

## **SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION**

### **ITEM 2305-20: Approving the Selection of RLS Demographics, Inc. as the Consultant for the FY 2023 Demographics Analysis**

#### **PROPOSAL**

At its May 8, 2023, meeting, the Technical Advisory Committee recommended that the Policy Board approve the selection of RLS Demographics, Inc., in association with Public Signals, LLC, and Camoin Associates for the SJTPO FY 2023 Demographics Analysis technical study.

#### **BACKGROUND**

This project will result in a set of demographic forecasts that will feed into the next regional transportation plan, scheduled to be adopted in January 2025. The effort will include the development of a data dashboard containing meaningful and visually appealing infographics as well as a forecast model/tool that will allow SJTPO to conduct what-if scenarios. This development of a new set of demographics will utilize the new 2020 Census information and be incorporated into SJTPO's scenario planning effort conducted through consultant support through a different technical study.

The RFP for this project was issued on March 9, 2023, with digital proposals due on April 6, 2023. The Notice of Availability of Requests was sent to approximately 276 firms.

Despite the open and competitive process, only one (1) proposal was received from RLS Demographics, Inc., in association with Public Signals, LLC, and Camoin Associates. The TAC-designated Consultant Selection Committee, consisting of SJTPO staff, Atlantic County, Cape May County, and the City of Vineland, reviewed the proposal and wished to interview with the consultant team to get more clarification on the data dashboard and model that were proposed within the scope of work.

After the interview, the TAC-designated Consultant Selection Committee was confident with the selection of RLS Demographics, Inc. as the consultant for the FY 2023 Demographics Analysis. The total project cost is \$69,250. Due to issues with the initial DBE/ESBE firm being able to acquire a business registration in New Jersey, the technical study will have 0.00% DBE/ESBE participation. The consultant has prepared evidence of Good Faith Efforts, which has been accepted by the project manager. Ultimately, SJTPO's overall DBE/ESBE goal will be met through other technical studies in FY 2024.

The project has an anticipated completion date of late June 2024.

This project will be funded from Task 23/403 FY 2023 Demographics Analysis, which has a budget of \$70,000. The project completion date is anticipated to be June 2024.

# **South Jersey Transportation Planning Organization**

Technical Proposal for the Development of Year  
2060 Demographic Forecasts  
**RFP: FY 2023 Demographic Analysis**

RLS Demographics, Inc.  
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## Introduction

The projection of economic and demographic trends is simply the application of a set of assumptions about the course of future events. No one has a crystal ball that can foresee the future so assumptions are made based on the best analysis of historical patterns of change and the factors that may affect the future. Short-term projections of less than 10 years are typical and, in the absence of extreme economic or demographic shocks, provide useful intelligence for planning purposes.

In the work of transportation planning, 10-year projections represent a short horizon as hard infrastructure development is planned for long-term capacity and not easily or inexpensively altered after construction. Today's decisions need to be based on the best understanding of historical patterns and reasonable applications of the drivers of demographic and economic change in order to assess likely future scenarios.

The region encompassed by the four-county South Jersey Transportation Planning Organization (SJTPO) is an interesting mix of economic sectors. As an Atlantic coastal region, tourism has been a foundation of the economy in Atlantic and Cape May counties for more than a century. Casino gaming was first legalized nearly 50 years ago and transformed the area's tourism industry. At the same time, the region includes rural agricultural lands in where Salem county boasts the largest number of preserved acres of farmland.

The SJTPO is faced with the responsibility of long-term infrastructure planning in this diverse region and is seeking assistance in the development of long-term projections of population, households and employment out to the year 2060. RLS Demographics, Inc. is pleased to submit this proposal to meet the SJTPO needs along with our partners identified below.

RLS Demographics, Inc. has direct experience relevant to this project having partnered with the Center for Governmental Research in 2015 to produce similar projections. Much of that work and methods will be updated to reflect nearly a decade of change in the economic and demographic structure of the region. Now, RLS Demographics is partnering with Public Signals, LLC, and Camoin Associates to present this proposal and provide SJTPO with our best understanding of the region's economy and future projections.

