

SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION

ITEM 1911-27: Approving the Selection of Rutgers Public Outreach and Engagement Team (POET) as the Consultant for the Multilingual Outreach Services Study

PROPOSAL

At its November 12, 2019, meeting, the Technical Advisory Committee recommended that the Policy Board approve the selection of Rutgers Public Outreach and Engagement Team (POET) in association with CQ Fluency (DBE firm) for the SJTPO's Multilingual Outreach Services Study.

BACKGROUND

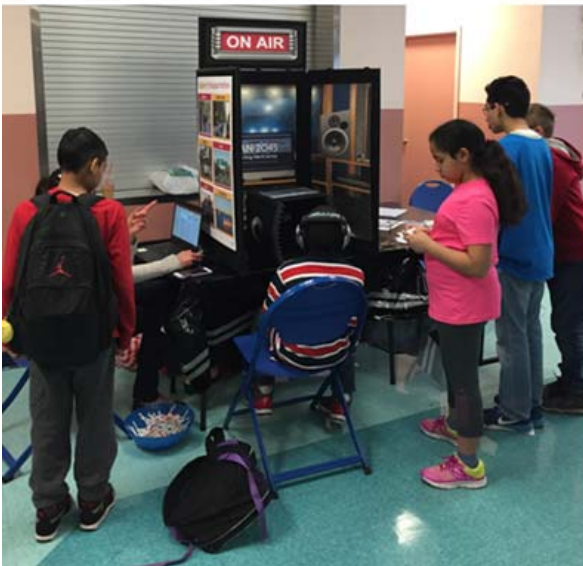
The RFP for this project was issued on August 13, 2019 with proposals due on September 19th. With the request, SJTPO was seeking qualified firm(s) to provide consultant support for several services that will assist SJTPO in meeting a portion of our Federal Certification Corrective Action associated with the development of a Language Assistance Plan for Limited English Proficient Populations (LEP) in the region. In addition, this will help SJTPO to bolster its Public Involvement Plan and related processes. It will provide SJTPO with translation and interpreter services, will conduct an evaluation of automated translation tools to determine how to proceed in providing necessary translation services in a financially sustainable way, will help in identifying groups and contacts to make inroads with underserved groups, and will help identify outreach practices that will be more inclusive under Part A of the project. Under Part B, the Rutgers team will provide several marketing services associated with SJTPO's Safety Outreach and Education programs, which will be funded through a New Jersey Division of Highways Traffic Safety grant.

The Notice of Availability of Requests was sent to approximately 231 contacts. One (1) proposal was received from Rutgers Public Outreach and Engagement Team (POET) in association with CQ Fluency as the DBE firm. The proposal was reviewed and scored by the TAC-designated Consultant Selection Committee with representatives from the Cross County Connection TMA, Cape May County, the Delaware Valley Regional Planning Commission (DVRPC), and SJTPO. The Selection Committee agreed that Rutgers POET and CQ Fluency was highly qualified to complete the rigorous outreach and translation activities for this technical effort.

The cost of this effort totals \$86,661.05 with \$65,800.11 associated with multilingual tasks associated with Task A and \$14,860.94 associated with the Safety Outreach and Education marketing work in Task B. The combined project includes 17.76% DBE participation.

Task A of this project is funded out of Task 19/403: Multilingual Outreach Services, with a budget of \$65,815 from the Fiscal Year 2019 Unified Planning Work Program (UPWP). Task B of this project is funded through a grant from the New Jersey Division of Highway Traffic safety (NJ DHTS), with a cost not to exceed \$15,000.

