the company's growth and success.

EDUCATION

BACHELOR'S IN ORGANIZATIONAL LEADERSHIP AND PROJECT MANAGEMENT.

Arizona State University
Tempe, Arizona
Expected Graduation: 2024

BACHELOR'S IN BUSINESS ADMINISTRATIVE

University of Ibadan
Ibadan, Nigeria
Graduated 2008

CERTIFICATION

Certified Scrum Master (CSM)

PROFESSIONAL EXPERIENCE:

US Department of Veterans Affairs

May 2022 - Present

Business Analyst

Work with project team as a contractor for Octo to help manage the VA Mobility Unit. To help transition the local exchange circuit and by gathering requirement. Responsible for maintaining and managing the Enterprise WAN in over (2500 + sites) by analyzing and reporting on circuit utilization to forecast/ project WAN growth for the enterprise.

- Responsible for planning, tracking and analysis on multiple projects through reporting detailed information.

- Support the VA Mobility Team by facilitating order requests, managing return request agreements, directing emergency requests to the correct contacts, and preparing status reports for vendors.
- Will directly communicate with Project Managers, Contract Management staff, Senior Engineering/Technical personnel, as well as other VA employees.
- Business process and acquisition support. Advanced knowledge of Microsoft office suite including Excel, Word, PowerPoint, and SharePoint. The ability to operate and maintain asset management databases.

Medstar

February 2018 – January 2022

Business Analyst

At Medstar, I am responsible for analyzing business information and issues using research and providing solutions using user material guidelines from internal and external sources to provide insight to decision-makers. I worked with the project team and business stakeholders to gather business needs and document functional and nonfunctional system changes and enhancements requirements.

- Work with the project team, clients and other business stakeholders to gather business needs and document functional and non-functional requirements for system changes and enhancements.
- Organize and facilitate meetings with users to gather and review requirements, documented user stories, acceptance criteria and other artifacts.
- Identify and validate business objectives and generate solutions that align with MedStar's technology strategy and standards.
- Manage a coordinated User Acceptance Test (UAT) effort.
- Translates requirements into functional design solutions.
- Use Atlassian products (Jira, Confluence) to track metrics and for documentation. To help the team to grow, I paid keen attention to team velocity, capacity, and within sprints the burndown charts.
- Work with Product Owners of different applications and projects to groom the backlog and prepare for sprint planning.
- Collaborate with the project team, clients and other business stakeholders to gather business needs and document functional and non-functional requirements for system changes and enhancements.
- Responsible for eliciting requirements through interviews, document analysis, requirements workshops and Joint Application Development (JAD) Sessions.
- Develop and document a detailed step-by-step procedure checklist to help guide the testers through the testing process.
- Resolve impediments by finding the right personnel to resolve them, escalate when necessary and protect the team from external interferences.
- Collaborated with client and Subject Matter Expert to create and document the client AS-IS and TO-BE business processes.
- Document and report the status of project efforts. Anticipates/identifies issues that inhibit the attainment of project goals and implement corrective actions.
- Performs business analysis and document business requirements using easy to understand tools and methodologies.

- Utilized tools such as MS Visio to develop and maintain business process flow charts, use cases, sequence diagrams and Mock-up screens to provide a detailed outline of the various actors of the system and how the various systems interact.
- Prepare Use Case documentation, User Story, Test Summary Report, Risk Analysis, As-Is Analysis, To be Analysis and Gap Analysis and testing results report based on contract requirements.
- Participated in Scrum meetings to provide updates on project progress, impediments, and collaboration with other teams.
- Security champion for the applications working on to ensure quality code scans are being run and uploaded into our Policy areas.
- Post-release certifications of features your teams have delivered Qualifications

Hadexx Solution, Lanham, Maryland

January 2016 – January 2018

Business Analyst

- Collaborated with internal users, staff members, and information technology colleagues to define detailed customer requirements and system interfaces while assessing value in request.
- Contributed to the achievement of established department goals and objectives and adheres to department policies, procedures, quality standards and safety standards. Complies with governmental and accreditation regulations.
- Decomposed high-level business and user requirements into functional requirements, specified in an appropriate level of detail suitable for use by those responsible for basing their work on said requirements.
- Developed and maintains good relationships with customers and systems colleagues to ensure successful implementations and to meet expected customer service levels.
- Developed detailed system test plans, executes system test cases and provides issue tracking and consolidation.
- Documented application specific support information (e.g. developing Frequently Asked Questions (FAQ), daily procedures, etc.) and maintains the information on the Intranet.
- Participates in peer reviews and inspections of requirements documents, and reviews of work products derived from requirements specifications to ensure that they were interpreted correctly.
- Developed and maintains productive working relationships with clients.

Safari International

Customer Service/Help desk

- Front-line provider of customer
- Greet customer upon entrant and handled all cash and credit transaction

SKILLS

COMPUTER SKILLS: Tableau, Slack, MySQL, JIRA, Confluence, Microsoft Team, Visio, MS Project, Skype for business, SharePoint, Operating Systems (Windows 7,95,98, 2000, XP, and Vista), and Microsoft Office (Access, Excel, Outlook, PowerPoint, Word)

Linda Sundell

A dedicated professional with experience working in technology as a business analyst and in project management. Has high involvement managing all stages of the project lifecycle, from initiation through execution and closing, to achieve a final deliverable to clients. Thrives and truly enjoys being part of a team to achieve a common goal. Leverages analytical abilities, attention to detail and passion for problem-solving to continue developing career in the field of business.

Scribe America, Clinical Informatics Specialist

11/2023-Present

- Collaborate with informaticians, project teams, stakeholders, and leadership for regular updates on work status.
- Provide advanced support to providers when labs/radiology reports are completed and monitor document uploads.
- Prepare plans for follow-up care, as directed by the provider.
- Provide remote support as needed to end-users and support electronic lab reporting.
- Follow the best practices for information security and HL7 digital health guidelines.

CAPGEMINI, Business Analyst

12/2020-04/2023

- Reviewed budget requests and plans to ensure compliance with regulations.
- Identified, analyzed, and resolved budgetary problems and analyzed budget data.
- Supported Project Managers, Scrum master's and Product Owners during project stages.
- Performed work with business to get requirements on BRDs (Business Requirements Documents).
- Supported enterprise-level application technology with e-commerce platform with the help of project management tools JIRA, Confluence, and Smartsheet.
- Created dashboard in PowerBI and transformed customer data to calculate total sales and analyzed sale trends.
- Facilitated communication between technical and non-technical teams, bridging the gap to ensure effective collaboration.
- Maintained and utilized databases, financial systems, and other automated systems to track and manage activities.
- Updated notes in internal database and spreadsheets for all related tasks and manage project status changes.
- Followed up on inquiries about project status in a timely, efficient and professional manner.
- Actively used SharePoint to store documents and report weekly progress to Project Managers.
- Enhanced spreadsheet proficiency by cleaning, filtering, and sorting data using advanced functions and pivot tables.
- Prepared financial reports to monitor spending for the duration of client project.

The JUDGE GROUP, Business Analyst

07/2020-12/2020

- Collaborated with internal teams to implement effective risk management strategies.
- Verified and consolidated documentation in reports, loan applications, and project plans.
- Reconciled, research and resolved account discrepancies.
- Prepared applications through salesforce portal. Maintain the privacy of lenders, cosigners, and banks. Define best practices and seek inefficient processes to drive orchestration.
- Supported JIRA tickets connected to development projects and maintaining governance of required ticket parameters like priority, EPIC assignment.
- Operated and supported digital project management with AGILE environment.

NOVANT HEALTH, Nurse Assistant**08/2018-04/2020**

- *Maintained accurate and timely documentation of all patients for pre-op and post-op procedures.*
- *Assisted nurses with specimen collection for various labs on the Med-Surg unit and deliver to hospital lab.*
- *Conducted evaluations of reports, safeguarded the quality assurance process following HIPAA in clinical setting.*
- *Documented patient data within Epic EMR (electronic medical record) system.*

Education

- *B.S in Business Administration and Management, Western Governors University* Present
- *Python and JavaScript Bootcamp, The Tech Academy* 10/2020
- *B.S in Criminal Justice, Gardner-Webb University* 12/2017

SKILLS

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> ▪ Agile ▪ Business Administration ▪ Process Improvement ▪ Change Management ▪ SharePoint ▪ SaaS | <ul style="list-style-type: none"> ▪ Project Management ▪ SCRUM Master ▪ Business Analysis ▪ Customer Service ▪ Work Stream Innovation ▪ Work Process Automation | <ul style="list-style-type: none"> ▪ Smartsheet ▪ PowerBI ▪ Adobe Creative Suite ▪ Excel/Macros/VBA ▪ Training |
|--|--|---|

WORK EXPERIENCE

North Carolina OSBM via Devcare Solutions (Remote)
Business Analyst - Raleigh, NC

Feb 2024 – June 2024

- Developed and utilized a Grant tracking system in Smartsheets using reference sheets, functions and cell linking methods including reports, dashboards and automations
- Collaborated with stakeholders to gather and document business requirements for new initiatives, ensuring alignment with strategic objectives and user needs.
- Facilitated user acceptance testing (UAT) and provided training and support to end-users for successful implementation of new systems and processes.
- Assisted the OSBM Grants and OSBM Budget teams with day-to-day operational activities including reports testing, web application testing, help desk issue resolution, documentation updates and COTS configurations.

US Heart & Vascular via Superlanet (Remote)
Smartsheet Analyst

Feb 2023 – Dec 2023

- Served as the designated Smartsheet Administrator for entire enterprise, created technical solutions to various departments
- Drove SaaS project implementation and execution by identifying and managing project scope, goals and deliverables and defines tasks and required resources
- Provided change management support for clients by creating training content, monitoring products, and revising product builds where required
- Designed and built PMO blueprints in order to enable at scale project launches
- Utilized Smartsheet Control Center including Project Charter, RACI, RAID, Lessons Learned and as well as utilizing global updates to update current builds
- Gave high level dashboards an even more professional look by creating smoother-looking dashboard views using Dynamic Views,
- Utilized Data Shuttle to update data Created automation of updating drop towns columns by creating offload and upload workflows
- Eliminated the siloing of data and repetitive work by administrative assistants by using Data Mesh to create source-of-truth references sheets that enabled data such as rate of pay or costs to automatically appear when a reference number was entered or an item was selected on a different cell
- Created views with Premium Calendar for schedulers, IT requests, HR dashboards (time entry, onboarding offboarding, software requests) and other dashboards for a more visual friendly interface
- Used Pivot to create graphs with greater detail that were posted into dashboards
- In conjunction with the above also worked with creating various automations, creating advanced formulas (SUMIF, COUNTIF, INDEX/MATCH etc) for greater utilization as well as conditional formatting to ensure the maximization of Smartsheet
- Designed and launched Workkapps in the Smartsheet
- **Accomplishment** – Saved company from losing financial investment into Smartsheet by rebuilding a more effective blueprint with greater end-to-end visibility and trained staff for successful adoption.

Cisco via Collebara (Remote)
Technical Business Consultant - Contract

- Delivered on strategic initiatives by creating customized sheets, reports, forms and dashboards for various stakeholders leading to a 40% increase in workflow efficiency
- Designed, developed, and deployed multiple workflow automation solutions
- Improved software transparency by mitigating API/migration efforts from Smartsheet to other SaaS systems (Jira, Microsoft SharePoint Lists etc.).
- Interacted with internal stakeholders and project managers to determine and execute action plans based on urgency and schedules

Optum via Genesis10 (Remote)

Aug 2021 – Oct 2022

Technical Business Analyst - Contract

- Partnered with executives and stakeholders to analyze business needs and deliver end-to-end business solutions
- Worked as a part of an internal Smartsheet consulting team which consulted across the entire organization on various Smartsheet projects
- Met with fellow team members to discuss current builds, issues and helped to resolve these issues by coming together and brainstorming ideas and converting them into actionable items
- Restructured various large scale data metrics by automating workflows and improving process flows into cloud-based systems (Smartsheet, Power BI).
- Created and tailored operational guidelines, data books, process flows, and SOPs to drive optimized product adoption
- Integrated various external data points/sources into internal designs using API keys which resulted to eliminating the need for various administrative external data sites
- Utilized Data Shuttle to develop more robust automated workflow processes
- Developed Dynamic Views for greater visibility and smoother looking Smartsheet interfaces across various departments
- Created Smartsheet graphs with greater detail with PIVOT
- **Accomplishment** — *Lead product management and business teams in conceptualization and design efficient solutions to automate processes.*

SperiTek - Houston, Texas
Business Analyst

Dec 2019 – Jul 2021

- Provide leadership, oversight, and direction to a staff of 3 full-time employees
- Conducted complex business and data analysis to develop and structure administrative and operations dashboards; defined protocols and requirements for policies and procedures related to employee performance
- Integrated a diverse set of platforms (PowerBi, Docusign, Adobe) to provide internal/external customers with a more user friendly and efficient working system that reduced administrative burden by 50%.
- Reduced uncertainty of compliance by interfacing with internal and external auditors, providing evidence of compliance and creating database of all required state eligibility documents
- **Accomplishment** — *Redesigned the entire roadmap of the administrative department improving functionality and saving up to 50% of administrative costs (Via feedback from VP)*

EDUCATION & CERTIFICATIONS

- **UNIVERSITY OF HOUSTON- DOWNTOWN | HOUSTON, TEXAS** AUG 2017 – DEC 2019
Master of Business in Leadership
- **UNIVERSITY OF HOUSTON | HOUSTON, TEXAS** AUG 2012 - DEC 2015
Bachelor of Arts in Rhetorical & Public Communications
- Smartsheet Core Certification 2021-2023
- Scrum Master Certification-March 2023-2025

Aya Kouame

Atlanta, GA 30328 | (678) 768-8008 | ayakouame97@gmail.com

JOB EXPERIENCE

Ringover

January 2023 - Present

Customer Success Manager

- Welcome and integrate new clients to ensure optimal full customer lifecycle, satisfaction and retention.
- Foster customer loyalty by reducing churn rates.
- Increase OKR & MRR by 12% identifying client needs and negotiate upsells & cross-sells accordingly.
- Assist clients in conducting in-depth needs analysis, offer tailored training, and support during transitions.
- Collaborate closely with cross-functional teams including Sales, Product Development, and Support to drive client success, product improvement, and promote client feature requests.
- Promptly monitor and address escalations, working collaboratively with internal teams to resolve issues and ensure customer satisfaction during implementation.
- Transform clients into advocates and promoters of Ringover through referral program.
- Participate in Ringover product and process development.
- Develop a trusted advisor relationship with internal Ringover C-Suite level executives, key international executive stakeholders and sponsors such that all activities are closely aligned with the customer's business case and strategy, allowing the full potential of their solution to be realized.

Sage

May 2019 – January 2023

Customer Success Consultant

- Oversaw implementation process for new accounts working closely with sales team.
- Collaborated closely with Sage Fixed Assets New Customer Acquisition sales team for new prospect opportunities.
- Minimized renewal and cancellation churns by improving and advertising product adoption.
- Focused on improving customer satisfaction as measured by our Net Promoter Score (NPS).
- Facilitated meeting with stakeholders and organization executives for updates and concerns to escalate to appropriate departments such as support.
- Identified and promoted Sage Intacct's Customer for Life program related to customer milestones, references, and community involvement.
- Proactively identified opportunities with the C4L group for customers to benefit from add-on modules or services that enhance their overall experience and success.
- Conducted thorough post-sales business reviews with customers to assess their satisfaction, pain points, and explored opportunities for improvement.

Sage

August 2017 – May 2019

Customer Support Analyst II

- Addressed customer inquiries using a variety of channels (telephone, email, chat, social media, etc.) in a support-center environment adhering to company procedures, metrics, and departmental goals.

- Contributed to company knowledge capital by creating and modifying reusable solutions in the knowledge base according to established procedures and policies.
- Assisted customers in gaining the most value from their Sage products and services.
- Documented each prospect contact using our contact tracking systems in a clear, concise, and understandable format.
- Resolved escalated tickets and customer issues with all pertinent information included in cases.
- Coordinated and executed merchandising and sales leads for Sage SaaS products with our sales team to steadily drive sales conversions and better our customers' user experience.

Honda Financial Services

January 2016 – August 2017

Funding Analyst

- Reviewed documentation to inspect requirements and documented issues to ensure accuracy.
- Spearheaded team meetings including upper management and process owners to effectively communicate discrepancies and risks that need attention and problem resolution.
- Reviewed and prepared contract deal packages to send for prompt funding.
- Prioritized data that gave visibility to volume, trends, and results.
- Booked 80-100 contracts per day exceeding monthly KPI metrics and lowering volume of queue.
- Adhered to all SLAs and metric performance indicators to ensure high level of commitment and quality of client relationships with external customers, dealers and other stakeholders.
- Acted in full compliance with company policies and procedures to protect company's assets.

EDUCATION

Rockdale County High School

H.S. Diploma

May 2015

SKILLS

- | | |
|------------------------------|--|
| • Cross-team collaboration | • Risk Management & Assessment |
| • Customer Onboarding | • Stakeholder Relationship Management |
| • Remediation | • Jira, Confluence, Zendesk, Salesforce, Planhat |
| • Data & Root Cause Analysis | • MS Office & Google Suites |

Joshua Balzora

Lehigh Acres, FL 33973

joshuabalzora4_e8m@indeedemail.com

305 975 2211

Accomplished Relationship Manager with a proven track record at Edenred Pay, enhancing customer relationships and streamlining accounts payable processes. Skilled in database management and fluent in Spanish, I excel in problem-solving and process improvement, significantly improving client engagement and satisfaction. Expertise in financial software and a knack for building strong professional relationships underscore my career achievements.

Work Experience

Client Relationship Manager

Edenred Pay-Bonita Springs, FL

April 2021 to Present

Managed and provide all necessary customer services, including product delivery, supplier enablement, supplier support, and ongoing account support

Knowledgeable of all accounts payable options and processes

Accurately answered customer account related inquiries, often requiring in-depth troubleshooting, diagnosis, or engagement of other departments

Educated customer on best practices and processes regarding accounts payable processing

Confidently lead customers through conference calls and training

Proactively managed vendor enablement campaigns and databases

Provide necessary reporting to customers timely

Built excellent client relationships by providing top tier service with exceptional turn around and response time

Processed high volume vendor invoices accurately and within timely manner

Handled administrative tasks for the Finance Department

Reports, Refunds, Reconciliation

Competent with spreadsheets and databases

Actively participated in team enhancement by offering ideas and input to support and enhance current Company products, processes, and programs, and work collaboratively to ensure customer success

Provide training and assisted with coaching and development of new and existing team members

Performed all duties within assigned timeline and effectively communicate progress of assigned tasks

Took ownership of other special projects and assignments to support the business as needed

Brought energy and a positive attitude to ensure positive excellent overall customer experience

Collaborated with cross-functional teams to identify opportunities for upselling and cross-selling financial products and services

Acted as the main point of contact for all client inquiries, resolving issues promptly and ensuring customer satisfaction

Delivered presentations on market trends, investment strategies, and economic outlooks to educate clients on potential opportunities and risks

Participated in industry conferences and networking events to expand professional network and stay updated on industry trends.

Account Support Manager

Central Square Tech-Bonita Springs, FL

November 2017 to February 2021

Processed false alarm for over 50 jurisdictions upon receiving false alarms from CAD

Processed false alarm payments for over 50 jurisdictions upon creating invoices and receiving payments using

Stripe

Created and maintained multiple databases

Answered 100 plus phone calls a day for over 50 jurisdictions from across the country

Answered customer questions and concerns by reciting the local ordinances to customers who called in to ask questions on why there were getting charged for false alarms

Built strong relationship with alarm administrators and kept daily contact, for verification on address within the police jurisdictions, appeal decisions, and weekly/ monthly reports the administrator wanted submitted to them

Processed up to \$200,000 customer payments per month

As well as Monthly refunds and bank reconciliation

Daily work including creating and updating spreadsheets (Excel) responding to jurisdiction emails immediately and providing excellent customer service for each inbound call received

Sent out weekly correspondence, via mail/email, regarding their alarm permits.

Assistant Store Manager

Lacoste-Naples, FL

April 2015 to July 2017

Maximized stores sales goals

Supervised sales floor

Excellent customer service/ sales

Open and closed store/ Registers/ safe

Organized back office stock room

Organized merchandise on the floor/ windows/ mannequin

Trained and hired all new associates.

Assistant Store Manager

Housing Works-New York, NY

January 2010 to March 2015

Customer service, sales

Opening and clothing store, daily paperwork, all tilt operations

Coordinated, monthly meetings and also seminars with new product bound to be received

Data entry, inventory control, payroll control, Administrative duties

Handled all shipments when received, visual display & merchandising

Hiring and training all new personnel

Maintaining store on all levels, coaching sales associates on selling floor

Maintain an open level of communication with Store Manager and all supervisors

Arranged monthly, daily goals for store and sales associates broken down by day and hour.