# TECHNICAL PROPOSAL

## Task 1: Coordination and Administrative Tasks

RLS Demographics, and Robert Scardamalia as project manager, will have primary responsibility for maintaining all documentation and communication with the SJTPO project manager. As described in the RFP, this will include scheduling and conducting in-person and virtual meetings, phone calls and email communication. If meetings are held via Zoom or other virtual applications, the meetings will be recorded and provide a basis for meeting minutes and/or notes. Bi-weekly status reports will be provided to SJTPO identifying completed and upcoming tasks. Reports will also identify any areas of concern or where assistance from SJTPO staff would be required for accessing data sources. A detailed project schedule will be provided by late October 2023.

### **Deliverables:**

- Bi-weekly check-in and status report on virtual meetings, phone calls and emails.
- Meeting and discussion summaries including preparation of agenda, minutes and summary of issues and concerns.
- Project schedule updated as necessary to reflect progress meeting and call schedule dates.

## Task 2: Data Collection and Creation of Demographic Forecasts

The following represents our understanding of the SJTPO Scope of Work for development of demographic, household and employment projections for the four-county region. RLS Demographics will have primary responsibility for production of the projections with the assistance of staff from Camoin Associates.

Based on current and historical data, assumptions are made about the course of future events. If those assumptions are born out by experience, the projections will be accurate. However, that is seldom the case as no one can predict future events. Hence, the results of this effort must be viewed as projections of a possible future versus a forecast or prediction of that future.

By its very nature, the projection process is an iterative one beginning with the definition of basic input parameters, understanding of the geographic areas of analysis, time periods and economic and demographic detail. Guiding future assumptions is an understanding of the economic, social and cultural events that may come to influence future events.

There are three primary components of the Scope of Work and methods in the production of the projections. Population change and demographics are the result of three components: fertility, mortality and migration. Demographic methods involve assumptions about each independent component but must also address the interactive effects of each. Increasing migration of women of childbearing age directly impacts the

number of future births. Economic methods involve assumptions about industry sector and employment changes represented by business creation and dissolution and factors leading to business expansion or contraction. It's also important to understand the relationship between business attraction and the demographics of the workforce. Housing and household formation is a combination of housing construction and land use factors as well as the demographics of household living arrangements.

## Historical Analysis

In each of these components, an understanding of historical data and trends, the implications of larger region, state and national factors, and the local economy is where the work begins. Historical analysis provides boundaries on actual experience. Typically, actual experience shows fluctuations of positive and negative effects but over the course of time reflects the limits of change. If future assumptions extend beyond the actual historical experience, then significant justification for extreme assumptions must be explained. For example, the economic effects of the "Great Recession" of the early 2000's represented extreme dislocations in employment and finance. In the absence of another significant recession, those dislocations are unlikely to be repeated during "normal" economic cycles. The COVID pandemic represented an extreme shock to the population and economy. Again, what is the likelihood of other such extreme shocks?

Our historical analysis will cover a 10-year history at a minimum and be focused on:

- 1) Population change at the county level by age and sex and total population at the Minor Civil Division (MCD) and Transportation Analysis Zone (TAZ) level. At the county level fertility, mortality and migration will be analyzed with particular focus on the aging Baby Boom and Millennial generations as the Boomers exit the workforce and Millennials become the primary component of the workforce.
- 2) Employment change at the county level by industry sector and total employment at the MCD and TAZ level. Monthly employment data will aid in the analysis of seasonal employment impacts within the region.
- 3) Household population and composition is a effect of population change and changes in average household size.