South Jersey Transportation Planning Organization Multilingual Outreach Services



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South Jersey Transportation Planning Organization

Multilingual Outreach Services

September 19, 2019

Alan M. Voorhees Transportation Center
Edward J Bloustein School of Planning and Public Policy
Rutgers, The State University of New Jersey

INTRODUCTION

The Public Outreach and Engagement Team (POET) ,a group within the Alan M. Voorhees Transportation Center at the Edward J. Bloustein School of Planning and Public Policy at Rutgers, The State University of New Jersey, is responding to the South Jersey Transportation Planning Organization (SJTPPO) request for proposals regarding Multilingual Outreach Services. With significant subject matter expertise in the areas of public outreach, transportation planning, marketing, communication, and public engagement tailored to specific demographic and community profiles, VTC has demonstrated capability and commitment to the successful implementation of high quality and meaningful public outreach and engagement.

TECHNICAL PROPOSAL NARRATIVE PART A: ENHANCING SJTPPO OUTREACH TO UNDERSERVED POPULATIONS

TASK A.1 -COORDINATION

Sean Meehan will serve as the Principal Investigator for this project and will oversee coordination with SJTPPO staff. Sean and Rutgers POET staff will work with SJTPPO to plan and conduct a key stakeholder kick-off meeting and staff the public meetings described in Task A.5 with interpreters. Sean and Rutgers POET staff will work with the SJTPPO staff to provide email status updates regarding tasks completed, upcoming tasks, and any issues or concerns that arise every two weeks.

Deliverable A.1.a:

- Working with SJTPPO staff, Rutgers POET will organize and conduct a kick-off meeting with key stakeholders and will work with SJTPPO to determine the need for additional meetings. Rutgers POET will document all key stakeholder meetings.
- Rutgers POET will provide bi-weekly project update emails to SJTPPO's project manager regarding tasks completed, upcoming tasks, and any issues or concerns that arise.

TASK A.2 – DOCUMENT TRANSLATION

Treating language translation of materials as an afterthought is a common barrier to effective communication and understanding. Accurate translation of key documents is the cornerstone of effective outreach and meaningful involvement. Understanding this need, Rutgers POET will

partner with CQfluency, a translation services company specializing in cultural adaptation to complete culturally appropriate translation of SJTPO's Vital Documents into Spanish. Rutgers POET is partnering with CQfluency because they do not simply translate content. CQ fluency recognizes that language is just one part of the communication process, and meaning and feeling need to be blended with language to create effective communication that transcends words and engages minds.

Deliverable A.2.a:

- Working with CQfluency, Rutgers POET will complete culturally-competent translation from English to Spanish of the following SJTPO Vital Documents:
 - Citizen's Guide – Estimated translation cost \$728 (assumes 32 pages, 142 words per page)
 - TIP Executive Summary– Estimated translation cost \$1,600(assumes 20 pages, 500 words per page)
 - RTP Executive Summary– Estimated translation cost \$1,600(assumes 20 pages, 500 words per page)
 - UPWP Executive Summary– Estimated translation cost\$1,600(assumes 20 pages, 500 words per page)
 - PIP Executive Summary– Estimated translation cost \$1,200(assumes 15 pages, 500 words per page)
 - LEP Plan– Estimated translation cost\$2,000(assumes 25 pages, 500 words per page)
 - Title VI Complaint Procedure section of the Title VI Website, Title VI Complaint Form, and Title VI Notice– Estimated translation cost \$230.24
 - Funding for translation of translation for public meeting fliers – Estimated translation cost \$125 (assumes 1, page, 100 words per page, translation into 4 languages)

TASK A.3 – ASSESSMENT OF AUTOMATED TRANSLATION SERVICES

Traditionally, human linguists have taken a large role in the translation process to ensure that the translated text makes sense in context and is culturally appropriate. With the introduction of consumer-level automatic translation tools, it is easy to simply type a word or phrase into a text box and choose the language for translation – a simple process that was made available a few years ago. While professional translation services remain the best choice for accuracy, understanding, and cultural appropriateness, it comes with both financial costs and time constraints that can make continual use of these services unsustainable.