Education

Associate in Computer Business

Plaza College - Queens, NY

High school diploma

High School For Arts And Business

Skills

- Account Reconciliation Customer relationship management
- Account Management/Retention Customer support
- Customer services, including problem resolution Computer Networking
- Payscale, Outlook, QuickBooks ERP systems
- Accounts Receivable APs
- Sage Analysis skills
- Relationship Building CAD
- Customer service Jira
- Computer skills: Advanced proficiency in Microsoft Financial services
- Financial Report Writing Communication skills
- Fluent and literate in Spanish Office Management
- Continuous Process improvement Accounting software
- Bank Reconciliation Bilingual
- Payroll Time management
- General Ledger Accounting Stripe (3 years)
- SaaS (5 years)
- Live Chat Sales
- B2B (5 years) Organizational skills
- Cloud Computing
- Office, Salesforce, Database Management, Pivot tables
- Accounts Payable Windows

Certifications and Licenses

Certified Project Manager

Joshua Balzora

Lehigh Acres, FL 33973

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- Office, Salesforce, Database Management, Pivot tables
- Accounts Payable Windows

Certifications and Licenses

Certified Project Manager

Lisa D. Walsh
4732 N. Brookeview Dr Tucson, AZ 85705
lisadyan@gmail.com 520.449.1534

2018 – 6/2024

Sunquest/Clinisys
Project Manager

- Served in all healthcare IT project management functions using hybrid methodology dependent on project type and phase
- Achieved 100% success rate in technical project go-lives and completion using RACI and standard PMI practices
- Led all phases of project lifecycle, including project kickoff, technical team meetings, creating the project charter and plan, maintaining issue and risk logs, scheduling validation cycles, creation and execution of go-live plan through stakeholder deliverable acceptance and formal project closure
- Managed an average of 60 - 70 projects at a time of varying complexity, including clinical and anatomical pathology software, blood labs, cytology and genetic, server and data migrations, net new interfaces
- Led historical and legacy data migration and data export projects with a focus on patient data integrity through iterative code amendment cycles
- Managed project teams including medical IT/LIS, healthcare workers, developers, product design, engineering referrals
- Responsible for bi-weekly revenue projections and forecasting for all in-flight projects
- Managed project teams and stakeholders in national and international healthcare facilities, with an eye on time zone management and cultural understanding

2008 - 2018

Interface Guru
Project Manager

- Led all project management functions using Agile methodology for website builds and implementations with a focus on user experience
- Assisted in business development, project scoping and creation of contracts and SOWs
- Moderated, tabulated and analyzed existing websites, website templates, software systems, forms and applications
- Conducted heuristic analysis across devices for ADA compliance, ergonomics and usability
- Facilitated digital strategy and information architecture workshops

Finance and Operations Manager

- Secured grants and NSF/NOAA project financing
- Managed all bookkeeping including payroll, and conducted all human resources and operations functions
- Created budget and forecast, scheduled expense reviews to increase profitability and prioritize customer value

New Horizons Computer Learning Center of New York
Assistant Controller

1995 - 2007

- Supervised accounting team of ten
- Implemented and trained team on new accounting software
- Managed a successful credit and collections department
- Supervised all daily accounting tasks and month end closings
- Worked with sales managers on revenue goals and quarterly reviews

Skills: Microsoft 365 Suite, Zoom, WebEx, Teams, GoTo Meeting, Slack, SharePoint, NetSuite, OpenAir, Trello, Wrike, Salesforce, Basecamp, Quickbooks

Education: BA, City University of New York
Currently completing Project Management Professional (PMP) Certification PDUs

Summary:

- Sr. Project Manager with over 20 years of experience in leadership, problem solving, project management, analysis and design for healthcare, telecommunication and government agencies.
- Experience with all phases of project management initiation with business case and ROI, planning, requirements analysis, design, development, integration, testing and implementation of large scale enterprise systems using SDLC Waterfall, Agile and Scrum Methodologies.
- Possess excellent problem solving, planning, executing, controlling and closing projects with strong oral and written communication skills.

Areas of Expertise:

- Project Management, leading, planning, reporting, tracking and documenting, change management, risk management, mitigation and contingency planning
- Charter, Business Case including financial management to the ROI, scope management, quality management, resource management, problem solving and communication
- Over 14 years experience with health insurance companies

Technical Skills:

MS Project, Planview, JIRA, SharePoint, MS Office, Excel, Word, PowerPoint and Visio

Education:

- Master of Engineering, Speed Scientific School, University of Louisville.
- Bachelor of Science in Engineering Science, Speed Scientific School, University of Louisville.

Professional Experience:

Excellus, BCBS New York, Louisville, KY
Senior IT Project Manager

October 2022-present

- Successfully implemented several module applications of the LogicGate Risk Cloud SaaS integrated Governance, Risk and Compliance (GRC) comprehensive platform to cover the needs of modern risk and compliance business and IT cybersecurity teams.
- Provided project management including initiation business case ROI development, planning, executing, controlling and closing full life cycle development and implementation of large scale enterprise application systems. Experience includes facilitating and managing all aspects of project management processes including cost, schedule, scope and quality using MS Project, Planview and SharePoint. Possess excellent project planning and analysis skills with strong oral and written communication skills

Florida Blue, BCBSFL, Jacksonville, FL
Senior IT Project Manager

January 2019-September 2022

- Provided all phases of project management including business case and ROI initiation through closing phases, budget management, scope management, schedule management, resource management, change management, risk management, mitigation and contingency planning and escalation management for all projects below. Also, assisted in writing the 2021 and 2022 business cases for the Oracle Cloud HCM implementation project by creating the strategic budget and implementation planning.
- Managed the multi year, \$4.5M HR Oracle Cloud HCM implementation across multiple Guide Well subsidiaries. Owning the cost, schedule, scope and quality of the program and managing the purchase of the software and Oracle Consulting implementation partner with a cost avoidance opportunity of \$13M over 5 years.
- Managed the mandated Interoperability Compliance Project for the development of the payer and provider FHIR APIs to allow members to be able to move from health plan to health plan, provider to provider and have both their clinical and administrative information travel with them throughout

their journey. Clinical data also included behavioral health to allow the member to track their information.

- Managed the Florida Blue Medicare Program to implement PeopleSoft Finance functionality. SDLC Agile development using Rally, HR Strategy and Systems Alignment, Availity Overpayment Functionality changes, and Onboarding Portal development.

Anthem, Louisville, KY
Project Manager
Contract with TekSystems

January 2018-December 2018

- Provided the overall Project Management initiation through close including charter ROI completion for development changes to Facets, Chips, ISG and WGS claims systems and FIS and Revenue Accounting for the Clinical ABCs incentive program.
- Provided the Business PM role managing the initiation phase working with the business on the second phase of the program working with external vendor evaluation and cost benefit analysis for HIPAA EDI between covered entities (providers and healthplans).

Humana, Louisville, KY
Senior IT Project Manager

June 2017 – December 2017

- Successfully completed Finance Projects for the IT PMO processes including ROI business case ownership in support of the business needs for Hyperion and Oracle Business Intelligence using incremental iterative Scrum methodology.
- Managed HR Projects to more fully incorporate and drive key cultural outcomes and track progress. Provided internal associates yearly Open Enrollment benefits updates to Enrollment Center and HRMS systems.
- Provided portfolio planning, budget management, cost plans and forecast and actuals project reviews using CA Clarity PPM to create and manage projects.
- Presented project status to senior and C-level management and maintained project documentation and deliverables in project SharePoint sites.

Blue Cross Blues Shield (BCBS), Columbia, SC
Senior IT Project Manager

July 2016 - March 2017

Responsibilities:

- Successfully managed multiple IT PMO phases including initiation ROI development, implementation and infrastructure projects using CA Clarity PPM to manage Agile and Waterfall projects.
- Implemented claims processing changes including those mandated by the BCBS Association to enable hosting for commercial products to laboratory third party services.
- Enabled work force management system improvements for reporting performance.
- Delivered data security reporting capabilities to customers for informational databases and online transactions by creating standard monthly report that depict secure user IDs that have access to various data.
- Released monitoring solution in testing and production environments for Web Services capabilities.
- Moved Web services appliances from legacy network to simplified network and enabled services load balancing.

Anthem, Louisville, KY
Senior Program Manager
Contract with Iconma

December 2011 - June 2016

Responsibilities:

- IT PMO full lifecycle phases including ROI calculation and ownership in initiation using hybrid Agile, Scrum and Waterfall process methodology to successfully plan and manage the AIM Program with the implementation of the utilization management system for cardiology services that impacted operational business processes that required development changes to multiple systems including membership, provider portal, medical management, benefit and claims processing systems adding logic to process new UM Rules to produce a savings estimate of \$27M over 5 years with cost of \$3.1M.
- IT PgM on the Patient Centered Primary Care (PC2) Project that was the foundation of the payment innovations platform, placing the member at the center of an integrated clinical and network strategy including Behavioral Health. This project created the scalable framework that enables Anthem to contract with a team of providers who assume responsibility for coordination of care with the patient serving as the focal point of all medical activity.
- Successfully completed the Comprehensive Care Program development changes, provided project financials forecast and actual reporting, MS Project and Planview project plan maintenance and resource requirements and authorizations, project management of risks, action items, issues and decisions and project deliverables ownership and weekly project reporting.
- Successfully managed the Health Care Analytics (HCA) reporting project to create reports and process to identify, model, understand and predict sales trends and sales results while helping in the



understanding of these trends and finding improvement points. Reports created determine the success of a previous sales drive and forecast as well as determine future ones.

- Piloted the Agile process and tools for the HCA Reporting Program. Managed using MS Project, user stories using Rational Team Concert and Jira evaluation.

Atlantic Health, Newton, NJ
Senior IT Project Manager

July 2011 - December 2011

Responsibilities:

- Favorably managed the mergers and acquisition of the Newton Medical Center Hospital by Atlantic Health System including conversion from Cerner systems to McKesson systems. Projects included the system migration and implementation of multiple systems including McKesson Star Medical Records, McKesson Chart Tracking, Med Plus Chartmaxx Medical Records Scanning, Med Quist Medical Transcription, 3M CRS, PICIS Emergency Room, HeathLine Echo Physician Credentialing and Net Health Wound Expert.

NASCO, Atlanta, GA
Senior IT Project Manager

October 2010 - June 2011

Responsibilities:

- Managed the claims migration project within the IT PMO
- Provided portfolio management, budgeting and prioritization
- Managed project risk, develop mitigation plans and escalated decisions and unresolved issues.
- Led the focus on cost, schedule, scope and quality and actionable go to green plans with the PMs based on a step by step plans on who needs what and when.

WellPoint, Louisville, KY
Senior IT Project Manager
Contract with Iconma

May 2009 - September 2010

Responsibilities:

- Supported the management of the implementation of Siebel CRM for consumer and commercial lines of business. Facilitated and resolved issues for architecture team.
- Maintained cost, scheduled and resourced using Planview and provided financial reporting for the program. Managed project deliverables using MS Project and SharePoint.
- Created PM Deliverables, project charter, project plan using MS Project, resource plan, issues log, risk log, decision log and documentation.

AT&T, Chicago, IL
Senior IT Project Manager

May 2006 - March 2009

Responsibilities:

- Utilizing MS Project, increased revenue \$4.5M for consumer and business marketing by simplifying online ordering on ATT.Com using bundled local, long distance, wireless and dish products.
- Implemented changes to the single web ordering tool for ATT Yahoo! Dial Up on ATT.com to reduce costs of operating and maintaining multiple systems by \$2M using .NET technology with VB.NET, ASP.NET and Oracle.
- Managed the eBill Project that created annualized savings of \$1.4 M by allowing AT&T customers who pay their bill online to trial eBill and suppress their paper bill using CheckFree.
- Reduced consumer bad debt \$3.2M annually by creating ordering and billing systems edits to prevent DSL sales to new high risk or unknown credit customer's w/o automatic bill pay utilizing the ExpressPay auto payment tool and prevent them from un-enrolling through backend systems.
- Led the management of full life cycle IT development projects for ATT.com: Enabled the existing mass market dry loop DSL products sold via ATT.com to be sold to all Alternate Channels (Retail Participants, Web Partners and AT&T Wireless) increasing DSL orders 400 per month.

Humana, Louisville, KY
Business Analyst Consultant

August 2005 - June 2006

Responsibilities:

- Reduced the company's potential losses and expenses of \$14M in the impacted market due to hurricanes Katrina, Rita and Wilma by leading the emergency management office team to assess risks, drive mitigation plans, providing issue management, escalation and resolution, changes to current processes and created new processes due to the emergency order and department of insurance regulations.
- Provided project management of the Medicare Part D implementation including marketing calls that are being abandoned with an opportunity cost of \$6.72MM/month.
- Provided project management and analysis for work force management and command center reporting analysis of Medicare call operations employing Nortel Networks SMI 2.0 and Avaya CMS 13.0.

Ceridian, Louisville, KY

Project Manager

Responsibilities:

- Led, planned, executed and controlled IT projects within the PMO, providing tracking and oversight by following the project management processes within the defined cost, scope, schedule and quality.
- Developed Java web hosted applications and operations infrastructure of HR, payroll and benefit services industry applications including completing a command center for information services call services functionality performing a vendor evaluation of Siebel and deploying HP service desk and SOX compliance project.
- Implemented the PMO project management guidebook based on PMI PMBOK, CMM, SEI and Six Sigma.
- Developed PM standards and processes. Provided PM process training sessions to PMs.

Metropolitan Water Reclamation District of Chicago, IL

January 2003 - November 2003

Business Analyst Consultant

Responsibilities:

- Developed an understanding, communication and management of business and technical requirements and expectations for the completion of the Metro Water Reclamation process improvement project to improve the environment and protect public health with data management.
- Gathered requirements, created business process documentation and created use case models, Generated process diagrams using Visio and PowerPoint.

SBC Ameritech, Chicago, IL

April 2002 -December 2002

Project Manager

Responsibilities:

- Performed Project Management and Business Analysis of enterprise application development of a data warehouse and CRM initiative for sales and marketing. Resolved issues, reported weekly status, managed scope and created QA plan. Performed project application tracking, systems analysis and alternative analysis.
- Defined project organization and staffing, developed software development plan, estimated project size, developed iteration plans, determined and worked deliverables of vision, scope document, use cases and use case model in Rational Rose, user interface prototype, analysis and data model, risk list, architecture and subsystem design, component, build, release test plan and test cases, test environment, development environment, defined monitoring and control processes.
- Developed the project plan and created the statement of work with deliverables and schedule and worked with purchasing on the procurement process.

Kentucky Department of Education Technology, Frankfort, KY

September 2001 - April 2002

Project Manager

Responsibilities:

- Project management, analysis and design of a web based enterprise knowledge management system, enterprise application architecture using WebSphere application server and J2EE technology with Oracle DB.
- Created business process flows, assessed and mitigated risks, created work and project plans using MS Project.
- Resolved issues, reported weekly status, managed scope and created QA plan. Performed project tracking, systems analysis and alternative analysis.

SBC Communications Inc., St. Louis, MO

December 2000 - September 2001

Project Manager

Responsibilities:

- Managed the total life cycle development of an enterprise application for ordering, provisioning and sales and marketing system.
- Resolved issues, reported weekly status, managed scope and created QA plan. Performed project tracking, systems analysis and alternative analysis.
- Managed analysts, developers and architects to understand and drive the resolution of development issues in the project timeline of internet applications in achieving CMM level 2 quality assurance and leverage UML for analysis and design.
- Gathered business requirements by interviewing potential users and stakeholders and built interactive prototypes to understand and drive the resolution of key architectural and development issues in the project timeline.
- Led the analysis and design, development, implementation and deployment of enterprise applications 3-tiered application development architecture employing J2EE, WebSphere and Oracle DB.

Cisco Systems, San Jose, CA

January 2000 - December 2000

Project Manager

Responsibilities:

- Managed and drove the overall scheduling and coordination of the technical and business side of the Cisco.com project, a cross-functional business to business enterprise portal.
- Created business process flows, assessed and mitigated risks, created work and project plans using MS Project.
- Resolved issues, reported weekly status, managed scope and created QA plan. Performed project tracking, systems analysis and alternative analysis.
- Facilitated meetings, set agenda items, tracked action items and communicated meeting minutes to the Cisco.com team.
- Led project analysis and development teams throughout all business units in Cisco to gather requirements, understand schedules and deliverables to be integrated within the overall Cisco.com project plan.
- Worked with project sponsors to effectively communicate project progress and key milestones. Identified, contracted and managed outside vendors to carry out the project plan on schedule and within budget.

Brown and Williamson Tobacco Corporation, Louisville, KY

August 1998 - January 2000

Project Manager

Responsibilities:

- Resolved and managed global issues of awareness, assessment, renovation, validation and implementation with year 2000 compliance of business systems, computer operations and system technologies infrastructure including re-engineering, data migration and implementation of compliant legacy and web-enabled applications for e-commerce using Java, WebLogic application server technology and DB2.
- Created business process flows, assessed and mitigated risks, created work and project plans using MS Project. resolved issues, reported weekly status, managed scope and created QA plan.

Adminastar Federal, Louisville, KY

January 1998 - July 1998

Business Analyst

Responsibilities:

- Developed business requirements, use case model with Rational Rose, designed specifications, prototyping, implementation and testing.
- Created business process flows, assessed and mitigated risks, created work and project plans using MS Project.
- Resolved issues, reported weekly status, managed scope and created QA plan

CURTIS FRANKLIN

PROJECT MANAGER

KNOXVILLE, TENNESSEE

865.738.7646

CURTISRFANKLIN@GMAIL.COM

SUMMARY

Accomplished project management professional with 15+ years' experience of managing large scale technical projects with effective communications, an increase on productivity, and exceling toward revenue goals. Brining proven agile abilities to fulfill project demands, team leadership, and loyalty to brand representation.

EDUCATION

University of Alabama at Birmingham, *Master of Engineering* (M.Eng.)
3.98 GPA
Phi Kappa Phi Honor Society

San Diego Christian College
Bachelor of Science in Business Management
Associate of Applied Science Media and Communications

CERTIFICATION

BICSI (RTPM)

Certified Project Management Professional

SKILLS

Project Management
Resource Coordination
Strategic Planning
Contract Negotiations
Team Building
Complex Communications
Office 365, OneNote, SharePoint,
Concur, Kronos, Plan Grid, BlueBeam, MS Project, Deltek, Smartsheet, Salesforce

MEMBERSHIPS

Project Management Institute
USGBC – LEED
NSPE

EXPERIENCE

August 2021 - Present
Project Manager, Consultant
Vantage Technology Consulting Group

- Successfully project manage over \$3.8 million in commercial technology design projects in healthcare, K-12, and higher education environments
- Oversee the entire lifecycle of projects, from setup to completion
- Direct client engagements, technical meetings, RFPs, RFIs, Scope of Work, and legal contract documentations
- Maintain financial acumen on project budgets, schedules, forecasting, and client invoice tracking

October 2012 – August 2021
Project Manager
AT&T

- Fulfilled over 60 major telecom projects by utilizing various methodologies, planning, communicating, and keeping project momentum within diverse teams
- Effectively communicated between internal and external teams involved with technical details related to project scope
- Contributed to organizational revenue targets by collaboration with sales and marketing teams on client interactions

LEADERSHIP

- DEI committee leader, contributing resources and presentations that inform on inclusive environments during architectural design
- Regional Vice President - AT&T Employee Resource Group
- Mentorship program leader - AT&T

PROJECTS

- CLEAR – airport implementation – 30+ US locations
- United Surgical Partners International - 200+ US locations
- Harvard University – student housing design
- Boston International Airport technology design

Project Manager

Experienced and results-oriented Project Manager and Certified Agile Safe Advanced Scrum Master, skilled in utilizing various tools and methodologies to drive successful project outcomes, excel in leading cross-functional teams through the intricacies of both Agile and Waterfall methodologies. Exhibit strategic vision, meticulous planning, and hands-on execution to meet project objectives within the defined scope, time, and budget parameters. Well-versed in monitoring the project deliverables and consequences, including preparation of highlights and progress markers, and proficient in participating in resource allocation and high-valued services supervision while ensuring maximum accuracy to accomplish predefined targets. Foster a collaborative project management approach, promoting open communication and teamwork to streamline overall project efficiency. Excellently facilitate Agile ceremonies, coach teams, and address impediments to facilitate a smooth Agile development process. Proficiency in implementing Scrum and Kanban methodologies, leading to improved team relationships, accelerated time-to-market and heightened customer satisfaction.

TECHNICAL SKILLS

Certified Agile SAFe Advanced Scrum Master, JIRA Software, ServiceNow, Rally Software, Microsoft Word, Microsoft Excel, Microsoft Outlook, WebEx, Zoom, Microsoft Teams, Atlassian Confluence, Slack, Lean Six Sigma

Proven expertise in:

- Visionary Planning and Strategic Execution
- Agile and Waterfall Methodologies
- Optimized Project Delivery
- SDLC Best Practices
- Team Empowerment Expertise
- SAFe Mastery
- IT Infrastructure Familiarity
- Dynamic WebEx Collaboration Leadership

EDUCATION AND CERTIFICATION

Bachelors of Science (Information Technology) | University of Central Florida | 2015 | Orlando

PROFESSIONAL EXPERIENCE

Epson Inc. – Contracting through Collabera

IT Project Manager

Feb 2024 – Aug 2024

Worked alongside SME's of multiple disciplines to direct their effort towards project goals for a firm completing over 200 projects a year. Functioned as PM utilizing agile concepts like sprints, sprint planning, and standups to conduct regular cadences, provide status to upper management, adjusting to stakeholder needs, and continuing progress.