## Demographic Forecasts: Population by Age and Sex

Population projections will be produced using a standard Cohort-Component methodology. Results will be presented in five-year increments of time and by five-year age-sex cohorts to the age of 85 and over. The 2020 Census results will be the starting benchmark and projections will be produced to the year 2060. We believe it is important to first produce population projections by age and sex. The changing age distribution reflected in the aging Baby Boom generation and now much larger Millennials has direct

bearing on employment and size of the available workforce. This first component of the projections shall focus on the following objectives:

Figure 1: Components of Population Change

Atlantic County	July 1, 2000	July 1, 2005	July 1, 2010	July 1, 2015	July 1, 2020
<b>Total Population</b>	253,210	270,332	274,648	270,153	274,172
<b>Population Change</b>		17,122	4,316	-4,495	4,019
<b>Percent Change</b>		6.8%	1.6%	-1.6%	1.5%
<b>Cumulative Births</b>		17,493	18,127	16,104	14108
<b>Cumulative Deaths</b>		13,294	12,626	12,901	14130
<b>Natural Increase</b>		4,199	5,501	3,203	-22
<b>Net Migration</b>		12,923	-1,185	-7,698	4,041
<b>Crude Net Migration Rate</b>		5.1%	-0.4%	-2.8%	1.5%

**Objective 1:** Analysis of the historical demographic Components of Change. Beginning with the summary components as in Figure 1, this analysis will result in the development of age-sex specific fertility, mortality and migration rates and be conducted for the period 2010 to 2020.

**Objective 2:** RLS Demographics will use a standard Cohort-Component methodology to develop age-sex specific population projections in 5-year age groups and 5-year periods to the year 2060. Outputs from the projections for each period of time include: population by age and sex, births by age of mother, deaths by age and net-migrants by age.

### Economic Projections: Employment by Industry Sector

The U.S. Bureau of Labor Statistics and the New Jersey Department of Labor are the primary sources for current and historical data on employment and labor force. The Labor Market Information system provides monthly estimates of resident employment and unemployment which is publicly available for areas of 25,000 or population. While much of the data is residence based from household surveys of the employed population, data is also available on a job location base. These are two distinctly different measures as any individual can hold multiple jobs and any firm can employ people from many different residential locations. Simply stated, data on employment is residence based while data on jobs is employer based. Commuting patterns based on these differences is an important indicator for transportation planning.

Other sources are important in this analysis. The U.S. Census Bureau, Bureau of Labor Statistics (BLS) and state labor and finance offices participate in the Longitudinal Employer-Household Dynamics (LEHD) data system which combines individual administrative records systems to create new data elements unavailable from the individual systems. This data cooperative creates statistics on employment, earnings and job flows for detailed geographic areas, industry

and demographic groups. These data will contribute to our understanding of the region's economy and trends.

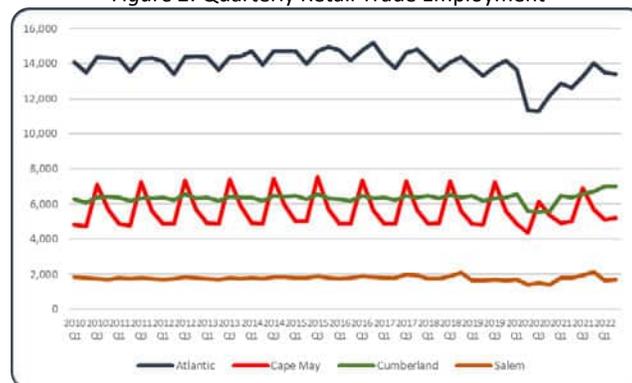
There are also a number of third-party data providers which develop estimates and projections of economic characteristics at the county level. These include companies like Woods and Poole Lightcast (formerly EMSI Burning Glass) and Moody's Analytics that have produced county level data for many years. Woods and Poole was used in the earlier CGR/RLS project. Lightcast employment projections are even done at the census tract and zip code level and will be an important additional source. These sources will also be reviewed and incorporated into our projection methodology and future assumptions as appropriate.

The most significant problem with the U.S. agency data is the length of the projection period. The "official" BLS projections of employment are for a 10-year period ending in 2031. Woods and Poole maintain an annually updated database of many economic and demographic indicators and projections to 2060. Their data description indicates a +/- 8.1% range of accuracy for their 10-year county population projections. These projections are typically driven by national macro-economic factors which are then extrapolated based on statistical parameters.