While automatic translation tools have come a long way, the many nuances and ambiguity presented by language leaves these tools less than perfect. While perfection is not expected, under this task Rutgers POET will evaluate the leading automated translation tools currently available to determine whether they are capable of communicating main points and general message in the SJTPO target languages. Our approach to completing this task will start with information gathering. We intend to conduct a literature review regarding the usage of automated translation tools and their evaluation. We also intend to conduct short interviews

with colleagues and partners that are experienced in document translation. These partners include CQfluency, the translation service we will be partnering with for the translation tasks described in task A.2, a colleague and long-standing partner at the Department of Spanish and Portuguese at Rutgers University experienced with translation, and staff from the Language Center at Rutgers University who are charged with supporting and facilitating world language study at Rutgers-New Brunswick.

Following the information gathering process, we intend to test the leading automated translation service options identified through our literature review and interviews using a back translation process. In this process, a sample document will be translated into Spanish, Simplified Chinese Mandarin, Gujarati, and Vietnamese, and then it will be translated back to English. This process will allow us to evaluate which tools present the fewest errors and which work best at preserving the main points and message of the document.

Rutgers POET intends to work with Simplified Chinese as part of this task instead of Traditional Chinese. Simplified Chinese, as implied in the name, simplifies each character making it easier to write and memorize. Traditional Chinese keeps the original forms of the characters that have evolved throughout the course of over one thousand years. While Traditional Chinese is used in Hong Kong, Taiwan and Macau, Simplified Chinese is used Malaysia, Singapore, and Mainland China (one of the world's largest populations). Simplified characters are easier to learn than traditional ones, and literacy rates have risen steadily in rural and urban areas since the simplification of the Chinese characters. Ensuring that this less literate, less educated population is engaged is a high priority. It is our understanding that it is easier for people who understand Traditional Chinese to pick up Simplified Chinese, but it is much more difficult for people who understand Simplified Chinese to learn and recognize Traditional Chinese. With this understanding, we feel it will be much more helpful for SJTPO to focus on Simplified Chinese translation.

Deliverable A.3.a:

- Rutgers POET will coordinate an information gathering process including a literature review and key contact interviews regarding the assessment of automated translation tools.
- Rutgers POET will coordinate a back translation process to assess leading automated translation service options identified through our literature review and interviews.
- Rutgers POET will draft and finalize a technical memo detailing the research process and assessment of translation tools related to costs, accuracy, and effectiveness of communicated information.

TASK A.4 – IDENTIFY METHODS TO IMPROVE AND SUSTAIN OUTREACH EQUITY IN THE SJTPO REGION

Rutgers POET will work with SJTPO to develop a comprehensive Public Involvement and Equitable Outreach Plan for the SJTPO region. This process will begin with an in-person brainstorming session with SJTPO staff to identify current knowledge and experience related to outreach strategies and techniques most appropriate for the SJTPO region. The process will continue by working with SJTPO and existing community partners throughout southern New

Jersey to identify new partners and groups to assist in outreach to and connections with underserved communities.

Outreach and public engagement activities and techniques that have been used effectively by Rutgers POET in the past include:

- ***Outreach Stations for specialized populations:*** Outreach stations can be deployed at various locations throughout the region, with special emphasis on engaging at locations where groups of residents and constituents regularly and already gather (shopping centers, community centers, libraries, places of worship, senior centers, etc.) or at special events (street fairs, festivals, etc.).
- ***Partnerships with nonprofit or community-based organizations representing hard-to-reach demographic groups:*** In order to ensure that key demographic and traditionally under-represented groups are included in SJTPO programs and projects, working with nonprofit and/or community-based organizations throughout the SJTPO region to assist with recruitment for outreach and engagement activities to their constituents and residents could be extremely effective. This format for engagement is especially suited to reaching immigrant and low-income communities, as well as elderly residents and people with disabilities. Through previous work, Rutgers POET has existing contacts within several organizations serving the SJTPO region including Cross County Connection TMA and the Community FoodBank of New Jersey-Southern Branch. Other target organizations include but are not limited to the United Way of Greater Philadelphia and Southern New Jersey, Human Services Advisory Council of Atlantic County, CATA Farmworkers New Jersey, the Hispanic Family Center of Southern New Jersey, Inc., and the Immigrant Connection at CrossPoint Wesleyan Church.
- ***Meeting-in-a-Box:*** The “meeting-in-a-box” engagement initiative is used by residents, community groups, neighborhood associations, and other groups to gather at a convenient time and location to provide feedback and input on a project or program. Hosts are given a meeting kit that contains everything they need to hold a meeting/discussion on their own, including instruction sheets for the host/facilitator, discussion questions, worksheets for participant responses, feedback questionnaires, and directions for recording and returning responses. The “box” can be a literal box that includes hard copy versions of all the materials and other small giveaways to make the meeting fun, or it can be electronic and downloadable for any interested individual or organization to use (or some combination of both).
- ***Focus Groups:*** In addition to the activities described above, outreach efforts could be supplemented with a series of focus groups of any demographic group or cluster of residents (such as a particularly hard-to-reach geographic region) in order to ensure adequate representation and participation reflecting the SJTPO region.

This list of engagement activities provided above is not meant to be exhaustive. It provides some examples of the types of engagement strategies that can be deployed to reach under-represented and hard-to-reach populations. Additional strategies/methods/activities can be identified and customized in consultation with SJTPO. The final plan will include details on all public

involvement and engagement activities and programs identified under this Task as a menu of options for making substantive improvements regarding equity to the SJTPO outreach process.

Deliverable A.4.a:

- Rutgers POET will coordinate an information gathering process to identify current knowledge and experience related to outreach strategies and techniques most appropriate for the SJTPO region.
- Rutgers POET will produce a comprehensive Public Involvement and Equitable Outreach Plan for the SJTPO region identifying partners, tools, and recommended methods for making substantive improvements regarding equity to the SJTPO outreach process.

TASK A.5 – INTERPRETER SERVICES AT PUBLIC MEETINGS

When it comes to gathering information on how to better accommodate the needs of underserved populations, the language should not be a barrier. It is important to facilitate an informational exchange process that increases awareness of issues and facilitates an ongoing feedback mechanism that fuels future involvement. To meet this need, Rutgers POET will partner with CQfluency to provide interpreters at SJTPO's planned public meetings. Spanish language interpretation will be provided at all eight of the meetings described in the RFP and Chinese Mandarin, Gujarati, and Vietnamese interpreters will attend the two meetings planned for Atlantic County.

In-person interpretation is by far the most efficient method in any situation. Not only will the interpreter benefit from physical attendance at the meeting and reading facial expressions and body language, but also the person whose thoughts are translated will benefit by participating in the process and building a relationship with SJTPO through the interpreter. The Rutgers POET and CQfluency approach will focus on consecutive interpretation in an effort to build face-to-face connections and real-time feedback during the public meetings. Consecutive interpretation involves the individual translation language and cultural nuance of each comment during a back-and-forth exchange. Throughout the consecutive interpretation process CQfluency staff will pay close attention to nuances, dialects, and expression while practicing cultural sensitivity to ensure meaning and understanding is preserved.

Deliverable A.5.a:

- Working with CQfluency, Rutgers POET will provide Spanish language interpretation at eight (8) public meetings as described in the RFP.
- Working with CQfluency, Rutgers POET will provide Chinese Mandarin, Gujarati, and Vietnamese interpretation at two (2) public meetings as described in the RFP.
- Rutgers POET will draft and finalize summary notes detailing all exchanges and feedback received at each meeting.