- Laid the infrastructure groundwork for a merger with an Epson subsidiary, with a focus on security, network functionality, compatibility with Epson America's support structure, and preservation of the subsidiary's way of working.
 - Managed the planning for an infrastructure cutover between active directories for a sister company to Epson Inc, Epson Portland. This encompassed a scope ranging from individual workstations to HR machines to servers running applications and databases supporting them.
 - This event was completed successfully the first week of August with team members onsite to assist.
- Provisioned a sandbox environment for Epson's application teams to begin a migration to the industry's forefront in SAP technology, S4 HANA in a greenfield-style deployment.
- Managed the internal review of deploying an AI productivity tool to Epson employees to elevate and strengthen their familiarity with the tool.
 - Primary goals of this project were to gauge internal interest in the tool, finding employees aptitude for prompt-based engineering, and most importantly, to understand the security concerns and issue that would result from deploying AI in a corporate setting as large as Epson America.
- Laid the groundwork on a full AD Restructuring, involving the standardization of network objects to clean up the existing Epson AD environment, alleviating technical debt and setting clear guidelines for future AD additions.



California Secretary of State

Business Programs Division

1500 11th Street, Sacramento, CA 95814

Request Type: Certified Copies
Entity Name: TRANSFORM DIGITAL LLC
Formed In: CALIFORNIA
Entity No.: 202359014605
Entity Type: Limited Liability Company - CA

Issuance Date: 09/19/2023
Copies Requested: 1
Receipt No.: 005137444
Certificate No.: 146210626

Document Listing

Reference #	Date Filed	Filing Description	Number of Pages
B2114-6732	09/14/2023	Initial Filing	1

** **** ***** ***** End of list ***** ***** **

I, SHIRLEY N. WEBER, PH.D., California Secretary of State, do hereby certify on the Issuance Date, the attached document(s) referenced above are true and correct copies and were filed in this office on the date(s) indicated above.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California on September 19, 2023.

SHIRLEY N. WEBER, PH.D.
Secretary of State

To verify the issuance of this Certificate, use the Certificate No. above with the Secretary of State Certification Verification Search available at bizfileOnline.sos.ca.gov.



202359014605



STATE OF CALIFORNIA
Office of the Secretary of State
ARTICLES OF ORGANIZATION
CA LIMITED LIABILITY COMPANY
 California Secretary of State
 1500 11th Street
 Sacramento, California 95814
 (916) 653-3516

For Office Use Only

-FILED-

File No.: 202359014605

Date Filed: 9/14/2023

B2114-6732 09/14/2023 3:06 PM Received by California Secretary of State

Limited Liability Company Name	
Limited Liability Company Name	TRANSFORM DIGITAL LLC
Initial Street Address of Principal Office of LLC	
Principal Address	5214F DIAMOND HEIGHTS BLVD SAN FRANCISCO, CA 94131
Initial Mailing Address of LLC	
Mailing Address	5214F DIAMOND HEIGHTS BLVD SAN FRANCISCO, CA 94131
Attention	
Agent for Service of Process	
California Registered Corporate Agent (1505)	BUSINESSROCKET, INC. Registered Corporate 1505 Agent
Purpose Statement	
The purpose of the limited liability company is to engage in any lawful act or activity for which a limited liability company may be organized under the California Revised Uniform Limited Liability Company Act.	
Management Structure	
The LLC will be managed by	One Manager
Additional information and signatures set forth on attached pages, if any, are incorporated herein by reference and made part of this filing.	
Electronic Signature	
<input checked="" type="checkbox"/> By signing, I affirm under penalty of perjury that the information herein is true and correct and that I am authorized by California law to sign.	
<u>TATEVIK NERSISYAN</u>	<u>09/14/2023</u>
Organizer Signature	Date

Certificate Verification No.: 146210626 Date: 09/19/2023

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

1 Name (as shown on your income tax return) Name is required on this line; do not leave this line blank
Transform Digital LLC

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

Individual/sole proprietor or single-member LLC

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶

Other (see instructions) ▶

C Corporation

S Corporation

Partnership

Trust/estate

4 Exemptions (codes apply only to certain entities; not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
5214f Diamond Heights Blvd.

6 City, state, and ZIP code
San Francisco, California, 94131

7 List account number(s) here (optional)

Requester's name and address (optional)

Print or type. See Specific Instructions on page 3.

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

			-			-			
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OR

Employer identification number

3	7	-	2	1	1	1	1	9	7
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Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here

Signature of U.S. person ▶

Suyat Kumar Shah

Date ▶

07/05/2023

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding*, later.



EMILY
REVOLUTIONARY MARKETING

OCTOBER 9, 2024

PROPOSAL

Jasper County Unites Against Opioid
Campaign

RFP # 2024-21

Submitted by Christopher Kemper

Chris@ermarketinggroup.com (Authorized Rep)

This document is proprietary and confidential and for the use of EMILY: Revolutionary Marketing Group™ and the Client.

EXECUTIVE SUMMARY

EMILY Revolutionary Marketing Group is submitting the following response to RFP 2024-21, Jasper County Unites Against Opioids Campaign. EMILY Revolutionary Marketing Group started in 2018 and has served governmental, non-profit, and for-profit entities providing attentive customer service in an ever-changing business environment.

ERM understands the challenge of effectively developing a marketing campaign directed at changing behaviors and views of the target audience. Our team will work closely with your key stakeholders to develop an informational campaign for Jasper County Unites Against Opioids. The campaign will be delivered to community partners who will conduct outreach directly in neighborhoods. We will utilize geo-targeted ads, Google ads, radio, billboards, and TV ads as additional avenues to deliver your message in Jasper County. Performance data will be monitored to make updates optimizing the efforts. Our Ads Manager will provide regular reports to keep you up to date.

Our in-house team brings an understanding of the current digital space and industry trends utilizing innovative solutions. The following document will outline the proposed project method, tasks to be conducted, and the qualifications of EMILY Revolutionary Marketing Group.

We affirm the following:

- EMILY is registered in South Carolina and is a Limited Liability Corporation (LLC).
- We are VA-certified as a Service-Disabled Veteran-Owned Small Business (SDVOSB).
- We are fully licensed and insured to operate in SC, and our Federal Employer ID Number is 83-2692056.
- A partner or senior manager manages implementations. Partners will participate in and guide all interactions involving the client.

The personnel authorized to represent EMILY Revolutionary Marketing Group for this solicitation are:

Christopher Kemper
CEO, Co-Founder
803-877-4290
chris@ermarketinggroup.com

Samie Worthington
Chief Creative Officer, Co-Founder
404-468-0599
samie@ermarketinggroup.com

Respectfully,

Christopher Kemper
Christopher Kemper



Project Approach

The opioid crisis is a significant public health issue impacting communities across the United States including Jasper County. To support the county's efforts to combat the epidemic, we propose placement of a comprehensive anti-opioid used campaign utilizing the taglines of "One Pill Can Kill" and "Jasper County Unites Against Opioids". Our Objective is to raise awareness about the dangers of opioid misuse, promote prevention, and engage community members in the fight against opioid addiction.

Campaign Goals and Objectives

- **Raise Public Awareness:** Increase knowledge of the risks associated with opioid misuse, particularly the dangers of fentanyl-laced pills.
- **Engage the community:** Mobilize local organizations, schools, faith based groups, and community members to take action against the opioid crisis.
- **Drive behavior change:** Empower Jasper County residents with resources and information to make informed decisions about opioid use and overdose prevention.

Project Approach

We will implement a multi-phase approach to ensure the success of this campaign. Our team will provide full service support, from initial planning through execution and reporting.

Phase 1: Prep Work

- A project kick off meeting with our team and Jasper County stakeholders will be held to align project goals, timelines, and staff roles.
- Our team will enhance the SEO of Jasper County opioid related landing pages to ensure visibility, relevance, and ease of access to resources
 - We will add the following items
 - Google Tag Manager and Google Search Console Code
 - Bing Webmaster code
 - JSON-LD Schema
 - Open Graph Tags, meta tags, and title tags
 - Keyword research and addition of Alt Text
- **Google Analytics setup:** We will integrate Google analytics into the applicable digital properties to track engagement, monitor traffic, and measure the campaign's impact.

Project Approach

Phase 2: Campaign Strategy Development. Our strategic campaign will encompass the following. It will be developed during the early stages of the project.

- Target audience identification
 - We will define the key demographics and geographic areas in Jasper County that are most at risk and can benefit from awareness campaigns.
 - We will develop buyer personas for each target audience to guide outreach to each of these groups.
- Messaging and Community Engagement Strategies:
 - We will develop culturally sensitive, multi-lingual messaging that resonates with various segments of Jasper County's population. We will also map out how community partners including local organizations and schools will be engaged.
- Budget and Resource Allocation
 - Detailed budget that outlines the costs for media outreach, community engagement activities, and targeted interventions
- Strategy for community Engagement
 - Define avenues in which we will collaborate with local partners and ways to engage with health organizations, faith based groups and churches, non-profits and schools to address opioid prevention.

Phase 3: Development of Creative and branding for the campaign

- Our team will design materials and graphics for use in the campaign including placement in ads and use in community outreach efforts.
- Our team will develop a branding for the campaign that aligns with the overall brand guide. We will use current CDC and SC DHHS information on these subjects to guide the development of the following brand assets to ensure consistency when materials are used in the campaign.
 - Logos, colors, fonts for Jasper County Unites against Opioids campaign.
 - Slogans and messaging such as "One Pill Can Kill".
 - Identify and design a graphic identity for the campaign.
- Once the brand guide is approved by Jasper County, the following creative assets will be designed by the team:
 - Billboards, posters, and other out of home content.
 - Culturally sensitive and multilingual messaging.
 - Informational pamphlets, fact sheets, and handouts
 - Mailers and informational packets to be distributed to schools and community partners.
 - Display ad designs for geo-targeting and Google.
- Once created, the following materials will undergo up to 3 rounds of revisions to refine the content based on feedback that is received from Jasper County.

Project Approach

Phase 4: Campaign Implementation

- Geo-targeted device Id ads
 - Our team will implement four geo-targeted ad campaign to generate an estimated 120,000 impressions across Jasper County.
 - We will draw geo-targeted locations and identify members of the target audience through their anonymous device ids and online behaviors. We will send display ads directly to their devices.
 - These ads will include retargeted ads driven to those who have already seen or interacted with previous ad content. This enables us to potential reach the target audiences multiple times increasing visibility of the anti-opioid information.
- Google Ads and Keyword Campaigns:
 - Google and keyword ads will be placed for 10 months, focused on raising awareness around opioid dangers and prevention.
 - Display ads will be distributed to the 2 million websites in the Google Display network with targets to reach Jasper County.
- Testimonial Development and Filming
 - Our team will coordinate with our videography partners to capture of testimonials. We will work with the community partner to identify individuals who are willing to share their testimonies of the effects of Opioid misuse and how resources helped them overcome these.
 - The videographer will develop in written format these peoples stories so they can be shared more effectively. A film crew will travel to Jasper County and capture three testimonials of 3 minutes in length.
 - All video editing needed will be conducted and our team will implement these testimonials into the overall campaign once they are completed.
- Community Workshops and Distribution- A cornerstone of the campaign is direct community engagement. We will partner with local organizations and community leaders to ensure the message is widely distributed.
 - In partnership with local organizations such as the New Life Center of Ridgeville SC, we will conduct community outreach efforts. We will utilize partnerships to deliver messaging to faith-based organization and distribute informational packets to County High Schools.
 - Four community workshops will be conducted across Jasper County to provide education on the dangers of opioid misuse, including fentanyl-laced pills, prevention strategies, and available resources. These workshops will target specific groups including, families, youth, educators, and healthcare professionals. The workshops will foster interactive discussions, provide factual information, and feature guest speakers (medical professionals, law enforcement or individuals having recovered from an opioid addiction). Attendees will receive fact sheets and informational packets that were created.

Project Approach

- Town Hall Meetings
 - During the campaign, we will work with a community partner to hold a town hall meeting. These will create an open forum where residents can discuss the opioid crisis and share their experiences, concerns, and suggestions. These town halls will encourage collaboration among local government officials, law enforcement, healthcare providers, and residents.
 - The meetings will also serve as an opportunity for the community to address gaps in services and propose actionable solutions to combat opioid misuses.
 - These will be moderated discussions with question and answer sessions, featuring expert panelists, local officials and community leaders.
- Radio and TV ads
 - We will place 30-second ads with local radio stations to broaden the reach of our message. Our team will strategically place ads on local tv stations and 3 billboards spread out throughout population centers in the county to further amplify awareness across the county.
- Evaluation and Reporting
 - To measure the success of the campaign, EMILY Revolutionary Marketing Group will provide ongoing performance reporting including:
 - Monthly Reports tracking google analytics, campaign metrics, and media performance. These will be provided throughout the campaign.
 - Community Engagement reports will be provided by the community partner that provides information on the number of mailers and content provided to various groups to spread the message and report on the feedback received by communities in Jasper County.
 - Metrics on attendance will be tracked at workshops and town hall meetings.
 - A Final campaign report will also be provided to evaluate behavioral shifts, community awareness, and overall campaign effectiveness at tackling Opioid Misuse and its related issues.

COMPANY PROFILE

Emily Revolutionary Marketing Group

EMILY: Revolutionary Marketing Group LLC was founded to provide small business owners with the capabilities and knowledge to compete in today's fast-paced digital environment.

☎ **803.271.0875**

✉ **info@ermarketinggroup.com**

🌐 **ermarketinggroup.com**

📍 **1201 Boyce St., Newberry, SC 29108**

INFORMATION

- EMILY: Revolutionary Marketing Group LLC
- DBA: N/A
- Year Incorporated: November 30th, 2018
- State of Incorporation: South Carolina
- D-U-N-S Number: 116933512
- CAGE Code: 87ZNB
- SBA: SDVOSB
- Federal EIN 83-2692056

CERTIFICATES



OVERVIEW

Team EMILY™ collectively brings extensive experience working with both large and small companies alike in marketing, sales, business, and design. We have seen extensive growth as a company since our inception in 2018 and have worked with a variety of clients including, government entities, educational institutions, and small to medium-sized businesses. Our work in design, reputation management, and website development is all produced in-house by our veteran content creation team. We are a skilled team of professionals with capabilities in marketing strategy, graphic design, search engine optimization, advertising, brand development, website design, and photography. Our understanding of today's fast-paced digital environment allows us to deliver your message effectively and integrate technology to streamline marketing efforts.

INDUSTRIES SERVED

- Insurance & Professional Services
- Event & Entertainment Venues
- Non-Profit Foundations & Organizations
- State/ Local Government Programs & Organizations
- Farming & Agriculture
- Medical & Healthcare
- Public Figures & Public Relations
- Real Estate & Professional Customer Service
- Construction & Engineering
- E-Commerce & Retail
- Education
- Arts & Culture
- Leadership Training
- Hospitality, Food & Beverage



PREVENTION COALITION OF NEWBERRY (PAV/E)

ABOUT THE CLIENT

Contact person: Kayleigh LaQuay

Physical address: 800 Main Street, Newberry, SC 29108

Email address: klaquay@westviewbehavioral.org,

Phone number: 803-276-5690

PAV/E is a nonprofit organization dedicated to preventing drug and alcohol abuse and violence among teens in Newberry County, SC, through various programs and initiatives.

Project Task: Branded Collateral Creation, Website Update and Improvement, Logo and Tagline Creation, Branding Guide Creation, Advisement and Training for Stakeholders, Social Media Management, and Content Creation.

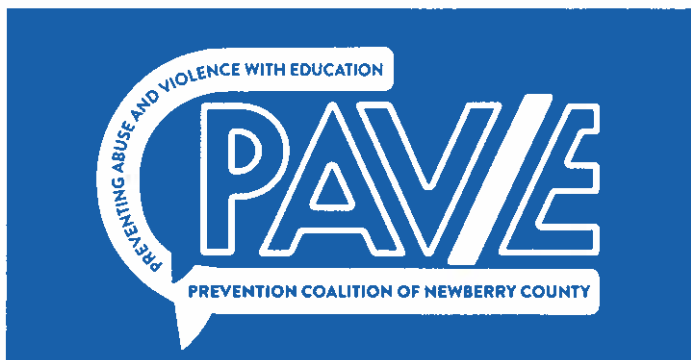
Project Timeline: August of 2019 - Present

Problem/Solution:

When ERM Group was contacted, the Newberry Coalition on Underage Drinking was in a crisis. The director felt that their branding no longer spoke to their mission nor encompassed the issues they sought to address.

Over 4 months, we conducted several sensing sessions with stakeholders, including parents, students, partner organizations, and internally within the parent organization. Through this process, we came to understand that the Coalition is focused on many more issues including substance abuse, domestic violence, mental health issues, and providing training opportunities. From this PAV/E (Preventing Abuse & Violence with Education) was created, along with branded collateral, website updates, logo and tagline creation, and branding guidelines. We then trained the staff on the new standards and how to employ them.

We continue to manage PAV/E's social media accounts and provide branded collateral as needed.



COMMUNITY RESOURCE DRIVE-THRU FAIR
OCT 24TH 10 AM - 12 PM
PIEDMONT TECH PARKING LOT

FIND OUT MORE ABOUT THE SERVICES IN OUR COMMUNITY!

FREE: CANDY RESOURCES INFORMATION GIVEAWAYS

SPIN TO WIN GIFT CARDS & PRIZES!

TAKE A QUICK SURVEY, GET A FREE COFFEE!

DEA NATIONAL TAKEBACK Deputies will be available for you to dispose of your Rx medications safely

GET RID OF THOSE UNUSED MEDICATIONS!

PAVE Prevention Coalition of Newberry County

- Life Bridge
- Piedmont Tech
- Chapin We Care
- Beckman Center
- Newberry County First Steps
- Newberry County OSS
- Newberry County Coroner's Office
- Westlow Behavioral Health Services
- City of Newberry PD
- Newberry County Council on Aging
- Sexual Trauma Services of the Midlands
- Newberry Hospital
- Newberry County Sheriff's Office

WE WILL BE WEARING MASKS, SOCIAL DISTANCING, AND PROVIDING HAND SANITIZER



IT IS OUR MISSION TO PROMOTE COMMUNITY LEVEL CHANGE THROUGH COLLABORATION AND PARTNERSHIPS, AND TO REDUCE THE DEVASTATING CONSEQUENCES ASSOCIATED WITH UNDERAGE SUBSTANCE USE AND ABUSE.

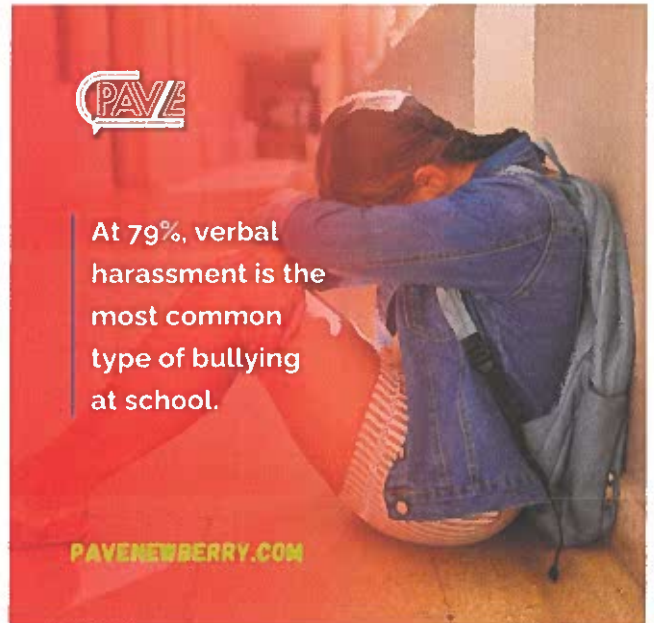
1/3 OF ALL DRUNK DRIVING DEATHS HAPPEN TO PEOPLE AGES 16-20

THERE ARE 10.8 MILLION UNDERAGE DRINKERS IN THE US

ONE IN SIX TEENS BINGE DRINKS

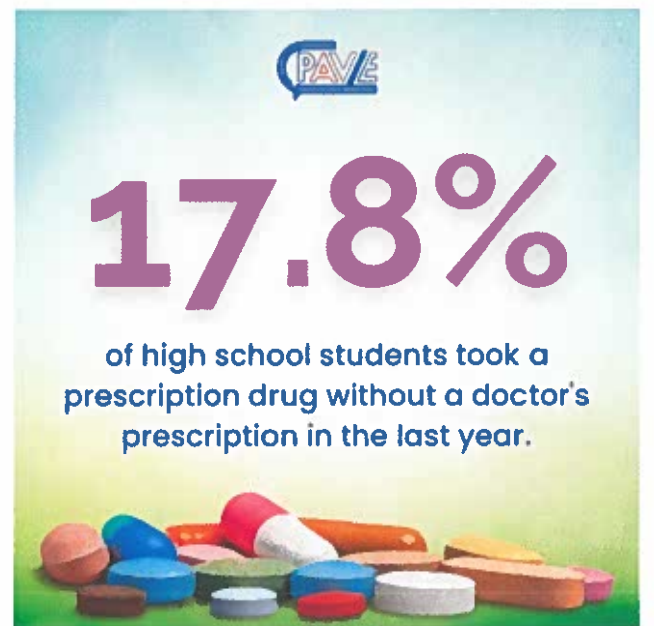
ONLY 1 IN 100 PARENTS BELIEVES THEIR TEEN DRINKS ALCOHOL

CONTACT US
drugfreenewberry.org
 803.276.5690
 NCCUD
 NewberryCUD
 DrugFreeNewberrySC



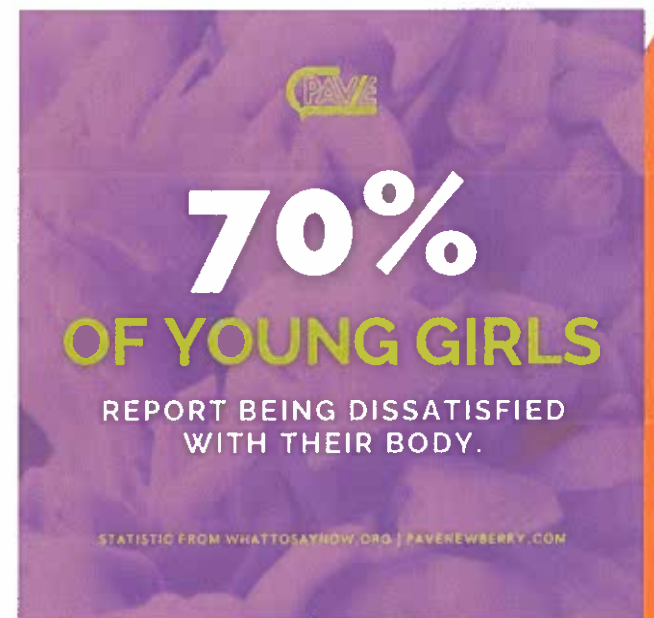
At 79%, verbal harassment is the most common type of bullying at school.