These data will be helpful but as only one part of our analysis, they will be evaluated in relation to historical trends and assumptions. It's important to also note that neither the U.S. BLS projections nor W&P are disaggregated below the county level. MCD and TAZ projections will be fully based on our methodology.

Current and historical data from Census, BLS, the LEHD program and third-party providers will represent a consistent baseline of historical trends from which our model assumptions will derive the 2060 projections. The projections will yield population, employment and households for every 5-year interval from the baseline of 2022 through 2060. Figure 2 presents employment data for the retail trade sector and clearly shows the seasonal impacts and how they vary across SJTPO counties.

Figure 2: Quarterly Retail Trade Employment



**Objective 1:** Analysis of the historical trends in sector employment for Industrial, Retail, Office and Other employment sectors at the county level based on Bureau of Labor Statistics and Longitudinal Employment Household Dynamics data.

**Objective 2:** Acquisition and review of third-party (Woods and Poole) data resources including projections to 2060 at the county level.

**Objective 3:** Develop low, medium and high employment projections in 5-year intervals of time from 2020 to 2060 for four employment sectors identified in the RFP at the county level.

## Household Projections

The total resident population is comprised of two components: persons living separately in households and persons living in group quarters. Primary group quarters populations include residents of college dormitories, prisons, military barracks and nursing homes. These populations need to be handled separately in projecting fertility and migration because of their impact on specific age ranges of the population. College students represent an excellent example. Students are concentrated in the ages 19 to 24 and some extend into the later 20's if a college maintains graduate programs. Each year a new class of freshman enter the area and a graduating class of seniors exit. During their education years the rates of fertility for women are much lower than the general population and their rates of migration are relatively stable since they remain in the college town. Most students graduate and leave that location. If they are not removed from the fertility and migration calculations they remain in place, aging in the college location and distorting the birth and migrant counts. Standard procedure in cohort-component projection methodology is to identify large college, prison, military and nursing facilities and remove the resident counts from the base population and returning those counts at the end of the projection interval.

These populations also impact the economic and employment structure of an area. While fertility and migration is impacted by college students, they often also hold jobs in the local area and are predominantly in the retail trade and hospitality sectors. It is important that these populations are identified and projected separately.

**Objective 1:** Identify all college and university, prison and nursing facilities in the region.

**Objective 2:** Obtain current and historical enrollment and resident counts by facility and identify any projected increases or decreases in capacity that would affect future population distributions.

**Objective 3:** Using current and historical trends in average household size at the county and MCD level, compute the number of households as the household population divided by the average household size.

## Disaggregation to MCD and TAZ Geography

Disaggregation of the county projections population, employment and household projections will be based on a shift-share analysis at the MCD and TAZ level. At this point, it will be critical to maintain close communication with SJTPO staff and stakeholders to assess local knowledge

of existing development plans and how the disaggregation factors should be adjusted. An example of the local knowledge important for this process is discussion of existing commercial and residential business and housing developments. Local building permit data is a source of intended development but it is not sufficient for understanding prospective “in the pipeline” development proposals and any current land use constraints to development.

While New Jersey MCD boundaries see little change over time, we understand that current TAZ boundaries are based upon 2010 Census tract and block group definitions. Geographic boundaries used in the 2020 Census are available and will be compared to the 2010 geography to identify boundary changes. There have been numerous changes in tract boundaries in Atlantic and Cumberland counties which involve splitting 2010 tracts into multiple components. These will also impact block group boundaries and coding. Use of the more current 2020 Census will require matching block group geography and making required adjustments. This will need to be done in consultation with SJTPO. It will be desirable to use population data from the 2020 Census as an initial baseline disaggregation to TAZ geography. Data from the Census Bureau’s American Community Survey is available at the tract and block group levels though the statistical accuracy for such small analysis is problematic.

**Objective 1:** Analysis of changes in tract and block group boundaries between the 2010 and 2020 Census geography.

**Objective 2:** Develop adjusted shares of population based on 2020 Census geography in consultation with SJTPO.

**Objective 3:** Disaggregate the county level population, employment and household projections to MCD and TAZ geography.