TECHNICAL PROPOSAL NARRATIVE PART B: ENHANCING SJTPO TRAFFIC SAFETY OUTREACH AND EDUCATION PROGRAM

TASK B.1 –CREATION OF HANDOUT MATERIALS

Rutgers POET will work with SJTPO to develop and print informative handouts including a menu of programs and a palm card. The Rutgers POET approach to developing handouts and support materials focuses on the belief that the key to effective handouts is simplicity. Handouts should be short and visual. The menu of programs and palm card will be designed as a reference, not a guide. Working with SJTPO, Rutgers POET will refine the message to determine key points to be included while avoiding unnecessary details that will not foster comprehension. Design of the handout materials will follow a visual approach, focusing on easy to read fonts, inclusion of “white space” and creative use of images to foster understanding and limit word usage.

Deliverable B.1.a:

- Working with SJTPO, Rutgers POET will develop a draft bi-fold or tri-fold menu of programs.
- Rutgers POET will finalize the bi-fold or tri-fold menu of programs and provide 1,000 printed copies of the bi-fold (letter) or tri-fold (legal) menu of programs in color, double sided, and edge-to-edge on glossy paper.
- PDF and original editable file of the final menu of programs will be provided.

Deliverable B.1.b:

- Working with SJTPO, Rutgers POET will develop a draft palm card.
- Rutgers POET will finalize the palm and provide 1,000 printed copies of palm cards in color, double-sided, and edge-to-edge on heavy duty card stock.
- PDF and original editable file of the final palm card will be provided.

TASK B.2 –CREATION OF BANNERS AND SIGNS

Rutgers POET will work with SJTPO to develop and produce eye-catching banners and signs that can be used to enhance SJTPO events and programs. Rutgers POET will work with SJTPO to ensure that we fully understand the need and intended use for the banners and signs and will develop drafts following the simplicity approach outlined in Task B.1. The focus will be on eye-catching banners and signs that avoid unnecessary and distracting imagery and wording, and focus on generating interest and supporting the image and professionalism of SJTPO.

Deliverable B.2.a:

- Rutgers POET will develop a draft SJTPO Banner and will work with SJTPO to finalize the design.
- Rutgers POET will provide one 3 x 10-foot banner with the SJTPO name and logo.
- PDF and original editable file of the banner will be provided.

Deliverable B.2.b:

- Rutgers POET will develop a draft Indoor Pull-Up Banner and will work with SJTPO to finalize the design.
- Rutgers POET will provide one Indoor Pull-Up Banner.
- PDF and original editable file of the Indoor Pull-Up Banner will be provided.

Deliverable B.2.c:

- Rutgers POET will develop draft content for sandwich boards and will work with SJTPO to finalize the design.
- Rutgers POET will provide two (2) reusable sandwich board frames.
- Rutgers POET will provide weather-resistant boards to insert into the sandwich board frames.

Deliverable B.2.d:

- Rutgers POET will develop draft eye-catching banners/flags and will work with SJTPO to finalize the design.
- Rutgers POET will provide two (2) Eye-Catching Banners/Flags.

TASK B.3 –PHOTOGRAPHY OR IMAGE PURCHASE

To support the development of effective handouts and outreach materials, access to high-quality digital imagery is essential. Through our association with the Edward J. Bloustein School of Planning and Public Policy, Rutgers POET has access to a variety of photographic equipment that will facilitate the production of high-quality images of SJTPO staff and assorted topics to be represented on the banners, palm cards, and brochures discussed in Tasks B.1 and B.2. Additionally, Rutgers POET staff also has access to several services that allow the purchase of professional, high-quality images through the Bloustein School.

Deliverable B.3.a:

- Rutgers POET will provide digital images either by taking and/or purchasing them to be used on the banners, palm cards, and brochures.
- Rutgers POET will provide documentation allowing free use by SJTPO of the images without attribution or watermark.