PAVENEWBERRY.COM



17.8%

of high school students took a prescription drug without a doctor's prescription in the last year.



70% OF YOUNG GIRLS

REPORT BEING DISSATISFIED WITH THEIR BODY.

STATISTIC FROM WHATTOSAYHOW.ORG | PAVENEWBERRY.COM

SC DEPARTMENT OF HEALTH AND ENVIRONMENTAL CONTROL

ABOUT THE CLIENT

Contact Person: Catherine Warner, MSW and Outreach Coordinator

Physical address: 2100 Bull Street, Columbia SC, 29201

Email Address: warnerca@dhec.sc.gov

Phone number: (803) 898-2287

Description: The SC DHEC Division of Tobacco Prevention and Control is dedicated to tackling the health issues that arise from Tobacco use and preventing its use among South Carolinians.

Project Task: Message Creation, Google Advertising, Event Advertising, Commercial Development, Analytics and Data Monitoring, Graphic Design, Statewide Campaign Execution.

Project Timeline: November 2023 - Present

Problem/Solution: The SC DHEC Division of Tobacco Prevention and Control found issues reaching teens and young adults with tobacco prevention messaging as part of the Tobacco Free SC initiatives. EMILY Revolutionary Marketing Group was hired to implement strong advertising to help them deliver their message and increase the reach of tobacco prevention marketing efforts.

To support their efforts, we developed and placed event advertisements at the South Carolina High School League sporting events which to this point have included Cheer, Football, and Basketball. We have implemented similar ads for basketball sporting events for the SC Independent High School league (Private schools). Advertisements have also been placed at LED spots at the Colonial Life Arena, which is the home of sporting events for the University of South Carolina.

Our team, using content provided by SC DHEC, has developed display ads and 15 and 30-second video ads to implement as part of the advertising efforts. These have been implemented and managed by our SEO specialist to increase the online presence of tobacco prevention resources. This includes the implementation of Display ads on Adcritter which have been distributed widely. The project is not complete and additional ads and tasks will be conducted.

Commercial Samples:

https://drive.google.com/file/d/1A9GFJs-NU_WIPRsEDb5rb23BM9RFSxo5/view?usp=sharing

<https://drive.google.com/file/d/1DdPNIBHNefsH4o13QJBdDy6WlQ-abu6/view?usp=sharing>

SC DHEC TOBACCO CAMPAIGN

SCHSL and SCISA Basketball Championships Ads Overview,
Feb. 22, 2024 - March 6, 2024

\$236.23

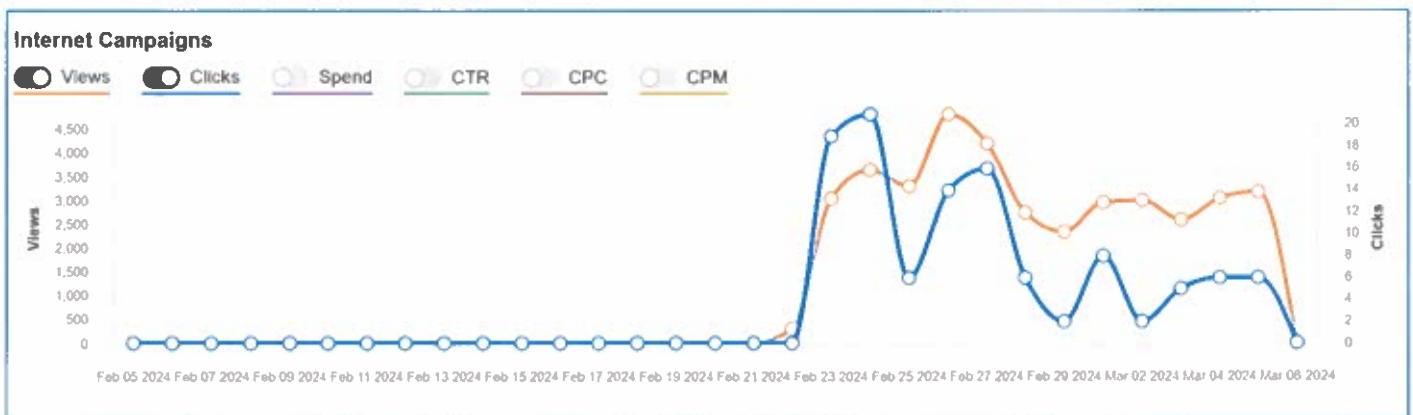
Total Ad Spend

39,405

Internet Views

111

Clicks



LOCATIONS:

1. Florence Center & surrounding area
2. Sumter County Civic Center

TARGET AUDIENCE:

1. Parents of Teens
2. Parents of Pre-Teens
3. Parents of Tweens & Teenagers (Ages 11-17)

 **\$3.25**
Cost Per Click (CPC)

SCHSL and SCISA Basketball Championships Ads Overview, Feb. 22, 2024 - March 6, 2024

\$236.23

Total Ad Spend

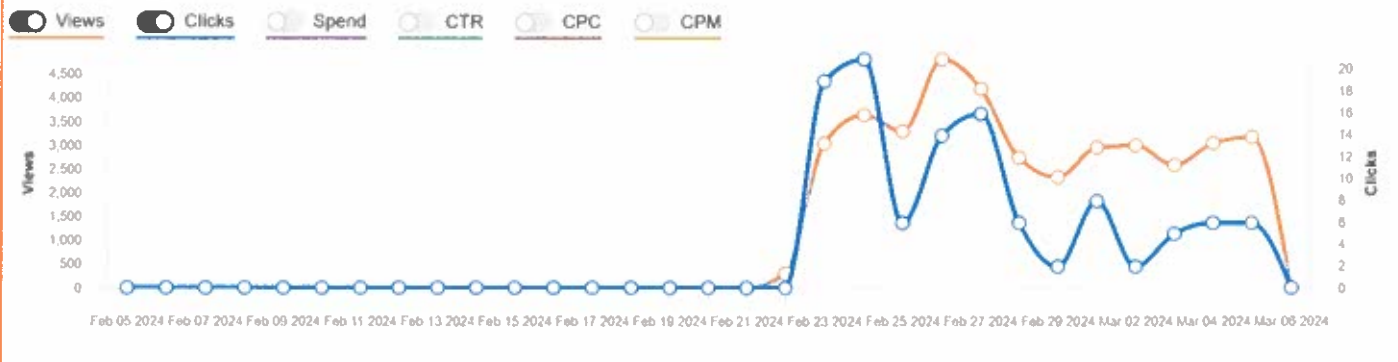
39,405

Internet Views

111

Clicks

Internet Campaigns



LOCATIONS:

1. Florence Center & surrounding area
2. Sumter County Civic Center

TARGET AUDIENCE:

1. Parents of Teens
2. Parents of Pre-Teens
3. Parents of Tweens & Teenagers (Ages 11-17)

 **\$3.25**
Cost Per Click (CPC)

SC COUNTS PROJECT

ABOUT THE CLIENT

Contact person: Mary Dell Hayes, Project Manager

Physical address: 914 Richland Street, Ste A-201, Columbia, SC 29201

Email address: marydell.hayes@uwasc.org

Phone number: 803-920-4868

The South Carolina Counts campaign was funded by the United Way Association of South Carolina and aimed to ensure an accurate census count by encouraging participation and providing resources to communities across South Carolina in 2020.

Project Tasks: Social Media Content, Google Ads, Facebook and Instagram Ads with Facebook Ad Credits, Client-Paid Social Media Ads, and Messaging in English and Spanish to Targeted Markets.

Project Timeline: December 2019 - October 2020

Problem/Solution: The target audience for the project was members of underrepresented groups within South Carolina. Historically these individuals may not participate in the census due to low trust in the government, lack of internet access, lack of stability in living conditions, etc.

During the project, our team designed and developed high-quality creative materials to help promote the messaging of the SC Counts initiative in support of the Federal 2020 Census. Included in the creative brief were logos, color schemes, social media content, advertisements, billboard designs, banner designs, and promotional materials.

We developed and deployed social media ads on Facebook and Instagram to help grow the page and target messaging to specific markets. Our team worked heavily to spread the message throughout the state and was able to reach 116,000 individuals with targeted materials in support of the SC Counts 2020 project. EMILY held and attended several events that encouraged members of underrepresented communities to participate in the census. Our team conducted photography during these events to promote the project and provided these to SC Counts.

Our team also developed and designed a comprehensive website to support the SC Counts initiative and implemented search engine optimization to increase the digital footprint of the site.

#todoscontamos



@SCCOUNTS

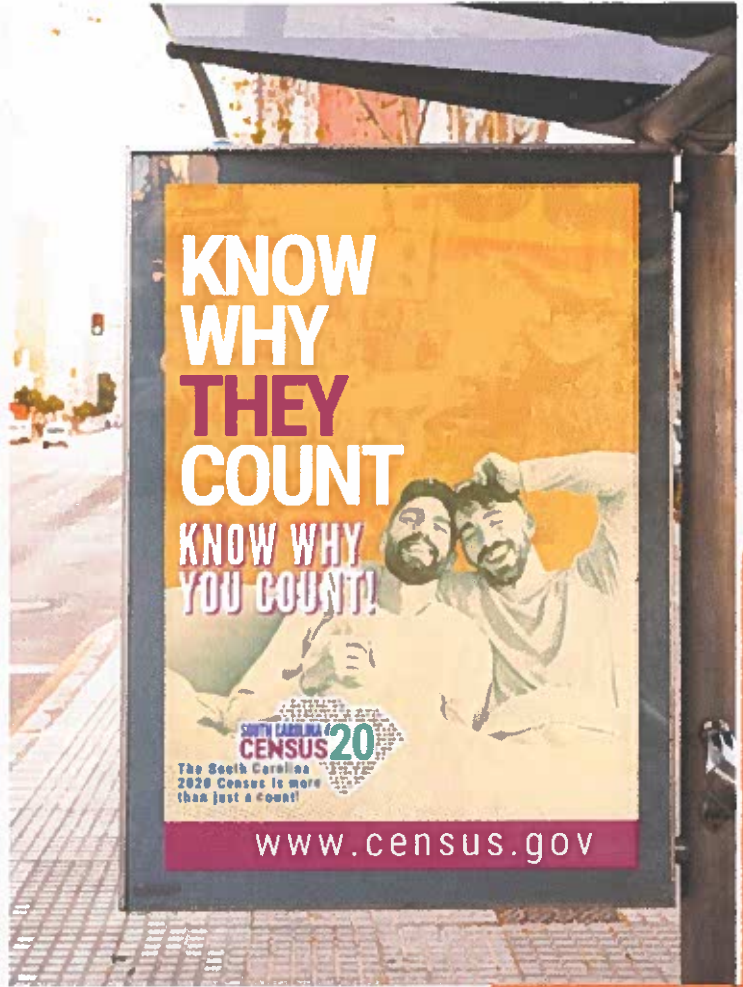
ENTIENDA
PORQUE
ELLAS
CUENTAN,
ENTIENDE
PORQUE
TU CUENTAS!



Online Registration Starts March 12th

Hay fuerza en la comunidad. ¡Hable con los miembros de su comunidad y participe hoy! ¡Seguro y protegido, Censo es una oportunidad para un cambio!

www.2020census.gov/es





SOUTH CAROLINA 2020 CENSUS

KIDS ACTIVITY BOOK
LIBRO DE ACTIVIDAD PARA NIÑOS

Match the Language with its word for Community
 Lee la palabra "Community" con su idioma respectivo

Community	Chinese
Comunidad	Spanish
Communauté	English
社區	German
Сообщество	Russian
Gemeinschaft	Greek
Ком'юніті	Hawaiian
Кабала	Portuguese

Did you know the 2020 Census is available in 12 languages, including: English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.

¿Sabes que el Censo 2020 está disponible en 12 idiomas, incluyendo: Inglés, Español, Chino, Vietnamita, Coreano, Ruso, Árabe, Tagalo, Polaco, Francés, Creol haitiano, Portugués, y Japonés.

Can you solve the maze?
Puedes resolver el laberinto

Fill in the missing numbers
Rellena los números que faltan

1	4	5	7	9	10		
11	12	13	15	17	18	20	
21	22	24	26	28	30		
31	32	34	36	38	40		
41	42	44	46	47	49	50	
61	62	64	66	67	69		
71	72	74	76	77	79		
81	82	83	84	86	87	89	90
91	92	93	94	96	97	99	

SOUTH CAROLINA 2020 CENSUS

SOLO CONTADO

COUNT ME IN

SOUTH CAROLINA 2020 CENSUS

OF PEOPLE, PLACES & CHOICES

SOUTH CAROLINA 2020 CENSUS

DID YOU KNOW?

Every child left uncounted in the 2020 census could mean up to \$1,000 of government funding is given to other states?

1 person = \$1,000

Do all you can to make sure your community has what it deserves.

Visit census.gov to find more reasons why the Census is more than a count.

DID YOU KNOW?

- Around 25% of SC residents are 18 years old or younger.
- 1.2 Million young people in SC are in school with 7% in 8th grade or lower.
- 1% of households in SC are a single parent.
- Approximately 44,000 children in SC have a disability.
- The Department of Social Services gives SC \$1.01 per child.

2020CENSUS.GOV
@SCCounts2020

2020CENSUS.GOV
@SCCounts2020

PATHWAYS TO HEALING

ABOUT THE CLIENT

Contact person: Rebecca Lorick, Executive Director

Physical address: 3830 Forest Drive, Suite 201
Columbia, SC 29204

Phone number: 803-790-8208

Pathways to Healing is a nonprofit that advocates for and supports survivors of sexual assault and abuse in Richland, Lexington, Newberry, Clarendon, and Sumter counties of South Carolina.

Project Task: Brand and Social Media Assessment, Social Media Content Creation, Ad Creation, Ad Management, Social Media Reputation Management, and Organic Social Media Posting.

Project Timeline: January 2022 - Present

Problem/Solution: Pathways to Healing contacted EMILY Revolutionary Marketing Group to provide consistent, targeted social media campaigns to raise brand awareness and increase participation in their annual fundraising efforts.

We developed high-quality graphics and photography to support Pathways to Healing's objective of raising greater funds during both their Walk A Mile In Our Shoes and 100 Men Against Sexual Violence events. To supplement our efforts, EMILY began creating and distributing quarterly newsletters alongside the creation and deployment of ad campaigns in targeted regions.

PATHWAYS TO HEALING: DIGITAL AD DEVELOPMENT

Pathways to Healing enlisted our help in July 2023 to build an ad campaign to bring awareness to their 24-hour domestic violence and sexual assault hotline. We created a highly targeted geo-framed ad campaign focused on surrounding high schools, colleges, and bars. Since its inception its ads have generated increased calls, allowing Pathways to Healing to serve victims in their service area.

GOOGLE AD ANALYSIS:

AD CAMPAIGN

- Managed monthly ad spend of \$425

GOOGLE ADS

- Google Ads
- Clicks: 65
- Imp: 358
- CPC: \$6.29
- CTR: 18.16%
- Conversion Rate: 9.23%
- Cost per Conversion: \$68.29

18.16% ↑
Increase in
Click Through Rate

9.23% ↑
Increase in
Conversion Rate

CAMPAIGN RESULTS

Every month we meet with Pathways to Healing and deliver them a detailed report on ad results. We are able to deliver them a detailed report on which search terms and locations brought in the caller. Pathways to Healing is then able to use this data to decide which schools need their services the most.

\$68.29
Cost Per Conversion

GOOGLE AD CHART





QUOTE NUMBER
4902

DATE
October 11, 2024

EXPIRY DATE
February 5, 2025 at 12:00 PM

FROM
Christopher Kemper
EMILY: Revolutionary Marketing Group LLC
1201 Boyce Street (PO Box 221)
Newberry, SC 29108
www.ermarketinggroup.com/

PHONE
+1 8032710875

FOR
Jasper County Government

TO
Kimberly Burgess

EMAIL
hrath@heatherrathconsulting.com

Quote- RFP 2024-21 Jasper County Unites Against Opioids.

<p>ERMG-013 Prep Work</p> <p>All prep work is listed under this category. Prep work is specified in the proposal.</p> <ul style="list-style-type: none"> - Assignment of the project lead - Set up of Hive task management system and provide access to the client team - Kick-off meeting with the Jasper County team. - Gain access to the brand guidelines for Jasper County and any Anti- Opioid use branding. Review these to determine the needs for creative content and to ensure these are maintained - Determine and develop partnerships with community organizations such as the New Life Center of Jasper County. 	<p>1,200.00 x 1 1,200.00</p>
<p>ERMG-014 Analytics</p> <p>Build Google Analytics for data analysis with reports. Load Google Analytics code to Client website.</p> <p>Includes:</p> <ul style="list-style-type: none"> - Pull Google Analytics number and code and install in website. - Connect Google Search Console, Google Tag Manager. - Build Google Ads account and link Google Analytics (as needed). - Build reports and save in saved reports. - Build monthly output through Google Data Studio and set to email to Client. 	<p>600.00 x 1 600.00</p>

<p>ERMG-005 Search Engine Optimization (SEO)</p> <p>Search engine optimization to optimize Client's online presence. Includes all items developed and installed into the website:</p> <ul style="list-style-type: none"> - Google Tag Manager, Google Search Console - Bing webmaster code - JSON-LD schema - Open graph tags - Key word research and meta tags - Title tag refinement <p>Also includes:</p> <ul style="list-style-type: none"> - Installing plug-in for SEO optimization (WordPress only). - ALT text for pictures developed and provided to Client. - Hashtag research and development developed and provided to Client. 	<p>750.00 x 1 750.00</p>
<p>Campaign Strategy Development</p> <p>The team will develop a strong campaign strategy for the "Jasper County Unites Against Opioids" Campaign</p> <ul style="list-style-type: none"> - Identify the camping audiences and develop buyer personas. - Determine messaging, brand considerations, and other vital aspects to the campaign. - Individual strategies for reaching the target audience (Ex. methods for reaching and gaining faith-based organizations' support for the campaign). - Identify the materials need and define marketing strategies. - Strategy for testing of messaging. - Community engagement strategy - Use of Community Partners to set up meetings and hold community workshops - Strategy to recruit community members and other stakeholders to serve as ambassadors for the "One Pill Can Kill" message. - proposed budgets for Media campaigns, community engagement, and general targeted outreach. 	<p>6,000.00 x 1 6,000.00</p>
<p>Subtotal</p>	<p>8,550.00</p>
<p>Collateral Content and Graphic Design</p> <p>We will develop content and visuals for use in the campaigns. All project pieces below are included in these services.</p>	
<p>ERMG-001 Branding</p> <ul style="list-style-type: none"> - Branding services offered to develop a complete identity for the "Jasper County Unites Against Opioids" Campaign. - Includes a 1-hour initial phone call with the Client and a 1-hour final call with handoff of final products. - Includes: - logos and graphic identity. - Slogans such as "One Pill Can Kill" - identify, design, and build brand story and messaging. - a branding guide with color codes, font, and examples for social media and print advertising for brand consistency 	<p>3,500.00 x 1 3,500.00</p>

<p>Campaign Material Design</p> <p>We will develop the following creative materials for the campaign</p> <ul style="list-style-type: none"> - Billboard, Poster, and Other out-of-home designs. - Messaging for the campaign that is culturally sensitive and multi-lingual in alignment with local demographics - Design informational pamphlets, fact sheets, and other handout-type materials. - Develop radio ads and record these voiceovers. - Mailer Campaign designs for pregnant mothers, church members, and High Schoolers. - Informational packets on the campaigns to provide to school staff and high schoolers in Jasper County. <p>These creative materials will be designed in the Jasper County brand guidelines.</p> <ul style="list-style-type: none"> - includes up to 3 rounds of simple revisions to the content. Any additional updates will incur a charge of \$85.00/hour. 	<p>8,000.00 x 1 8,000.00</p>
Subtotal	11,500.00
<p>ERMG-4151</p> <p>Geotargeting- Targeted Device ID Ads</p> <ul style="list-style-type: none"> - Create and deliver a geotargeted campaign totaling 120,000 impressions in Jasper County focused on new customers with the criteria listed below for a period of: ___ days. - Send potential customers to: ___(website page). - Number of devices to be reached: ___ - Number of impressions to be delivered over the life of the campaign: ___ - Content delivery: 15-30 sec video - Target Audience Criteria: - an annual income of: ___ - distance from Client location: ___ - zip codes: - target audience ages: ___ - other criteria: - children in the home: ___ - ages of children: ___ - home value: _____ - mortgage: _____ <p>NOTES:</p> <ul style="list-style-type: none"> - Campaign must be paid in full at the beginning of the campaign. - Within the above targets we will provide 4 campaigns focused on target audiences -pregnant and new mothers - High Schoolers - General Community - Demographics disproportionately affected by the Opioid crisis. - Price is the retail price per impression. - Quantity is the anticipated total number of impressions that will be delivered during the campaign. - Total is the total cost of the campaign. 	<p>0.05 x 120,000 6,000.00</p>

<p>ERMG-312</p> <p>Google Keyword and Display Ads</p> <p>Using the Client's existing Google Ads account, manage the Client's Google Keyword Search campaigns.</p> <ul style="list-style-type: none"> - Create and Google display geofenced and retargeted ads to audiences based on specific criteria and objectives. - Set and manage a monthly budget. - Weekly adjustments using data and keywords from Google Search Console to maximize ads performance. - Grow the Google Ads to a 70% optimization rate. - Monthly Data Studio reports delivered to Client. - Bitly is used to track data through Google Analytics. <p>NOTE: Actual ad spend is charged to the Client's credit card.</p>	<p>1,000.00 x 1 1,000.00 per month (for 10 months)</p>
<p>Town Hall Meetings</p> <p>1- hr long town hall meetings</p> <ul style="list-style-type: none"> - 24 hours of Prep 	<p>5,000.00 x 3 15,000.00</p>
<p>Community Workshops</p> <p>Four Community Workshops with the Community Partner</p> <ul style="list-style-type: none"> - Promotion of the workshop. - Inviting community experts to get involved. - Execution of the workshop. - Prep-work to the workshop. - Report of the workshop (who attended, feedback, etc). 	<p>8,000.00 x 4 32,000.00</p>
<p>Video Testimonials</p> <ul style="list-style-type: none"> - Produce 3 up to 3-minute testimonial segments on the effects of opioids. 	<p>15,000.00 x 1 15,000.00</p>
<p>Radio ads</p> <ul style="list-style-type: none"> - Place radio ads on Iheart radio and with local radio stations. - Will be in 30-second formats and will be designed to reach 8,000 impressions per month which over the campaign will be 80,000 individuals. - Radio ads will be targeted to the 	<p>250.00 x 8 2,000.00 per month (for 10 months)</p>
<p>Billboards</p> <ul style="list-style-type: none"> - Cost of renting billboards per month in Jasper County. - We estimate providing 3 billboards in high-traffic areas. - Includes management of the billboards. 	<p>1,500.00 x 3 4,500.00 per month (for 10 months)</p>

Subtotal	7,500.00
Tax 7%	315.00
Total including tax	\$7,815.00
	per month (for 10 months)

Subtotal	88,050.00
Total including tax	\$88,050.00

Reviews [See all reviews](#)



Very accommodating and professional staff. They have been patient with us, but also responded well to requests and feedback. I definitely recommend using them for branding, website and social media needs!

by Erica Thomas



Oakland Mill and the West families group have enjoyed having a professional marketing company right here in Newberry to address our needs! The timely service and personal attention have been fantastic.

by Misty West



EMILY is a jewel of a small business, headquartered in Newberry, SC. Needing a writer page to help launch my debut novel and knowing nothing about how to make that happen, I did some research and discovered this company thriving...

by Teresa Haskew

WHO IS EMILY?



The English captured sixteen-year-old American Revolutionary War heroine Emily Geiger (1765–1825) while on a military mission as a civilian. She refused to stand by and wanted to help with the war efforts. But, she was told by male leadership that she couldn't help **BECAUSE SHE WAS A GIRL!**

Emily refused to take NO for an answer. She was trusted to carry an important secret message from General Nathaniel Greene across enemy lines through what is now known as the Midlands of South Carolina. All by horseback! She was captured and questioned. However, thanks to her quick thinking and courage, she memorized the message and destroyed the evidence by eating it. Since she outsmarted the English, they were forced to release her. She rode almost 50 miles by horseback alone in the middle of the Revolutionary War!

She completed her critical mission and conveyed the message to General Thomas Sumter. The result was the Battle of Cowpens and, ultimately, the English departure from South Carolina - a strategic win for the Revolution! All because of a sixteen-year-old girl and her horse.

LIKE, EMILY, WE HELP DELIVER YOUR MESSAGE!

Request for Proposal

Jasper County Unites Against Opioids “One Pill Can Kill” Media Campaign



Prepared for:
Jasper County Government
Attn: Kimberly Burgess, Director, Administrative Services Division
P.O. Box 1149, 358 3rd Avenue, Ridgeland, SC 29936



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October 14, 2024

Dear Kimberly Burgess,

Initium Health is pleased to submit this proposal in response to Jasper County's solicitation for the "Jasper County Unites Against Opioids" media campaign. Our firm excels in conducting impactful marketing campaigns in the public health sector, helping local city, county, and state governments achieve their goals. This proposal includes our marketing approach, our detailed expertise in the behavioral health marketing space, our firm and staff qualifications, and our fee structure.

Established in Denver in 2018, Initium Health is a Public Benefit Corporation (PBC) dedicated to improving public and community health. With our team of public health experts, award-winning marketing creatives, skilled analysts, and seasoned project managers, I am confident that the Jasper County marketing campaign will reach and resonate with communities in the most need of its information. Given our in-depth experience in the behavioral health marketing space, we believe we will create the most effective, efficient, and impactful campaign. Our approach will encompass all three strategies identified in the solicitation and will also incorporate social media to leverage an additional channel to reach the target audience.

Our track record includes the successful execution of large, multi-channel public health marketing campaigns that raise awareness and drive behavior change. Notably, our work on the award-winning Strong as Granite campaign for the State of New Hampshire showcases our capability to deliver on our promises.

Initium Health will comply with the requirements, provisions, terms, and conditions specified in this solicitation. We have the appropriate staffing, resources, and capabilities for this 12-month contract, with an option to extend if funding permits and needs continue. If you have any questions, please contact me, James Corbett, authorized negotiator, at james@initiumhealth.org or 303-928-8511 ext. 702.

Sincerely,

A handwritten signature in black ink that reads "James Corbett".

James Corbett, MDiv, JD
Principal, Initium Health

Project Approach

Initium has a proven track record in behavioral and public health campaigns, social and traditional marketing, and public health communications. We approach our marketing campaigns the same way we approach interacting with our clients — in a personalized, timely manner.

Initium’s strategy has 3 phases: 1) Research and Discovery, 2) Media Strategy, and 3) Creative Development and Testing. We would implement these three phases for the “One Pill Can Kill” campaign in Jasper County.



Phase 1: Research and Discovery

Initium Health would work with Jasper County in this planning phase to develop campaign goals, identify target audiences, determine relevant platforms, finalize the budget, and develop the overall campaign plan. The research and discovery phase will also consider both the specific needs of the Jasper County community and a synthesis/analysis of similar campaigns occurring in other cities, counties, and states across the country.

Phase 2: Media Strategy

Initium Health would work with Jasper County to develop and implement a media placement plan. The primary purpose of media planning is to get a brand in front of the right audience at the right time and deliver the right message. In this phase, we will determine the appropriate media mix, gather and analyze rates from media outlets, implement the media buy, and monitor performance. We will also ensure that Jasper County approves all relevant campaign materials prior to distribution and use.

Mediums that we may recommend include traditional media channels (TV, radio, out-of-home such as billboards or gas toppers, events, newspapers, magazines,

collateral) and digital media channels (social media, email, website, display advertising, search advertising, streaming service, affiliate marketing). We recognize that this RFP does not include social or digital media as one of the desired channels for this campaign. However, we recommend incorporating a small social media component to maximize the reach and impact across the County.

Phase 3: Creative Concept and Testing; Measure, Evaluate and Optimize

In the third phase, we will develop, test, and deploy content, and report on campaign outcomes. Once all stakeholders have approved priority populations and means of engagement, the conceptual framework for the campaign, including the specific messaging, is built out. Our messaging will aim to: 1) raise awareness of the opioid crisis and opioid-related overdoses in Jasper County, and 2) educate the community about prevention and treatment resources available in the County.

We also prioritize understanding how the campaign look-and-feel will resonate with an audience. We test concepts with the target demographic and engage community members in focus groups. During these sessions, we gather qualitative and quantitative feedback on the logo, tagline, color, messaging, and imagery.

In terms of measuring our efforts, we will implement reporting and analytics frameworks at the beginning of the engagement to monitor the efficacy of the materials and inform optimization strategies throughout. Our team will report on campaign outcomes throughout the engagement to monitor campaign progress and make adjustments as needed to meet and exceed campaign goals. We will also compile measures into a cumulative end-of-year final report to show the impact of the overall campaign.

Our evaluation and reporting will highlight outcomes across Key Performance Indicators (KPIs) agreed upon by both Initium and the Jasper County team. As stated in the RFP, the primary outcome metrics will focus on increasing awareness of the "One Pill Can Kill" campaign across the County, engagement with campaign-related events, campaign reach, and a long-term impact on opioid-related incidents in the County.

We will track a range of metrics over the duration of the campaign including:

- **Ad Impressions:** Total number of times ads are displayed.
- **Materials Distributed:** Total number of pamphlets/mailers distributed.
- **Attendees:** Total number of community members attending campaign events.
- **Press Coverage:** Instances of media coverage related to the campaign.
- **Digital Marketing Engagement (if applicable):** Click-through rates, likes, shares.

Additionally, we will assess baseline campaign awareness levels through a pre-campaign survey and monitor changes regularly. This will help determine if overall awareness of the opioid epidemic and opioid-related risks in Jasper County changes.

Community Engagement Approach

The underlying foundation to our project approach is community engagement. Our community engagement process originates from a dynamic, collaborative, and equitable strategy that satisfies the needs and values of the community. In collaboration with Jasper County, Initium Health’s engagement approach will be tailored uniquely to the community and will outline a set of specific outreach and public participation strategies. The community engagement process will follow the roadmap below:



1. Define the Engagement Aims

Our journey begins with a clear vision. Together with the County, we outline the mission, objectives, and expected impact of our engagement efforts. Drawing from past experiences and rigorous data analysis, we shape our strategy to reflect the pressing concerns and aspirations of Jasper County residents. Key considerations include:

- Insights vital to community well-being, with a focus on historically underrepresented groups
- Assessment of existing social determinants of health and available resources
- Outcomes and lessons learned from past community engagement efforts in Jasper County
- Establishment of measurable key performance indicators (KPIs) for success

2. Identify Stakeholders and Develop Engagement Strategy

Engagement begins with understanding. Leveraging insights from the County, we identify and empower stakeholders who will be most affected by our initiatives. Our approach prioritizes inclusivity and accessibility, with tailored strategies to engage every corner of the community. Key elements include:

- Maximizing involvement of underrepresented groups and vulnerable populations
- Employing diverse engagement methods, from traditional to innovative, to bridge gaps in participation
- Collaborating with community influencers to amplify voices and preferences

Risks specific to this phase include not engaging a large enough sample size of affected community members such as people experiencing homelessness, people with disabilities, people of color, non-english speakers, working families, seniors, etc.

Targeting socioeconomically disadvantaged populations can be challenging due to transportation, language, technological, institutional, and physical barriers. To counteract this, we will develop sensitive and varying methods to engage these communities, in collaboration with the County and its stakeholders.

3. Engage Community Members

Execution is where plans meet reality. This phase includes the execution of the community engagement process, including outreach, scheduling, and convening. The goal here is equitable participation and representation across all sectors of the community. Our focus extends beyond outreach to dismantling barriers and fostering genuine dialogue. Highlights included in this step are:

- Strategic distribution of key informant interviews to reflect regional diversity and challenges
- Leveraging behavioral and social determinants of health data to target areas of greatest need
- Prioritizing accessibility through inclusive meeting times, locations, and language options

4. Review Progress and Identify Gaps

Reflection fuels progress. Throughout the engagement process, we remain committed to continuous improvement, guided by real-time feedback and data-driven insights. As we engage with stakeholders and the community, we are constantly refining which topics still need information, which questions are non-responsive, and areas where we still need information. Evaluating the overall approach will include:

- Review of qualitative and quantitative data, identification of any gaps in data
- Number of individuals/groups reached and representation of historically marginalized groups
- Evidence of collaboration and commitment to support future solutions among stakeholders and community members

5. Analyze Insights and Key Takeaways

In the pursuit of meaningful change, analysis is key. Our comprehensive review culminates in a synthesis of community insights and priorities, presented in accessible formats for maximum impact. We will compile results of the community engagement process and describe results for key audiences. Highlights include:

- Identification of priority issues and disparities voiced by community members
- Insights into systemic inequities and proposed indicators for monitoring progress
- Visualization of findings through dynamic presentations and infographics

Past Project Experience

Initium Health has extensive experience working on integrated marketing campaigns and strategy projects across the entire behavioral health care continuum. Having this detailed knowledge of the opioid crisis enables us to create more targeted and impactful marketing strategies, which we will apply to the “One Pill Can Kill” campaign. We can also start work immediately without needing to get up-to-speed on opioid-related terms and challenges. Additionally, we understand how to craft messages that reach target audiences without stigmatizing them. Initium's strategic marketing approach coupled with our knowledge in the behavioral health space will ensure we deliver the most effective opioid use and overdose prevention campaign. Below, we have highlighted a sample of behavioral health campaigns that Initium Health has created within each of the three strategies called out in this RFP.

Strategy One: Neighborhood-Style Media Campaign

Santa Monica, California: Behavioral Health Community Engagement Campaign

Initium Health engaged with the City of Santa Monica to develop a comprehensive behavioral health strategy that addressed the city's pressing needs for mental health and substance use crisis care. We deployed a broad community engagement campaign to gather individuals' perspectives, experiences, and input across various city sectors to inform our strategy. In addition to key stakeholder interviews, community listening sessions, and a public survey, we leveraged media to raise awareness and invite community involvement. Below is a logo we developed and event marketing materials to garner interest for community listening sessions and insight at events.



We hosted 3 “Ideas Exchange” events in 3 venues where key stakeholders including city council members, business owners, community-based organizations, homeless coalitions, neighborhood associations, and EMS, police, and fire first responders were in attendance. We also engaged youth in separate focus groups. In addition, we solicited community conversation via online feedback and online comment sections. By identifying community influencers at a hyper-local level, we designed our methods according to the priorities and needs of the community.

We also conducted about 75 one-on-one interviews with key stakeholders in the City including local businesses, organizations serving seniors and individuals living with disabilities, healthcare providers, individual community members with lived experience of behavioral health, and behavioral health community organizations.

After conducting our City of Santa Monica community engagement sessions in three distinct zip codes, we produced a captivating video highlight reel to share with the community on social media. You can view our 2 minute engagement video [here](#). Additionally, we created a compelling PSA video that specifically defines behavioral health and emphasizes its importance to the community. This video was designed to inspire city residents to take part in the behavioral health survey. You can access the PSA video [here](#).

New Hampshire: Strong as Granite Marketing Campaign

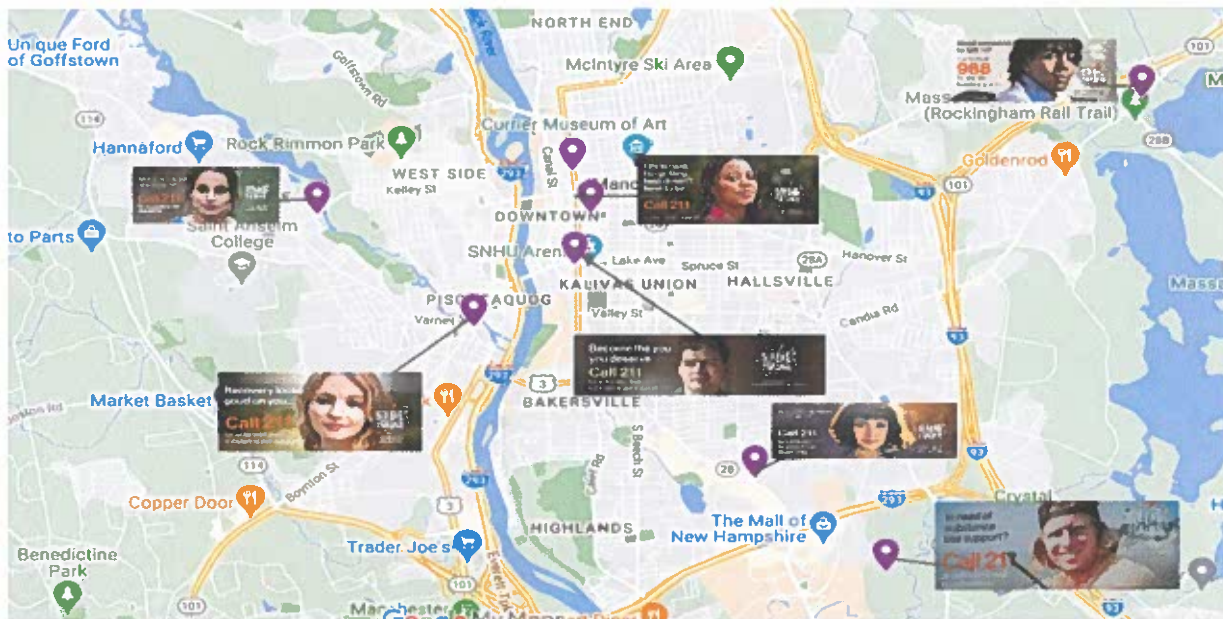
We created a communications campaign for the State of New Hampshire’s Department of Health and Human Services. They engaged Initium Health to create a \$1.5 million multimedia campaign to raise awareness of their behavioral health services, including the 988 and 211 crisis lines. That campaign involved using a mix of marketing platforms. Our team distributed campaign collateral across a range of traditional and digital media channels, including broadcast tv, radio, out-of-home (i.e., billboards, gas pump toppers), social media, search advertising, streaming, and creative promotional marketing. The link provided below hosts the brand launch spots for TV and radio. The link is password protected, so enter “InitiumSAG” to view the videos: <https://f.io/3jEL6MFj>



We used out-of-home and print channels to reach people in their everyday environments. We had significant success with gas pump toppers, posters, and

concrete graphics helping to increase awareness of the Strong as Granite campaign. This tactic leverages a common activity - pumping gas - to reach a wide audience. Given the ubiquity of gas stations and the idle time people spend at the pump, this campaign can effectively reach individuals across all demographics within New Hampshire. We have also had success with billboards, posters, wallet cards, bus wraps, and promotional items like water bottles and journals for mental health.

Below are examples of stickers, wallet cards (a business card promotional item), and billboards with various faces (targeting subgroups).



In addition to our out-of-home strategies, we ran both broadcast and iHeart streaming radio ads, generating 4.7M impressions. Display ads showing the content were a bonus for those listening to iHeart Radio on smartphones.

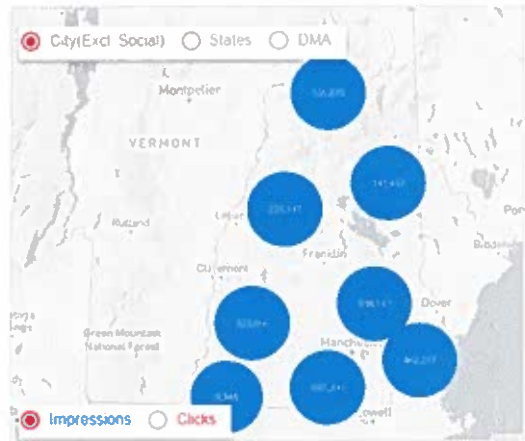
Strong as Granite Radio Campaign Reach Data

More than 500,000 individuals were reached, with average frequency of 6X.