RUTGERS-POET STAFFING PLAN

South Jersey Transportation Planning Organization Multilingual Outreach Services Staffing Plan - Rutgers University

	Tasks							Tasks				
	RU Hourly	A.1	A.2	A.3	A.4	A.5	Total A	B.1	B.2	B.3	Total B	TOTAL
Rutgers - Voorhees Transportation Center												
Senior Research Specialist (Sean Meehan)		35	30	100	100	50	315	15	15	17	47	362
Senior Research Manager (Miriam Salerno)				5	50		55				0	55
Project Coordinator (Trish Sanchez)				50	65	25	140	10	10	10	30	170
Project Coordinator (Stephanie Crozier)		10					10	5			5	15
A10. Student Hourly				50	50		100	50	50	25	125	225
CQfluency (DBE)	Project Costs											
Translation Services	\$10,500											
Interpreter Services	4,500											

PROJECT SCHEDULE

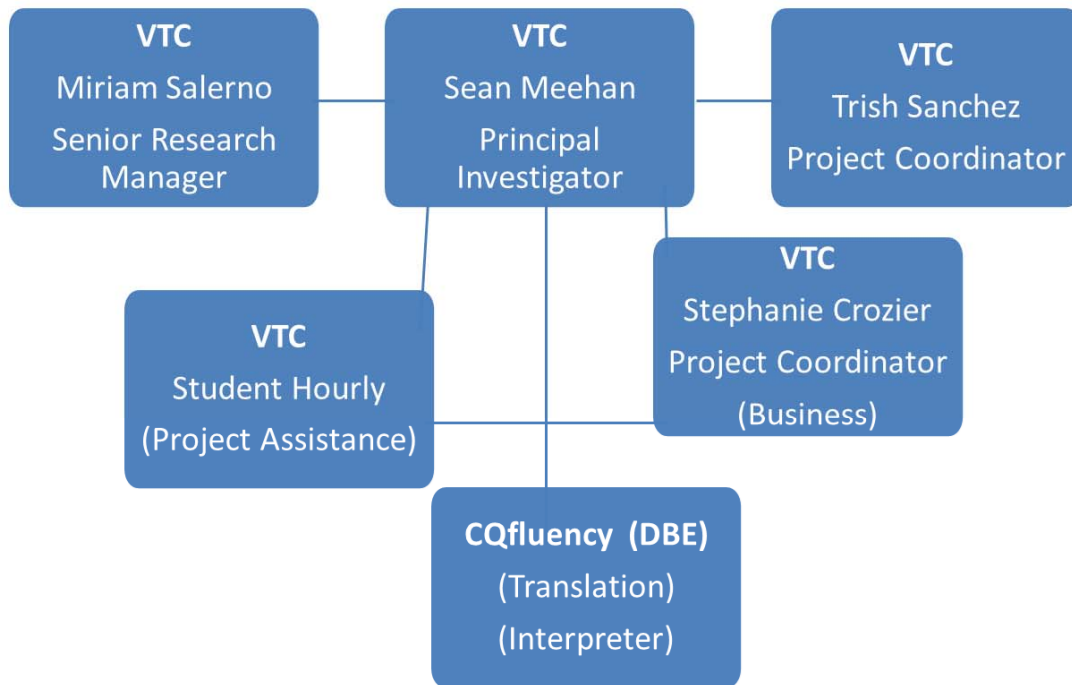
South Jersey Transportation Planning Organization Multilingual Outreach Services Proposed Schedule -Rutgers University

		Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20
Task#:	Task Name:						
Task A-1	Coordination	* *	* *	* *	* *	* *	* *
Task A-2	Document Translation		*				*
Task A-3	Assessment of Automated Translation Services					*	
Task A-4	Identify Methods to Improve and Sustain Outreach Equity in the SJTPO Region						*
Task A-5	Interpreter Services at Public Meetings				*	*	
Task B-1	Creation of Handout Materials				*		
Task B-2	Creation of Banners and Signs				*		
Task B-3	Photography or Image Purchase			*	*	*	

TOTAL COSTS AND BREAKDOWN OF ALL OTHER CHARGES

- See attachment 1: Rutgers-POET Cost Proposal for Multilingual Outreach Services