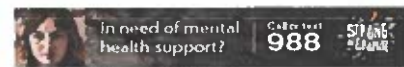
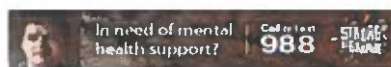
Channel	Geography	Placement	Impressions
Broadcast Radio (ex. WERZ-FM)	Manchester, Portsmouth-Dover	"The Night Shift" :15 & :30 Audio	1,654,288
Streaming Radio (iHeart)	Statewide	Audience Segments :30 Audio	2,188,726
BONUS Digital Display ads (iHeart Media)	Statewide	Audience Segments	863,497
Total Impressions			4,706,511
Average CPM (Cost per Mille, i.e., cost per 1000 impressions)			~\$15

Typical CPM range: \$10-20

Geography Snapshot: Streaming & Digital Display



Strong as Granite Radio Ads



We also have experience developing and distributing informational mailers to accompany in-person events and reach individuals directly in their homes. Below are some print ads that Initium Health created for the State of Maryland's campaign about sexual and reproductive health services. After conducting focus groups with healthcare providers and clinicians, we designed postcards that could be customized to the health

department office and sent to local residents. Inition Health created the campaign, the logo, and the content.



Strategy Two: Personal Stories and Community Engagement

New Hampshire: Strong as Granite Marketing Campaign

For the New Hampshire Strong as Granite campaign, we put a spotlight on personal storytelling in our campaign imagery and video ads. New Hampshire residents shared lived experiences for both mental health and substance use challenges. Shared storytelling is empowering for people who have experienced significant challenges in their lives. By sharing their stories, they also help others find inspiration, hope, and connection. You can view our “on-the-street” style personal testimonials [at this link](#).



Eastern New Mexico: Behavioral Health Facility Community Engagement

Initium Health also has extensive experience engaging with local community members in town hall-like settings and focus groups. One example of our in-depth community engagement strategies was in Eastern New Mexico. We conducted a comprehensive behavioral health facility feasibility study to understand the extent of service gaps in the region and their impact on individuals.



Initium's community engagement strategies were instrumental to our successful gap analysis and subsequent development of a behavioral health strategy for building a regional behavioral health facility. Initium Health engaged community members throughout the project, including regular meetings with city and county representatives and elected officials; 70+ interviews with community stakeholders, providers, and individuals with lived experience with behavioral health conditions; and a community listening session which attracted 50 attendees from across the region. Individuals in this region were already aware of the problems with mental health, SUD, and homelessness and felt passionate about getting help for the community members. By actively engaging this diverse and multilingual population via interviews, events, emails, and social media, we were able to garner knowledge from individuals with firsthand experience: providers, first responders, detention facilities, military, educational institutions, faith-based organizations, and individuals with lived experience.

Strategy Three: General Targeted Outreach

Colorado: Cannabis Communications and Education Campaign

The Colorado School of Public Health partnered with Initium Health to raise awareness about the risks of high concentration cannabis for youth and pregnant people. We employed targeted strategies to reach these demographics across the state of Colorado. This public outreach campaign included a website, an online learning series, and in-person ideas exchanges. In addition, the school sponsored a "science-informed art" exhibit that served as an opportunity for young and experienced artists to explore society's complicated relationship with cannabis. To drive attendance, we launched a

targeted social media campaign, ran banner ads, sent out email newsletters, distributed eye-catching posters and flyers in key locations, and leveraged earned media efforts.



Additionally, to maximize the campaign’s impact, we are using social media to disseminate our message and engage with our audience. We are aiming to create a vibrant online community to share critical information and help educate our audience. Our digital marketing objectives focus on leveraging first-party data, including location, demographics, and interests to deliver highly relevant messaging to target audiences across various platforms. By engaging with users where they are—whether on social media, streaming services, or browsing the web—we aim to drive awareness and then strategically retarget and re-engage those who interacted with our content or visited our website but didn’t convert. This approach allows us to tailor our messaging to the specific stage of the consumer journey, ensuring that our communications resonate effectively with the audience at each touchpoint. Below you can see a sample of the images we captured for our campaign materials. We included youth, pregnant people, and parents to directly reach our target audiences. To view more of the creative materials, visit our campaign website at <https://teaonthc.org/>.



Qualifications

Initium Health is a public benefit corporation (PBC) founded in Denver, Colorado in 2018, with the mission to use innovation to improve human health. As a PBC, we are unique in that we balance public benefit with business goals. We ensure that our work consistently delivers both measurable health outcomes and meaningful impact to the communities we serve. We are uniquely positioned to support Jasper County with a team that brings together public health professionals, media executives, and clinical staff, with expert project managers, researchers, and graphic designers.

We thoughtfully choose the type of projects we bid on and work on. Our organizational philosophy is to focus on the quality of the work we provide and not quantity, and consequently we have the ability to choose projects, such as the "Jasper County Unites Against Opioids" campaign, that are fully aligned with our vision and capabilities. We have cultivated strategic partnerships with industry leaders so our team comes with invaluable healthcare knowledge. We have expertise in:

- Marketing and development of emotionally resonant and informative PSAs
- Understanding how social determinants of health affect communities
- Culturally inclusive messaging
- Engaging government stakeholders in objectives and strategic initiatives
- Copywriting for print, video, radio, television, and the internet
- Social, digital, and grassroots marketing
- Creating marketing campaign microsites
- Media buying and public relations
- Engaging community-based organizations and conducting focus groups
- Deploying behavioral health education/training/marketing using behavior change theory

We have conducted marketing campaigns, community health assessments, community health improvement plans, behavioral health feasibility assessments, and strategic plans for clients in a range of states including Arizona, California, Colorado, Connecticut, Florida, Maryland, New Hampshire, New Mexico, Ohio, Oregon, Texas and Washington.

We provide a tailored, community-centered approach to our integrated marketing campaigns to ensure that we understand the needs of the community, the correct messaging for the target audiences, how to adjust our strategy in real-time, and the goals of all relevant stakeholders. We have proven campaign success by leveraging a

range of content types and channels, including digital and social media, out-of-home placements, print collateral, and Google Ads.

Our commitment to Diversity, Equity, and Inclusion (DEI) drives every decision we make regarding the marketing campaign. We have considerable experience conducting community listening sessions, focus groups, community surveys, and translations to ensure the content we create resonates with and reaches the target audience.

Lastly, Initium Health has demonstrated experience managing complex, multimedia marketing campaigns. We have the tools in place to organize the process, engage with different stakeholders, keep the campaign on target, and produce meaningful results – all within budget.

Staffing Capacity

Our unique team includes public health professionals, healthcare consultants, and former healthcare executives supported by creative directors, social media marketers, content specialists, and graphic designers. As a result, we bring expertise in public health, advertising, community engagement, research, strategic planning, data analysis, writing, and marketing. This blend of experience generating real-world evidence and disseminating it to the public helps us create outreach campaigns that inform and demonstrably influence behavior. Please see team biographies below, with qualifications and expertise.

[Executive Lead & Principal, James Corbett, MDiv, JD](#)

James Corbett is a seasoned healthcare executive bringing over a decade of Behavioral Health leadership experience in states across the country. As principal of Initium Health, James works on statewide behavioral health marketing campaigns, crisis care facilities, opioid settlement funding initiatives, and mental health and substance use disorder related efforts. Mr. Corbett has served as a Fellow at Harvard Medical School, Harvard's Safra Center for Ethics, and the Nashville Healthcare Council. In addition, he served a 4-year term on the National Institute of Health's National Advisory Council for Nursing Research, having been honored to receive the appointment from former Health and Human Services Secretary, Kathleen Sebelius. He was recently appointed as an Expert Advisor to the Agency for Healthcare Research and Quality (AHRQ). James' health system experience comes from serving in four health systems, providing strategic and operational leadership for behavioral health, population health, research operations, global health, advocacy, and ethics. Mr. Corbett earned his Bachelor of Science in International Relations from Syracuse

University, his Juris Doctorate from St. John's University, and a Master of Divinity from Duke University. He speaks internationally and has provided keynotes at Harvard Medical School, John Hopkins University, Georgetown University, and numerous other universities.

[Executive Creative Director, Elise Plakke](#)

Elise is an award-winning designer and marketing/branding executive for 20+ years. She has a passion for connecting consumers emotionally to brands through elevated product experience. Elise has directed multiple lifestyle photoshoots across the country and internationally for L.L.Bean, JJill, and other retailers. Elise has developed integrated campaigns for national lifestyle brands that encourage healthy living: Trek Bikes, CampTrails, Eureka, and Jansport, with a philosophy to shape all touchpoints (social media, advertising, billboards, catalogs, etc.). In addition, Elise researches best practices for design for behavioral health built environments that encourage healing. She has accumulated international precedent studies for building environments that improve patient outcomes and reduce patient aggression through the power of design. Elise will oversee the creative content for this engagement. Elise is a co-founder of Initium Health since its inception in 2018.

[Senior Public Health Consultant, Erin Archer, RN, PHN, CIC](#)

Erin Archer is a Registered Nurse with 20 years of experience in community health. She is also a researcher and health writer with over 15 years of publication experience. She loves to find, read, and compile the most reputable evidence-based content and then to present it as simply as possible. As a health writer, she has published everything from original research to research-based news stories with interviews. As a nurse, she has worked in family medicine FQHCs, in behavioral health/addiction, and in public health, infection prevention, and outbreak response. She is particularly passionate about health equity, harm reduction, and trauma-informed care. Her nursing practice has drawn her to work with marginalized groups, such as people who struggle with mental illness or addiction, lack of housing, refugee status, and LGBTQ populations. She has a BA in English from the University of Missouri and a BS in Nursing from the University of Kansas. Other certifications include Certification in Infection Control (CIC), Board Certified Nurse Coach (NC-BC), and California Public Health Nurse (PHN).

[Public Health Analyst, Yasmeen Attia, MPH](#)

Yasmeen Attia is a Public Health Analyst with a passion for improving the well-being of the community. This passion was formed during her undergraduate career when she obtained a Bachelor of Science in Neuroscience from the College of William and Mary. During her undergraduate career, she started initiatives to increase the awareness and

understanding of students' rights within the community. She also worked as a research assistant analyzing articles, dashboards, and data on emotion regulation and depression. This interest in health behavior transformed into her focus on achieving health equity. To continue this passion, she recently obtained her Master of Public Health at Virginia Commonwealth University with a concentration in Cancer Health Equity Science. In the past year, Yasmeen has spent a significant amount of time researching and analyzing health disparities in underserved communities. For this project, Yasmeen will provide support to all aspects of research, analysis, and report development.

Marketing Consultant, Trisha Lowe

Trisha Lowe is a seasoned growth and operations professional with experience leading data-driven functions at both the Fortune 500 and startups. She is passionate about helping leaders across functions take a data-driven approach to their go-to-market and core business strategies. Trisha brings a unique combination of analytical rigor and strategic perspective to business planning. In addition to traditional data analytics, she is skilled in uncovering insights from both external & internal customer research. Trisha's strength is combining the quantitative and qualitative into actionable insights. Trisha previously led Business Analytics, Product Management, and Customer Success at cybersecurity startup Critical Insight. She also held multiple data-driven roles at Capital One, including marketing & analytics for Capital One Investing's cross-sell strategy and managing the launch of Capital One Cafes.

Director of Marketing, Mya Cappellino

Mya Cappellino brings brilliant marketing experience in product start-ups across diverse industries such as golf sportswear, pet enrichment products, home building, and interior design. With proficiency in email, social media, creative and graphic design, photo and video shoots, website design, and project management, Mya's expertise spans all marketing facets. After graduating with a dual degree in Journalism and Mass Communication and Strategic Communication from St. Bonaventure University, Mya has honed her skills to effectively communicate and engage with a range of varying audiences. Beyond her professional achievements, she has dedicated over 15 years to volunteer and service work in impoverished communities in San Pedro Sula, Honduras, reflecting her commitment to making a positive impact. Driven by her innate desire to help others, Mya channels her passion for service into shaping innovative solutions for public health challenges.

Project Manager, Ivonne Hernandez

Ivonne Hernandez is a project manager with over 10 years of experience in advertising and marketing. She has a passion for making extraordinary things happen for her clients and their customers, and enjoys building strong lasting relationships with them. She has served as the brand steward for well-known consumer packaged good companies at Perdue Farms. Ivonne led and managed the food truck and retailer activation programs for Petaluma Poultry in Sonoma County, California, as well as developed and implemented strategic brand objectives and tactical plans for Coleman Natural Foods. Ivonne has managed and executed projects related to marketing campaigns as well as events for the opening of new hospitals for Penn State Health. She received her Bachelor of Communication with an option in Public Relations and a minor in Sociology from Millersville University. As project manager, Ivonne will determine and define project scope and objectives, predict resources needed to reach objectives, manage resources in an effective and efficient manner, and develop and manage a detailed project schedule and work plan. She will provide project updates on a consistent basis and to various stakeholders about budget, strategy, adjustments, and progress. Ivonne Hernandez would be the accountable point-person for deliverables, scheduling all meetings, and sharing notes. She reaches out beyond project management to ensure client satisfaction is at an all-time high.

Graphic Designer, Marvin Kaiser

Marvin Kaiser is a talented designer who uses his information technology background to create dynamic data visualization. He has established building brands and brand guidelines for public health awareness campaigns to promote health services for cities, counties and states. Marvin spearheads visual identity for brand positioning, helps visualize image strategies, create photo and video strategies and storyboards. He is expert at developing creative advertising content for various media, including catalogs, business cards, fliers, posters, and product packaging while ensuring maximum brand awareness of the target audience/market. His work is guided by a strong belief in design as a problem-solving tool and as a method for improving the connections between people and the services they use.

Project Fee Structure

Below, you will find Initium Health's proposed fee schedule for the "Jasper County Unites Against Opioids" media campaign. This proposal outlines costs for each phase of the campaign along with our current hourly rates for personnel. It is understood and agreed that all proposal prices shall remain valid for a minimum of ninety (90) days from the date of the proposal opening.

Initium Health Media Campaign Services	
Phase Fee Schedule	Deliverable Price
Strategy 1: Neighborhood-Style Media Campaign	\$30,000
This strategy includes community workshops, neighborhood-specific signage, and localized media campaigns. Funds will also support the recruitment and training of community ambassadors, with messaging tailored to resonate at the local level. Additionally, we will develop local radio and TV ads in this phase that will feature personalities familiar to the community.	
Strategy 2: Personal Stories & Community Engagement	\$60,000
This strategy focuses on building emotional connections through personal stories shared in local media outlets. The budget will cover video production, distribution through TV, radio, and newsletters, and facilitation of community support groups. It also includes organizing town hall meetings where affected families can share their stories and receive tailored resources.	
Strategy 3: General Targeted Outreach	\$20,000
This phase focuses on targeted outreach to key vulnerable populations, including pregnant mothers, church congregations, and high school seniors. The budget will support the development of customized materials and messaging for these groups. Outreach efforts will be reinforced through partnerships with healthcare providers, religious leaders, and school administrators to distribute information and provide a sense of trust and credibility.	
TOTAL (Not to Exceed)	\$110,000

Hourly Rates for Personnel			
Title/ Description	Staff Name	Role	Hourly Rate
Principal	James Corbett	Account Management	\$160.00
Executive Creative Director	Elise Plakke	Campaign Strategy	\$120.00
Senior Public Health Consultant	Erin Archer	Content Writer	\$100.00
Public Health Analyst	Yasmeen Attia	Behavioral Health Research	\$75.00
Marketing Consultant	Trisha Lowe	Evaluations & Analytics	\$125.00
Director of Marketing	Mya Cappellino	Creative Production	\$110.00
Project Manager	Ivonne Hernandez	Project Management	\$90.00
Graphic Designer	Marvin Kaiser	Creative Asset Development	\$75.00

Pricing Narrative:

The following factors are included in the calculation of phase prices:

- Competitive hourly rates for all staff members and consultants
- Anticipated work hours required to complete each phase
- Fringe benefits at 20% of projected staff salaries
- Indirect expenses at 10% of program direct costs
- Estimated travel costs for two trips for three employees traveling to South Carolina from different locations around the U.S. This is guided by federal per diem lodging and M&I rates, in addition to average round trip airfare costs between staff locations and various locations throughout the state.

AGENDA

ITEM # 25

Administrator's Report



OFFICE OF THE JASPER COUNTY ADMINISTRATOR

Jasper County Clementa C. Pinckney Government Building
358 Third Avenue – Courthouse Square – Post Office Box 1149
Ridgeland, South Carolina 29936 - 843-717-3690 – Fax: 843-726-7800

Andrew P. Fulghum
County Administrator

afulghum@jaspercountysc.gov

Tisha L. Williams
Executive Assistant

tlwilliams@jaspercountysc.gov

Administrator's Report March 17, 2025

1. Annual Reports – Planning & Building:

Following this report are annual reports for the Planning Commission, Board of Zoning Appeals, and the Planning & Building Departments.

2. Ridgeland-Claude Dean Airport:

The runway length justification study is completed. The results will be presented at a County Council workshop to be held on April 7 at 5:00 p.m.

3. Jasper Animal Resue Mission (JARM):

Following this report, I have included a proposed draft contract for the future merger of animal welfare groups and joint operation of the animal shelter.

4. Proposed New Road in Cypress Ridge Industrial Park:

I have provided a schematic and early cost estimate for building a new road in Cypress Ridge Business/Industrial Park to facilitate additional economic development. The project is conceptual at this time, and I would like staff to discuss this idea with the Jasper County Transportation Committee.

5. Sale of Fire Apparatus:

In the spirit of intergovernmental cooperation and the advancement of joint services, Chief Wells has been working with a neighboring jurisdiction which may have interest in purchasing surplus Jasper County Fire Rescue apparatus. Chief Wells will provide a brief update on that effort and how that could potentially work.

The County Administrator's Progress Report and any miscellaneous correspondence, agendas, and minutes follow this report.

2024 Annual Report for Jasper County Planning Commission & Board of Zoning Appeals

Planning Commission

January 17, 2024:

- Election of Officers: Mr. Pinckney was appointed as Chairman, Dr. Debora Butler was appointed as Vice-Chairman, Lisa Wagner was appointed as Secretary, and Mr. Jenkins was appointed as the Planning Commission's Representative to the Cypress Ridge Business/Industrial Review Committee.
- Zoning Map Amendment - Industrial Development District, Tax Map Number 039-00-01-026. The Planning Commission recommended denial.
- Road Name Petition - Blessing Street. The Planning Commission approved the road name.
- Road Name Petition – Ruben Drive. The Planning Commission tabled the item.

February 13, 2024:

- Road Name Petition – Ruben Drive. The Planning Commission approved the road name.
- 2023 Annual Reports. No action required.

April 9, 2024:

- Amendment to Planned Development District (PDD) Standards and Master Plan - CSP Development. The Planning Commission recommended approval.
- Master Plan - Center Point Storage Phase II. The Planning Commission approved the Master Plan for Center Point Storage Phase II.
- Major Subdivision Approval - Argent Landing, Phase I. The Planning Commission approved Phase I of Argent Landing subdivision.

May 14, 2024:

- Beaufort Jasper Water Sewer Authority - Water and Sewer Capacity & Capitol Improvement Projects Presentation. No action required.
- Road Name Petition - Lacy Love Court. The Planning Commission approved the road name.

June 4, 2024 Workshop:

- Comprehensive Plan Review - Discuss and review potential updates to the Jasper County Land Development Regulations and Zoning Ordinance consistent with the Comprehensive Plan. No action required.

June 18, 2024:

- Zoning Map Amendment - Solar Farm Floating Zone, Tax Map Numbers 050-0-06-002, 050-00-06-005, 059-00-01-002, 059-00-01-003, and 059-00-01-033. The Planning Commission tabled the item.

June 25, 2024 Workshop:

- Zoning Text Amendment - Jasper County Zoning Ordinance, Article 5, Zoning District Regulations, Article 6, Use Regulations, Article 7, Primary Districts, Article 8, Special Purpose Districts, and Article 11, Conditional Use Review and Regulations; and Zoning

Map Amendments within the Euhaw Broad River Planning Area. The Planning Commission recommended approval.

July 16, 2024:

- Zoning Map Amendment - Solar Farm Floating Zone, Tax Map Numbers 050-00-06-002, 050-00-06-005, 059-00-01-002, 059-00-01-003, and 059-00-01-033. The Planning Commission recommended approval.

August 13, 2024:

- Zoning Map Amendment – Community Commercial, Tax Map Numbers 038-00-06-017 and 038-00-06-202. The Planning Commission recommended approval.
- Master Plan Amendment – Center Point Storage Phase II. The Planning Commission approved the amendment to the Master Plan for Center Point Storage Phase II.
- Major Subdivision Approval – Bailey Park. The Planning Commission granted preliminary approval of Bailey Park subdivision.

August 28, 2024 Workshop:

- Zoning Text Amendment - Jasper County Zoning Ordinance, Article 5, Zoning District Regulations, Article 6, Use Regulations, Article 7, Primary Districts, Article 8, Special Purpose Districts, Article 11, Conditional Use Review and Regulations; Article 15, Sign Standards; Article 22, Rural Small Lot Subdivision Standards; and Zoning Map Amendments within the Euhaw Broad River Planning Area. The Planning Commission recommended approval.

September 10, 2024:

- Expansion of Legal Non-Conforming Use – 436 Chancellor Road. The Planning Commission tabled the item.
- Zoning Map Amendment – Residential, Tax Map Number 029-00-02-100. The Planning Commission recommended approval.
- Road Name Petition – Ibrahim Road. The Planning Commission approved the road name.