ORGANIZATIONAL CHART



Sean Meehan will serve as the Principal Investigator and Project Manager. Miriam Salerno and Trish Sanchez will contribute to research and Outreach planning tasks. A student hourly employee will assist with project tasks. Stephanie Crozier will assist with Planning, coordination, and reporting. The firm CQfluency, a New Jersey DBE, will provide Translation and Interpreter services under the direction of Sean Meehan

Total Costs and Breakdown of All other Charges

Submitted by: Alan M. Voorhees Transportation Center at Rutgers University

Principal Staff	RU 2020 July Rates												
		A1		A2		A3		A4		A5		Total	Total
		Hrs	Cost	Hrs	Cost	Hrs	Cost	Hrs	Cost	Hrs	Cost	Hours	Cost
Personnel Costs													
Rutgers - Voorhees Transportation Center													
A2. Senior Research Specialist (S. Meehan)			1,398.25		1,198.50		3,995.00		3,995.00		1,997.50		12,584.25
A6. Senior Research Manager (M. Salerno)			0.00		0.00		234.55		2,345.50		0.00		2,580.05
A7. Project Coordinator (T. Sanchez)			0.00		0.00		1,834.00		2,384.20		917.00		5,135.20
A8. Project Coordinator (S. Crozier)			279.05		0.00		0.00		0.00		0.00		279.05
A10. Student Hourly (1)			0.00		0.00		950.00		950.00		0.00		1,900.00
Subtotal Personnel Costs		55	1,677.30	35	1,198.50	205	7,013.55	265	9,674.70	75	2,914.50	635	22,478.55
Fringe Benefits													
Rutgers - Voorhees Transportation Center													
A2	49.04%		685.70		587.74		1,959.15		1,959.15		979.57		6,171.32
A6	49.04%		0.00		0.00		115.02		1,150.23		0.00		1,265.26
A7	49.04%		0.00		0.00		899.39		1,169.21		449.70		2,518.30
A8	49.04%		136.84										136.84
A10	0.00%		0.00		0.00		0.00		0.00		0.00		0.00
Subtotal Fringe Costs			822.55		587.74		2,973.56		4,278.59		1,429.27		10,091.72
Other Project Costs													
Translation Services (DBE)					10,500.00								10,500.00
Interpreter Services (DBE)											4,500.00		4,500.00
Travel			389.00										389.00
Subtotal Other Project Costs			389.00		10,500.00		0.00		0.00		4,500.00		15,389.00
TOTAL DIRECT COSTS			2,888.84		12,286.24		9,987.11		13,953.29		8,843.77		47,959.26
Facility & Administration	37.2%		1,074.65		4,570.48		3,715.21		5,190.62		3,289.88		17,840.85
TOTAL COST			3,963.49		16,856.73		13,702.32		19,143.92		12,133.65		65,800.11
% of Total Project Cost			6%		26%		21%		29%		18%		