October 8, 2024:

- Expansion of Legal Non-Conforming Use – 436 Chancellor Road – Arbor Nature. The Planning Commission granted conditional approval.
- Expansion of Legal Non-Conforming Use – 98 Purrysburg Road – Lowcountry Guns and Range. The Planning Commission granted conditional approval.
- Zoning Map Amendment and Concept Plan Approval – Planned Development District – Jasper Telfair, Tax Map Numbers 037-00-02-014, 037-00-02-017, 037-00-02-018. The Planning Commission recommended approval.
- Road Name Petition – Bunny Road. The Planning Commission approved the road name.
- Proposed Zoning Map Amendment and Concept Plan Approval – Planned Development District – Daly Organics, Tax Map Number 038-00-08-044. No action required.

November 12, 2024:

- Proposed Zoning Map Amendment and Concept Plan Approval – Planned Development District – Daly Organics, Tax Map Number 038-00-08-044. The Planning Commission recommended conditional approval.

- Zoning Map Amendment, Residential – Tax Map Number 045-00-01-049. The Planning Commission recommended approval.
- Jasper County Land Development Regulations, Text Amendment – Article 2.1.1, Exempt Subdivision. The Planning Commission recommended approval.
- Road Name Petition – Proctor Street. The Planning Commission approved the road name.
- Road Name Petition – Tropical Way. The Planning Commission approved the road name.
- Road Name Petition – Hazy Lane. The Planning Commission approved the road name.

Current Planning Commission Members

Mr. Alex Pinckney, Chairman	Dr. Debora Butler, Vice-Chairman
Dr. Earl Bostick	Mr. Thomas Jenkins
Ms. Sharon Ferguson	Mr. Lee Gramling
Mr. Randy Waite (appointed 3/5/2025 to fill Brent Robinson’s term until 12/31/2027)	

Continuing Education:

The following Members received continuing education credits in 2024:

Mr. Alex Pinckney, Chairman	Dr. Debora Butler
Mr. Thomas Jenkins	Dr. Earl Bostick

Board of Zoning Appeals

March 28, 2024:

- Election of Officers: Mr. Jeff Richardson was appointed as Chairman, Ms. Carmen Pinckney was appointed as Vice-Chairman, and Ms. Tara Hayes was appointed as Secretary.
- Variance Request: Argent Construction & Development LLC – Article 7.3 - Table 1, Minimum Lot Size Requirements and Setback Requirements. The Board of Zoning Appeals granted approval to reduce lot size requirements for certain lots and to reduce setback requirements for certain lots.

Current Members of the Board of Zoning Appeals

Mr. Jeff Richardson, Chairman
Ms. Barbara Bartoldus
Mr. Brian Polston

Ms. Carmen Malphrus, Vice-Chair
Ms. Frances Chalmers

There are no vacancies

Continuing Education:

Mr. Jeff Richardson
Ms. Frances Chalmers

**Jasper County Planning and Zoning
Year End Report January - December 2024**

	Quantity	Fee Amount
Major Site Plan - Coastal Limo Flex Space, Red Oaks Plaza Lot 10, 12284 Speedway Blvd, Porsche Hilton Head, Fountain of Salvacion, Southeastern Hunting & Land Consultants, Next Chapter Neighborhoods, Spergl LLC Kennel, Barbara's Daycare, Cameron Bluffton LLC, Palmetto Electric - New River Phase I, Center Point Storage Phase II, Vitrine Dealership, Lot 6a Cherry Point Business Park	14	\$ 93,946.70
Minor Site Plan - May River Landscaping Services, 323 Event Center	2	\$ 1,226.50
Major Subdivision - Tillman Subdivision	1	\$ 2,400.00
Master Plan - Center Point Storage,	2	\$ 1,590.00
PDD Submittal - Jasper Telfair I, Daly Organics LLC	2	\$ 2,300.00
Exempt Plat Fees -	136	\$ 6,880.00
Tree Clearing -	13	\$ 1,200.00
Zoning Certificate -	180	\$ 9,000.00
Zoning Letter -	14	\$ 1,050.00
Zoning Map Amendment -	9	\$ 2,600.00
Variance -	0	\$ -
Zoning Permit -	278	\$ 35,175.00
Publication -	1	\$ 100.00
*Review Fee - Coastal Limo Flex Space, Red Oaks Plaza Lot 10, 12284 Speedway Blvd, Tillman Subdivision, Auto Nation Genesis, Porsche Hilton Head, Fountain of Salvacion, Jasper Telfair I, Southeastern Hunting & Land Consultants, May River Landscaping Services, Spergl LLC Kennel, Barbara's Daycare, Cameron Bluffton LLC, Palmetto Electric - New River Phase I, Daly Organics LLC, Center Point Storage Phase II, Vitrine Dealership, 323 Event Center, Lot 6A Cherry Point Business Park	19	\$ 117,500.00
*3% Site Inspection - Gillisonville Baptist Church, JP II Campus Improvements, Refuel Yemassee, Lot 11 Cherry Point, Quality Beverage, Red Oaks Lot 10, JP II Innovation Center & Fields, Porsche Hilton Head, CSP, 12284 Speedway Blvd, Next Chapter Neighborhoods	12	\$ 154,393.04
10% Site Restoration Guarantee - Lot 11 Cherry Point, Red Oaks Lot 10, JP II Innovation Center & Fields, Stockfarm Plantation, 12284 Speedway Blvd	5	\$ 103,212.75

**A. Total Escrow Fees Collected for Consultant
(*3% Site Inspection Fees + *Review Fees) \$ 271,893.04**

B. 10% Site Restoration Guarantee \$ 103,212.75

C. All Other Fees (Admin Fees) \$ 157,468.20

REVENUE TOTAL (A+B+C) \$ 532,573.99

**Jasper County Building Permitting
Year End 2024**

New Single Family	Permits Issued	Category	Permit Fee	Reported Value
	36		\$ 107,725.00	\$ 14,013,455.00
Duplexes 12 Bldgs 24 Units	Permits Issued	Category	Permit Fee	Reported Value
	0		\$ -	\$ -
Quadplexes 8 Bldgs 32 Units	Permits Issued	Category	Permit Fee	Reported Value
	0		\$ -	\$ -
New Commercial	Permits Issued	Category	Permit Fee	Reported Value
	3		\$ 43,543.00	\$ 3,310,000.00
Existing Commercial Improvements	Permits Issued	Category	Permit Fee	Reported Value
	2	Upfit	\$ 13,374.00	\$ 897,000.00
	3	Mechanical	\$ 9,139.00	\$ 384,058.00
	1	Solar Panels	\$ 778.00	\$ 101,400.00
	0	Porch	\$ -	\$ -
	3	Shed	\$ 8,053.00	\$ 403,728.00
	0	Garage	\$ -	\$ -
	14	Renovation	\$ 43,236.00	\$ 2,449,655.00
	4	Addition	\$ 9,850.00	\$ 505,200.00
	1	Carport	\$ 125.00	\$ 5,000.00
	8	Repair	\$ 5,017.00	\$ 268,983.00
	19	Electrical	\$ 9,191.00	\$ 426,897.00
	2	Re-roof	\$ 3,161.00	\$ 124,358.00
	6	Cell Tower - Upgrade	\$ 8,505.00	\$ 731,051.00
	5	Fire Sprinkler	\$ 8,300.00	\$ 605,343.00
	4	Generator	\$ 4,771.50	\$ 59,997.00
	72	Total	\$ 123,500.50	\$ 6,962,670.00
Existing Residential Improvements	Permits Issued	Category	Permit Fee	Reported Value
	16	Remodel	\$ 6,315.00	\$ 411,878.00
	29	Shed	\$ 8,761.00	\$ 458,253.00
	0	Fence	\$ -	\$ -
	3	Porch	\$ 918.00	\$ 40,000.00
	1	MBH Storage	\$ 153.00	\$ 600.00
	6	Garage	\$ 4,593.00	\$ 378,813.00
	5	Pole Barn	\$ 1,580.00	\$ 99,500.00
	1	Carport	\$ 212.00	\$ 15,000.00
	16	Addition	\$ 10,466.00	\$ 863,111.00
	4	Alteration	\$ 2,840.00	\$ 170,000.00
	68	Repair	\$ 14,396.00	\$ 890,300.00
	72	Electrical	\$ 5,323.00	\$ 98,169.00
	6	Mechanical	\$ 918.00	\$ 44,527.00
	2	Gazebo	\$ 242.00	\$ 13,390.00
	0	Mailbox Kiosk	\$ -	\$ -
	7	Generator	\$ 1,343.00	\$ 80,630.00
5	Solar Panels	\$ 4,221.00	\$ 328,643.00	
9	Pool	\$ 7,010.00	\$ 625,650.00	

	250	Total	\$ 69,291.00	\$ 4,518,464.00
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**Jasper County Building Permitting
Year End 2024**

Mobile Homes	Permits Issued	Category	Permit Fee	
	135		\$ 28,200.00	
Other	Permits Issued	Category	Permit Fee	Reported Value
	14	COC	\$ 700.00	\$ -
	7	Sign	\$ 3,830.00	\$ 47,700.00
	5	Certificate of Occupancy	\$ 300.00	\$ -
	21	Demolition	\$ 4,163.00	\$ -
	60	Re-Inspection	\$ 3,725.00	\$ -
	1	Development Agreement	\$ 4,236.17	Rivers Reach
	0	Reimburse	\$ -	\$ -
	0	Deposit Slips	\$ -	\$ -
	2	CC Processing Fees	\$ (660.90)	\$ -
	0	Bank Fees	\$ (65.14)	\$ -
	110	Total	\$ 16,228.13	\$ 47,700.00
	606	Grand Total	\$ 388,487.63	\$ 28,852,289.00

**Jasper County Building Department
Year End Summary 2024**

Type of Permit	Permits Issued	Permit Fee	Reported Value
New Single Family	36	\$ 107,725.00	\$ 14,013,455.00
Duplexes 12 Bldgs 24 Units	0	\$ -	\$ -
Quadplexes 8 Bldgs 32 Units	0	\$ -	\$ -
New Commercial	3	\$ 43,543.00	\$ 3,310,000.00
Commercial Improvements	72	\$ 123,500.50	\$ 6,962,670.00
Residential Improvements	250	\$ 69,291.00	\$ 4,518,464.00
Mobile Homes	135	\$ 28,200.00	\$ -
Other	110	\$ 16,228.13	\$ 47,700.00
Total			

	606	\$388,487.63	\$28,852,289.00
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**Jasper County Building Department
Year End Summary 2021**

Type of Permit	Permits Issued	Permit Fee	Reported Value
New Single Family	51	\$ 133,676.29	\$ 15,960,597.50
New Multi Family	0	-	-
New Commercial	12	\$ 175,715.00	\$ 13,807,144.00
Commercial Improvements	59	\$ 62,711.33	\$ 3,937,851.00
Residential Improvements	290	\$ 65,796.30	\$ 4,596,781.60
Mobile Homes	96	\$ 9,600.00	
Total	508	\$ 447,498.92	\$ 38,302,374.10

**Jasper County Building Department
Year End Summary 2022**

Type of Permit	Permits Issued	Permit Fee	Reported Value
New Single Family	58	\$ 98,427.10	\$ 11,651,660.00
New Multi Family	8	\$ 62,400.98	\$ 8,996,139.00
New Commercial	2	\$ 4,285.00	\$ 189,000.00
Commercial Improvements	62	\$ 121,718.00	\$ 8,646,032.25
Residential Improvements	294	\$ 66,905.18	\$ 4,793,171.08
Mobile Homes	113	\$ 11,200.00	
Total	537	\$ 364,936.26	\$ 34,276,002.33

**Jasper County Building Department
Year End Summary 2023**

Type of Permit	Permits Issued	Permit Fee	Reported Value
New Single Family	75	\$ 174,301.50	\$ 20,509,622.00
New Multi Family	44	\$ 43,638.53	\$ 9,074,024.00
New Commercial	12	\$ 206,930.00	\$ 28,287,629.00
Commercial Improvements	40	\$ 59,805.00	\$ 2,664,459.90
Residential Improvements	271	\$ 69,733.58	\$ 5,122,716.64
Mobile Homes	127	\$ 21,000.00	
Total	569	\$ 575,408.61	\$ 65,658,451.54

**Jasper County Building Department
Year End Summary 2024**

Type of Permit	Permits Issued	Permit Fee	Reported Value
New Single Family	36	\$ 107,725.00	\$ 14,013,455.00
New Multi Family	0	\$ -	\$ -
New Commercial	3	\$ 43,543.00	\$ 3,310,000.00
Commercial Improvements	72	\$ 123,500.50	\$ 6,962,670.00
Residential Improvements	250	\$ 69,291.00	\$ 4,518,464.00
Mobile Homes	135	\$ 28,200.00	
Total	496	\$ 372,259.50	\$ 28,804,589.00

Andrew Fulghum

From: Amy Campanini <amy@palmettoanimalleague.org>
Sent: Thursday, March 6, 2025 1:56 PM
To: Andrew Fulghum; Chris VanGeison
Cc: Keith Hughes; cheryl Dewland
Subject: Jasper County Animal Sheltering Services
Attachments: JASPER COUNTY SHELTER SERVICES AND FACILITY_GROUNDS AGREEMENT.pdf

Categories: Blue Category

Dear Andy and Chris,

I would like to bring to your attention the critical situation we are currently experiencing in Jasper County, characterized by an unprecedented increase in the number of puppies being born. In addition to the challenges presented by this puppy crisis, we are also witnessing a rise in the number of dogs and cats that are either unhomed or unwanted. With the onset of kitten season imminent, we must take immediate action. You will soon observe the arrival of the spay/neuter mobile unit in Jasper County, which represents one of the strategies we are implementing to address the significant issue of animal homelessness in our region.

The Boards of Directors and Executive Staff of both JARM and Palmetto Animal League have been diligently working on the details of a proposed merger to operate as Palmetto Animal League, as evidenced in the attached contract.

The unification of our organizations will enable us to operate more effectively toward achieving our shared objectives of enhancing pet retention, providing affordable veterinary care, and delivering accessible spay and neuter services to mitigate animal homelessness and suffering in Jasper County.

Attached please find the contract and lease agreement for your consideration. We eagerly await your feedback.

Thank you.

[Amy Campanini](#)
President

Palmetto Animal League
56 Riverwalk Blvd, Okatie, SC 29936

Adoption Center - 843-645-1725 | Clinic - 843-645-1727 | Thrift Store - 843-837-6369
www.PalmettoAnimalLeague.org



A No Kill Community where every neglected animal gets a second chance at life.

This e-mail is covered by the Electronic Communications Privacy Act, 18 U.S.C. Secs 2510-2521 and is legally privileged and confidential. Any information within is intended only for the use of the addressee(s) named above. If you are not the intended recipient of this e-mail or an employee or agent responsible for delivering it to the intended recipient, you are hereby notified that the dissemination or copy of this email or the viewing of any attachments hereto is strictly prohibited. If you have received this e-mail in error, please immediately notify me by reply hereto and delete e-mail thereafter. Thank you.

Palmetto Animal League, hereinafter "PAL," intends to bring modern sheltering practices to Jasper County for cats, dogs, and citizens to effectively reduce the number of unwanted animals, creating a strong safety net of support to reduce population growth, keep pets with their families, and strengthen relationships with the community to benefit family pets. We intend to do this through enlightened management techniques, positive relationships with the community, and bringing new lifesaving resources to the Jasper County community.

Palmetto Animal League has been active in the animal welfare community in Jasper County since 2010, when we opened our adoption center. It has become apparent that animal homelessness has reached a critical threshold. The current facility is inadequate to serve the needs of Jasper County companion animals. Therefore, Palmetto Animal League and Jasper Animal Rescue Mission will become one organization. This collective effort will provide expanded resources and opportunities for community betterment.

Shelter Services Agreement

1. **ACTIVITY.** The County contracts with PAL to operate and administer a shelter for the positive outcome of the displaced dogs and cats of Jasper County. PAL is authorized to construct and execute operations of the shelter and supportive community programs in good faith through the use of established and evolving progressive animal welfare philosophy and the implementation of enlightened sheltering techniques. PAL agrees to accept displaced dogs and cats from unincorporated Jasper County and all municipalities within Jasper County with mutual aid agreements with the Palmetto Animal League and Jasper County Sheriff's Office. PAL agrees to serve the people and pets of Jasper County by providing programs to include;
 - Providing shelter and humane care to dogs that are abandoned, lost, seized by animal control, or quarantined by the health department.
 - Providing shelter and humane care to cats that are abandoned, seized by animal control, or quarantined by the health department.
 - Upon completion of applicable legal holds, PAL assumes custody and rights to disposition for all animals. Disposition includes adoption, transfer, foster, and humane euthanasia at the organization's discretion. Upon live release, all animals will be microchipped and spayed/neutered or provided with a mandatory spay/neuter appointment.
 - Access to free or reduced-price TNR services for community cats.
 - Reducing the population of unwanted dogs and cats by promoting and providing spay and neuter services.
 - Providing educational material and learning opportunities concerning the proper care and treatment of pets.
2. The County will provide mechanisms for the organization and JCSO Animal Control Department to designate regular ride-alongs and quarterly meetings to strengthen knowledge and relationships.
3. **COMPENSATION.** For the assumption of the responsibilities referred to herein, for each fiscal year during the term of this Agreement, Jasper County Council will make an appropriation to PAL in the amount of a minimum of \$340,000 for FY2025. Any additional funds required for effective shelter operations in FY 2026 will need to be evaluated.

4. INSURANCE. Palmetto Animal League shall maintain its operating insurance coverage to a minimum of \$500,000.00.
5. ANIMAL CARCASSES. PAL agrees to remove animal carcasses from the leased premises. PAL shall pay any fees associated with removing animal carcasses.
6. VETERINARIAN SERVICES. PAL shall be responsible for contracting with and paying a veterinarian for the care of and spaying/neutering of animals under its care. ACO emergencies after hours must contact the designated PAL appointee for authorization to seek emergency veterinary care at the expense of PAL; animals who do not warrant immediate medical care shall be delivered to the shelter the following morning during business hours.
7. PERMITS AND LICENSES. PAL shall apply for and obtain any drug licenses required by law from the Drug Enforcement Agency (DEA), the South Carolina Department of Health and Environmental Control (DHEC), and all other permits and licenses that may be required for the operation of the animal shelter. The PAL is responsible for all fees for obtaining governmental licenses and permits.
8. FEES AND DONATIONS. Any adoption or reclamation fee charged by the PAL shall be paid directly to and become the property of PAL. PAL may solicit and accept donations or grants directly. All fees, donations, and grants shall be used for the performance of this contract. Reclamation fees shall be approved by Jasper County Council by resolution from time to time and shall be no more than the estimated good faith cost of housing temporarily lost animals, including capture, transportation, and administrative costs. Reclamation by the lawful owner shall not be contingent on any other matter, except the payment of the reclamation fee; notwithstanding the foregoing, PAL shall abide by any lawful order from any state or federal agency regarding the release of an animal, including court orders prohibiting the release of the animal.
9. ANNUAL REPORT. PAL shall present an annual report to the County describing its activities and accomplishments and its financial condition, including a summary of all private donations and grants, at the end of each fiscal year.
10. EMPLOYMENT. It shall be the responsibility of PAL to hire the staff needed to manage the shelter adequately. None of the individuals shall be deemed County employees by their employment by the PAL.

Facility and Grounds Agreement

1. The County hereby leases the building and surrounding grounds to the Palmetto Animal League, located at 404 Carters Mill Road, Ridgeland, South Carolina 29936. A drawing depicting the demised premises is attached hereto as Exhibit "A." This lease is effective the 1st day of the month following ratification of this agreement and payment of the annual lease amount of One and 00/100 (\$1.00) Dollar. The lease in subsequent years becomes effective each January 1st for the term of this lease. Notwithstanding any other provision hereof this lease shall become null and void and PAL shall quit the facility and return thereof to the County in the event that PAL shall be unable to, refuse to, or otherwise fail to comply with any of the obligations under this Agreement or if the parties should be unable to reach an agreement on the terms for operating the Jasper County Animal Shelter. Should either party wish to terminate this agreement, a written notice of no less than 90 days shall be required.
2. Jasper County has a 90-day period from the date of this signed agreement to agree in writing to donate the approximately 5.1 acres (parcel ID 063-17-05-012 and 063-17-05-001) located at 404 Carters Mill Road and 1460 Carters Mill Road, Ridgeland, South Carolina 29936 for PAL to build a new facility. After those 90 days, if no conclusion is met, PAL will negate the contract for services. If Jasper County agrees to donate the land and PAL builds a facility, Jasper County will have the first right of refusal to buy back the land and facility if PAL discontinues its work with Jasper County.
3. REAL PROPERTY INSURANCE. The County shall maintain, at its own expense, insurance coverage for the real property and building leased to PAL.
4. BUILDING AND GROUNDS MAINTENANCE. PAL shall be responsible for daily operational cleaning and routine maintenance of the leased building and grounds. Due to the state of dilapidation of the current facility and grounds, the county will be responsible for maintenance, repair, or replacement of, but not limited to, the roof, building structure, HVAC, electrical, and plumbing, to include the DWV piping up to the point of service of the utility.
5. UTILITIES AND GARBAGE. PAL shall be responsible for fifty percent of all costs associated with utilities, including electricity and water. The County shall be responsible for fifty percent of all costs associated with utilities to include electric and water. PAL assumes all garbage collection fees.
6. INDEMNITY. The County does not assume any liability for any acts or omissions of the PAL or its agents and employees. The PAL hereby releases the County and agrees to indemnify the County of any kind of nature whatsoever, arising out of or resulting from the work and services PAL performs including any expenses and attorney's fees which the County may incur in defending any such claims, except such claims or portions thereof as are covered by applicable insurance as otherwise herein provided.
7. BINDING EFFECT. This Agreement shall be binding upon and inure to the benefit of the parties hereto, their successors, legal representatives, and assigns. The PAL shall not have the right to assign, pledge, or otherwise encumber this Agreement or any interest therein or sublet any of the leased premises without the written consent of the County, nor shall the PAL have the right to encumber or otherwise suffer from any lien to be placed against the leased premises.
8. ENTIRE AGREEMENT. This Agreement represents the entire agreement between the parties. All prior negotiations have been merged into this Agreement, and there are no understandings,

representations, or agreements, oral or written, express or implied, other than those set forth herein. This Agreement shall not be modified or amended except by an agreement in writing signed by the parties.