Total Costs and Breakdown of All other Charges

Submitted by: Alan M. Voorhees Transportation Center at Rutgers University

Principal Staff	RU 2020 July Rates								
		B1		B2		B3		Total	Total
		Hrs	Cost	Hrs	Cost	Hrs	Cost	Hours	Cost
Personnel Costs									
Rutgers - Voorhees Transportation Center									
A2. Senior Research Specialist (S. Meehan)			\$599.25		\$599.25		\$679.15		\$1,877.65
A6. Senior Research Manager (M. Salerno)			\$0.00		\$0.00		\$0.00		\$0.00
A7. Project Coordinator (T. Sanchez)			\$366.80		\$366.80		\$366.80		\$1,100.40
A8. Project Coordinator (S. Crozier)			\$143.10		\$0.00		\$0.00		
A10. Student Hourly (1)			\$950.00		\$950.00		\$475.00		\$2,375.00
Subtotal Personnel Costs		90	\$2,059.15	80	\$1,916.05	52	\$1,520.95	222	\$5,496.15
Fringe Benefits									
Rutgers - Voorhees Transportation Center									
A2	49.04%		\$293.87		\$293.87		333.06		920.80
A6	49.04%		\$0.00		\$0.00		0.00		0.00
A7	49.04%		\$179.88		\$179.88		179.88		539.64
A10	0.00%		\$0.00		\$0.00		0.00		0.00
Subtotal Fringe Costs			\$473.75		\$473.75		512.93		1,460.44
Other Project Costs									
Handout Materials printing			\$875.00						875.00
Banners and Signs printing					\$2,500.00				2,500.00
Photographyor Image Purchase							500.00		500.00
Subtotal Other Project Costs			\$875.00		\$2,500.00		500.00		3,875.00
TOTAL DIRECT COSTS			\$3,407.90		\$4,889.80		2,533.88		10,831.59
Facility & Administration	37.2%		\$1,267.74		\$1,819.01		942.60		4,029.35
TOTAL COST			\$4,675.64		\$6,708.81		3,476.49		14,860.94
% of Total Project Cost			31%		45%		23%		

SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION

RESOLUTION 1911-27: Approving the Selection of Rutgers Public Outreach and Engagement Team (POET) as the Consultant for the Multilingual Outreach Services Study

WHEREAS, the South Jersey Transportation Planning Organization (SJTPPO) is the Metropolitan Planning Organization (MPO) designated under Federal law for the southern region of New Jersey including Atlantic, Cape May, Cumberland, and Salem Counties; and

WHEREAS, the Fiscal Year 2020 SJTPPO Unified Planning Work Program includes Federal Highway Administration planning funds for this project; and

WHEREAS, the Notice of Availability of Requests was sent to approximately 231 contacts on August 20, 2019; and

WHEREAS, the Request for Proposal (RFP) announcement and supplemental materials were also posted on the publicly accessible SJTPPO website; and

WHEREAS, one (1) proposal was received; and

WHEREAS, the SJTPPO Technical Advisory Committee (TAC), at their September 9, 2019 meeting, vested consultant selection authority in a committee consisting of one representative from the Cross County Connection TMA, Cape May County, Delaware Valley Regional Planning Commission, and two representatives from SJTPPO staff, which reviewed and evaluated the proposals in accordance with SJTPPO's published criteria; and

WHEREAS, the Consultant Selection Committee recommends Rutgers Public Outreach and Engagement Team (POET) in association with CQ Fluency serving as the Disadvantaged Business Enterprise (DBE) firm; and

WHEREAS, the SJTPPO TAC, at their November 12, 2019 meeting, endorsed the recommendation of the Consultant Selection Committee;

WHEREAS, this project will be funded in two parts, with Task A of the project funded out of Task 19/403: Multilingual Outreach Services, with a budget of \$65,815 from the Fiscal Year 2019 SJTPPO Unified Planning Work Program and Task B of the project funded out of a grant from the New Jersey Division of Highway Traffic safety (NJ DHTS), with a budget of \$15,000;

NOW THEREFORE BE IT RESOLVED, that the Policy Board of the South Jersey Transportation Planning Organization hereby approves the above selection for the Multilingual Outreach Services technical study, with a maximum fee in Task A of \$65,800.11, a maximum fee in Task B of \$14,860.94, and a total maximum fee of \$86,661.05 and a 17.76% DBE participation; and

BE IT FURTHER RESOLVED, that the Policy Board authorizes the Executive Director to execute scope of work and cost modifications to the original contract amount, provided that funding is available.

BE IT FURTHER RESOLVED, that the Policy Board requests that the South Jersey Transportation Authority execute the appropriate contractual arrangements with the consultant on behalf of the SJTPO.

Certification

I hereby certify that the foregoing is a correct and true copy of a resolution adopted by the Policy Board of the South Jersey Transportation Planning Organization at its meeting of November 25, 2019.



John W. Risley, Secretary/Treasurer