- 9. NOTICES. All notices required to be given under the terms of this Agreement shall be in writing and shall be sent by United States registered mail or certified mail addressed to the party to be notified at its address as above stated.
- 10. CONSTRUCTION. This agreement shall in all respects be governed by and construed by the laws of the State of South Carolina.

For Palmetto Animal League

Date

For Jasper County

Date

Witness

Date



LEGEND

Site Boundaries	Parcel Boundaries	Existing Overhead Electric Lines (Palmetto Electric Cooperative, Inc.)	Existing Water Main (Town of Ridgeland)	Existing Gravity Wastewater Line (Town of Ridgeland)	Existing Telecommunications (CenturyLink Telecommunications)	Existing Elevated Water Storage Tank (Town of Ridgeland)	Existing Wastewater Pump Station (Town of Ridgeland)	Existing Right of Way	Proposed Roadway (86-FT ROW)
—	—	— OHE	— W	— WW	— FOC	●	■	— RW	—

- REFERENCES:**
- REFERENCE MADE TO PROPERTY LINES AND RIGHT OF WAY FROM FROM JASPER COUNTY GIS DATA
 - UTILITY LOCATIONS ARE APPROXIMATE BASED ON PREVIOUS COMMUNICATIONS WITH UTILITY PROVIDERS.

Documents prepared or furnished by Alliance Consulting Engineers, Inc. are instruments of service, and Alliance Consulting Engineers, Inc. retains an ownership and property interest (including the copyright and the right of reuse) in such documents, whether or not the project is completed.



Project No.: S5415
February 26, 2025

Conceptual Layout

± 1,400-LF Cypress Ridge Drive Extension

± 195 Acre Cypress Ridge Business Park

Jasper County, South Carolina



Prepared by:
Alliance Consulting Engineers, Inc.

Preliminary Cost Opinion
 +/-1,400-LF Cypress Ridge Drive Roadway Extension
 +/- 195 Acre Cypress Ridge Business Park
 Jasper County, South Carolina

+/- 1,400-LF Roadway Extension				
Roadway Extension with Two (2) 12-FT Lanes and Two (2) 1-FT Paved Shoulders				
+/- 195 Acre Cypress Ridge Industrial Park in Jasper County, South Carolina				
No.	Quantity	Unit	Item Description	Total
1	1	EA	Mobilization / Bonds	\$ 35,000
2	1	EA	Construction Entrance/Exit	\$ 10,000
3	3,000	LF	Single Row Silt Fence	\$ 5
4	3	AC	Clearing and Grubbing	\$ 7,500
5	2,000	SY	SC 150 Erosion Control Matting	\$ 7
6	1	EA	Concrete Washout Area	\$ 5,000
7	40	LF	24-Inch RCP Stormwater Culvert	\$ 200
8	15	SY	Rip-Rap Outlet Protection	\$ 60
9	5,000	CY	Earthwork (Import Material - Cut/Fill/Compaction)	\$ 40
10	4,500	SY	Pavement Material 8-inch Graded Aggregate Base Course	\$ 30
11	4,500	SY	Pavement Material 2-Inch Asphalt Intermediate Binder Course	\$ 24
12	4,500	SY	Pavement Material 2-Inch Asphalt Surface Course	\$ 24
13	1	LS	Roadway Signage	\$ 1,200
14	2	AC	Grassing	\$ 3,500
Subtotal:				\$ 669,600
Contingency:				\$ 67,500
Right of Way Acquisition:				\$ 15,000
Topographic Survey:				\$ 7,500
Subsurface Geotechnical Exploration:				\$ 10,000
Engineering Design and Permitting:				\$ 60,000
Bidding and Award:				\$ 7,500
Construction Administration and Observation:				\$ 45,000
Construction Materials Testing:				\$ 30,000
Notice of Termination and Closeout:				\$ 10,000
Roadway Total:				\$ 910,000

Notes:

- Alliance Consulting Engineers, Inc. does not guarantee the accuracy of probable costs. Such probable costs represent only Alliance Consulting Engineers, Inc.'s judgment as a professional opinion and are supplied for general guidance for Southern Carolina Regional Development Alliance based on the 1,400-LF Cypress Ridge Drive Extension Conceptual Layout prepared by Alliance Consulting Engineers, Inc dated February 26, 2025.
- Unit Prices and Quantities are subject to variation upon final design.
- Preliminary Cost Opinion assumes that relocation of existing utilities will not be required.
- Preliminary Cost Opinion does not include costs for wetlands delineation or mitigation.
- Preliminary Cost of Materials are based on rate of \$74/barrel and recent bid climate in the area.
- Preliminary Cost opinion does not include Landscape or Lighting Allowance.
- Preliminary Cost Opinion does not include any permitting, review or impact fees associated with SCDOT, SCDES, USACE, or Jasper County.
- Pavement sections to be verified based on Subsurface Geotechnical Exporation.
- Earthwork volume assumes that import of soil to be required.

PRELIMINARY





OFFICE OF THE JASPER COUNTY ADMINISTRATOR

*Jasper County Clementa C. Pinckney Government Building
358 Third Avenue – Courthouse Square – Post Office Box 1149
Ridgeland, South Carolina 29936 - 843-717-3690 – Fax: 843-726-7800*

Andrew P. Fulghum
County Administrator

afulghum@jaspercountysc.gov

Tisha L. Williams
Executive Assistant

tlwilliams@jaspercountysc.gov

Progress Report March 4, 2025 – March 17, 2025

1. Hardeeville YMCA:

Met with director and board members on March 4 to discuss YMCA funding needs. Scheduled to meet with YMCA representatives and the City Manager of Hardeeville on March 19 to discuss capital and operation funding needs.

2. Administrative Services Division Staff and the Treasurer's Office:

Attended meetings on March 5 and March 10 to discuss refunds and bank accounts. Established goal of April 7 County Council consideration of new resolution and MOU re: bank accounts.

3. Economic Development Projects:

Met with SCA staff, outside counsel, and the County Attorney on March 5 and March 12 to review active economic development projects.

4. Other Meetings/Events Attended or Scheduled to Attend:

SC Ports Port Ambassador Program March 6-7, meeting with the Clerk of Court on March 7, meeting with Judge Lee on March 11, the State of the County Breakfast on March 12, and the Jasper County Airport Commission meeting on March 12.

Gary Sons

Gary's Favorites:

Holiday: Christmas
("I love our
shop with a cop event!")

Season: Fall

Color: Purple

Hobbies: Cars

Favorite Place Traveled: Florida

Dream Travel Destination: Italy

If you won \$1,000,000, what
would you do with it?
I would help a lot of people.



Staff Sergeant Sons
has been with the
Jasper County Sheriffs
Office since 2009. He is
married and
has two sons,
Brandon and Nicholas.

Gary's Favorite Quote:

*Put God first in everything you do. When you put
good into the world, good comes back to you.*

CONSENT AGENDA

ITEM # 26



JASPER COUNTY COUNCIL
COUNCIL MEETING

Jasper County Clementa C. Pinckney Government Bldg.
358 3rd Avenue, Ridgeland, SC 29936

Wednesday, January 29, 2025
MINUTES

Officials Present: Chairman John Kemp, Vice Chairman Joey Rowell, Councilman Marty Sauls, Councilman Chris VanGeison and Councilman Joe Arzillo

Staff Present: County Administrator Andrew Fulghum, Clerk to Council Wanda Giles, County Attorney David Tedder, Kimberly Burgess, Lisa Wagner, Danny Lucas, Chief Russell Wells, and Videographer Jonathan Dunham.

1. Call to Order of the Jasper County Council Meeting by Chairman Kemp

Chairman Kemp called the meeting to order. The Report of Compliance with the Freedom of Information Act was read for the records as follows: *In accordance with South Carolina Code of Laws, 1976, Section 30-4-80(d), as amended, notification of the meeting and the meeting agenda were posted at least 24 hours prior to the meeting on the County Council Building at a publicly accessible place, on the county website, and a copy of the agenda was provided to the local news media and all person's or organizations requesting notification.*

2. Pledge of Allegiance and Invocation:

The Pledge to the Flag was given and the Invocation was given by Councilman Rowell.

3. Approval of the Consent Agenda Items:

Approval of Consent Agenda passes all Consent Agenda Items. Consent Agenda Items are not considered separately unless any Councilmember so requests. In the event of such a request the item is placed at the end of the Public Hearings, Ordinances and Action Items.

Motion to approve: Councilman Sauls

Second: Councilman VanGeison

Vote: Unanimous

The motion passed.

4. Approval of the Regular Agenda:

Motion to approve: Councilman Rowell

Second: Councilman Sauls

Vote: Unanimous

The motion passed.

PROCLAMATION

5. Councilman Marty Sauls: Proclamation presented to Barbara B. Clark for 24 years of Jasper County Council Service.

Councilman Sauls read and presented this Proclamation to Barbara B. Clark for 24 years of Jasper County Council Service and she was thanked for her many years of service to the County.

PRESENTATIONS

6. Chairman Kemp: Introduction of Noah Alexander of the New Business Consultant for the SC Department of Employment and Workforce.

Chairman Kemp introduced Noah Alexander of the New Business Consultant for the SC Department of Employment and Workforce. Mr. Alexander noted that he lived in the Hampton area and that he was present to offer services to Jasper County. He discussed that he was a new Business Consultant for the SC Department of Employment and Workforce and wanted to be of assistance to Jasper County.

7. CHAIRMAN KEMP'S COMMENTS:

Chairman Kemp noted that Citizen Comments had been moved down below Presentations on the agenda. He thanked former Chairman Sauls for his support and thanked his wife for sharing him with his seat on Council. He noted that so far there had been six meetings this month and thanked all the staff and Council for their hard work.

8. CITIZEN COMMENTS:

Open Floor to the Public per Ordinance Number #08-17 Any citizen of the County may sign to speak in person at the Council Meeting (before the Council Meeting's 6:00PM start time on the Sign-In Sheet on the Podium), to address Council on matters pertaining to County Services and Operations. Presentations will be limited to three (3) minutes per person and total public input will be limited to 30 minutes.

There were no Citizen Comments.

RESOLUTIONS

9. Councilman VanGeison – Consideration of Resolution [#R-2025-04](#), a resolution of the Jasper Council authorizing the Jasper County Administrator to Grant Access to the Jasper County Treasurer to All Bank Accounts under the Control of the Administration and County Council per Ord. No. 08-17, § 8, 6-2-08 Sec.

2-66 (supplementing and amending Resolution #R-2024-06 – County Bank Accounts).

Councilman VanGeison reviewed and addressed the request for the consideration of the resolution of the Jasper Council authorizing the Jasper County Administrator to Grant Access to the Jasper County Treasurer to All Bank Accounts under the Control of the Administration and County Council per Ord. No. 08-17, § 8, 6-2-08 Sec. 2-66 (supplementing and amending Resolution #R-2024-06 – County Bank Accounts). He noted that this was put together to clarify the original resolution. He noted that now there was a good understanding between Administration and the Treasurer

Motion to approve: Councilman Arzillo

Second: Councilman Rowell

Vote: Unanimous

The motion passed.

10. Chairman Kemp – Consideration of Resolution [#R-2025-05](#) a Resolution of Jasper County Council Authorizing and Directing the County Administrator to Accept the Transfer of Pintail Creek Drive (S-416) from the South Carolina State Highway System to Jasper County and Add the Transferred Road to the County Maintained Road Inventory and System. (Exit 3 Project)

Mr. Fulghum reviewed and addressed the request for the consideration of a Resolution of Jasper County Council Authorizing and Directing the County Administrator to Accept the Transfer of Pintail Creek Drive (S-416) from the South Carolina State Highway System to Jasper County and Add the Transferred Road to the County Maintained Road Inventory and System. He noted that this was required as part of the Exit 3 project.

Motion to approve: Councilman Sauls

Second: Councilman Arzillo

Vote: Unanimous

The motion passed.

11. Chairman Kemp – Consideration of Resolution [#R-2025-06](#) of Jasper County Council appointing a Jasper County Council Member to serve on the Cypress Ridge Business/Industrial Park Design Review Committee.

Chairman Kemp reviewed and addressed the request for the consideration of a Resolution of Jasper County Council appointing a Jasper County Council Member to serve on the Cypress Ridge Business/Industrial Park Design Review Committee. The request was to appoint Councilman VanGeison to serve on the Cypress Ridge Business/Industrial Park Design Review Committee.

Motion to approve: Councilman Sauls

Second: Councilman Rowell

Vote: Unanimous

The motion passed.

12. Chairman Kemp – Consideration of Resolution [#R-2025-07](#) of Jasper County Council Appointing a Jasper County Council Member and a Minority Group Member to serve on the Lowcountry Council of Governments.

Chairman Kemp reviewed and addressed the request for the consideration of a Resolution of Jasper County Council Appointing a Jasper County Council Member and a Minority Group Member to serve on the Lowcountry Council of Governments. Chairman Kemp noted that there were two applicants for the Minority Group Member to the Lowcountry Council of Governments that wished to be considered, Mr. Misael Garzon and Ms. Barbara Clark. Chairman Kemp noted that Mr. Garzon had reached out to him for this position and requested his support. Chairman Kemp mentioned that Mr. Garzon (in his quest this position), wanted to be able to help with the State and Federal Governments.

Motion to approve the appointment of Misael Garzon as the Minority Group Leader on the Lowcountry Council of Governments: Councilman Rowell

Second: Councilman VanGeison

Vote: Unanimous

The motion passed.

Councilman Sauls nominated Chairman/Councilman John Kemp to serve as the appointed Jasper County Councilmember to the Lowcountry Council of Governments

Motion to approve the appointment of Chairman/Councilman John Kemp for the elected official position from Jasper County: Councilman Sauls

Second: Councilman Rowell

Vote: Unanimous

The motion passed.

13. [Chairman Kemp](#) – Consideration of Resolution [#R-2025-08](#) of Jasper County Council appointing a representative to serve on the Beaufort-Jasper Housing Trust, Inc. Oversight Board

Chairman Kemp reviewed and addressed the request for the consideration of a Resolution of Jasper County Council appointing a representative to serve on the Beaufort-Jasper Housing Trust, Inc. Oversight Board. He noted that Camika Beaton had submitted a request and was recommended by him to serve on this board.

Motion to approve Camika Beaton: Councilman Sauls

Second: Councilman VanGeison

Vote: Unanimous

The motion passed.

14. [Kimberly Burgess](#) – Consideration of Resolution [#R-2025-09](#) authorizing the defeasance of the remaining outstanding Jasper County, South Carolina General Obligation Refunding Bonds, Series 2021; the execution and delivery of a Defeasance Escrow Agreement and certain other instruments by Jasper County; and other matters relating thereto.

Ms. Burgess was present to review and address the request for the consideration of Resolution authorizing the defeasance of the remaining outstanding Jasper County, South Carolina General Obligation Refunding Bonds, Series 2021; the execution and delivery of a Defeasance Escrow Agreement and certain other instruments by Jasper County.

Motion to approve: Councilman Rowell
Second: Councilman VanGeison
Vote: Unanimous
The motion passed.

PUBLIC HEARINGS, ORDINANCES AND ACTION ITEMS

15. Lisa Wagner – Consideration of the 3rd reading of Ordinance #O-2025-01 to amend the Official Zoning Map of Jasper County so as to transfer a property located along Floyd Road, bearing Jasper County Tax Map Number 045-00-01-049, consisting of 3 acres from the Rural Preservation Zone to the Residential Zone on the Jasper County Official Zoning Map. (*1st reading 12.02.2024; Public Hearing and 2nd reading 01.06.2025*)

Ms. Wagoner was present to review and address this item on the agenda. She noted that this request is for a Zoning Map Amendment to have a property designated as Residential. The subject property consists of three (3) acres and is identified by TMS #045-00-01-049, located along Floyd Road near the Tillman area. The property is currently zoned Rural Preservation. The purpose for the re-zoning is to have the subject property zoned the same as the adjacent property in order to combine the properties without creating a parcel of land that would be split zoned. The adjacent property is zoned Residential. According to the 2018 Jasper County Comprehensive Plan, the Future Land Use Map identifies this area as “Rural Conservation”. The Rural Conservation areas seek to protect and promote the character of Jasper County that largely exists today outside of the municipalities. She mentioned that the adjacent parcels are zoned Rural Preservation and Residential. The adjacent land uses are residential and vacant property. The subject property is accessed by Floyd Road, which is a two-lane state-maintained highway classified as a local road.

Ms. Wagner noted that the Planning Commission recommended approval of the request to have the property designated as Residential on the Jasper County Official Zoning Map. She noted that this was for family use and that they wanted to combine the 3 acres with the 2 acres. She also mentioned that nothing had changed since the last two meetings.

Motion to approve: Councilman Arzillo
Second: Councilman Sauls
Vote: Unanimous
The motion passed.

16. Lisa Wagner – Consideration of the 3rd reading of Ordinance #O-2025-04 to Amend Article 2.1.1 of the Jasper County Land Development Regulations, *Exempt Subdivision*, limiting the number of parcels that can be subdivided from a single parcel of land when using the State’s exemption, to 4 individual parcels; to define an existing street and existing easement; Invoking application of the Pending Ordinance Doctrine; and other matters related thereto. (*1st reading 12.02.2024; Public Hearing and 2nd reading 01.06.2025*)

Ms. Wagoner was present to review and address this item on the agenda. After her review Councilman VanGeison noted that he wanted to table this for around 30 days so he could really look at this. He noted that he

wanted some time to be able to review and understand this request better. Ms. Wagoner noted that she would provide them with more background information.

Motion to table until the first scheduled Council Meeting in March: Councilman VanGeison

Second: Councilman Rowell

Vote: Unanimous

The motion passed.

17. Wanda Giles – Consideration of approval of Ms. Jasmine Horry to be appointed by the Jasper County Council to the New Life Center Board.

Ms. Giles was present to review and address this item on the agenda for the approval of the consideration by Council for Ms. Jasmine Horry to be appointed by the Jasper County Council as a representative for the County to the New Life Center Board.

Motion to approve Ms. Jasmine Horry’s appointment to the New Life Center Board: Councilman Rowell

Second: Councilman Sauls

Vote: Unanimous

The motion passed.

18. Administrator’s Report: Mr. Fulghum reviewed the information from his report. There were no Action Items requiring a vote from the Council in the Administrator’s Report

CONSENT AGENDA

19. Approval of the Minutes of 12.02.2024

20. Councilmember Comments and Discussion: Councilmember Comments were given but there were no comments that required action.

21. Executive Session SECTION 30-4-70.

(a) A public body may hold a meeting closed to the public for one or more of the following reasons:

(2) Discussion of negotiations incident to proposed contract arrangements and proposed purchase or sale of property, the receipt of legal advice where the legal advice related to pending, threatened, or potential claim or other matters covered by the attorney-client privilege, settlement of legal claims, or the position of the public agency in other adversary situations involving the assertion against the agency of a claim – [Exit 3; Heddings vs Jasper County; Airport Leases; Tax Map # 089-00-03-005](#)

(5) Discussion of matters relating to the proposed location, expansion, or the provision

of services encouraging location or expansion of industries or other businesses in the area served by a public body – [Waste Management of Georgia Inc.; Prospect Update](#)

Motion to go into Executive Session: Councilman Sauls

Second: Councilman VanGeison

Vote: Unanimous

The motion passed.

Return to Open Session:

Motion to return to regular session: Councilman Sauls

Second: Councilman Rowell

Vote: Unanimous

The motion passed.

○ **21.1 Action coming out of Executive Session:**

There was no action coming out of this executive session.

22. Adjournment:

Motion to adjourn: Councilman Sauls

Second: Councilman Rowell

Vote: Unanimous

For more information on this meeting please go to our YouTube Channel for the video go to https://www.youtube.com/channel/UCBmloqX05cKAsHm_ggXCJIA

The motion passed and the meeting adjourned.

Respectfully submitted:

Wanda H. Giles
Clerk to Council

John A. Kemp
Chairman

AGENDA

ITEM # 27

Councilmember Comments

AGENDA
ITEM # 28
EXECUTIVE
SESSION

AGENDA
ITEM # 29
ADJOURN