### Summer Demographics

The New Jersey Department of Labor monthly data on employment by industry and county will establish a baseline for understanding seasonal employment. Other sources will be researched to aid development of weekday versus weekend employment levels. It is expected that SJTPO will provide contacts withing the Atlantic and Cape May tourism offices document seasonal visitors and day-trip tourist activity. Traffic count reports and real estate market data will help to document seasonal housing needs and off-season vacancy rates. The previous study in 2015-2016 utilized data from Atlantic Cape Community College and we will research whether updated information is available.

New Jersey’s latest Visitor Profile (FY2019 from DK Shifflet provides useful information on visitor activities, spending, origin/destination and trip characteristics. Other resources to be reviewed include the Stockton University research on gaming, hospitality and tourism and the New Jersey Tourism Research & Information Office. Visitor trends from the Tourism Research office document the marked decline in visitations as a result of the pandemic but also show that by the end of October 2021, New Jersey travel spending had almost reached it’s pre-pandemic level. These and other resources will be valuable in understanding the economic forces and the pace of return to “normal” levels.

**Objective 1:** Identify and review sources of data on tourism and visitor activity in the region.

**Objective 2:** Develop seasonal and non-seasonal separation factors based on monthly Labor Department employment patterns and a combination of other identified sources.

**Objective 3:** Disaggregate the county level population, employment and household projections to MCD and TAZ geography.

#### Task 2 Deliverables

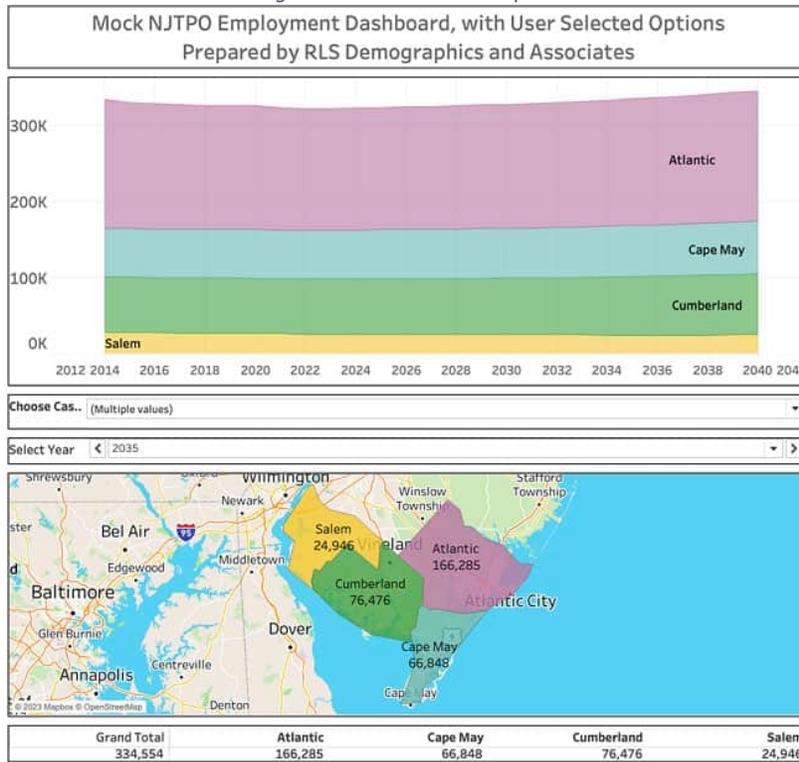
- Draft and final projections for demographic variables at the county, Minor Civil Division and TAZ levels.
  - Initial draft due by early November 2023
  - Second draft due by early January 2024
  - Final draft due by the end of March 2024
- Geographic shapefiles for county, Minor Civil Division and TAZ levels
  - Initial draft due by early January 2024
  - Final draft due by end of March 2024
- Technical methodology report describing the historical analysis, projection methodology, assumptions and results.
  - Initial draft due by end of March 2024

#### Task 3: Data Dashboard of SJTPO Region

Public Signals, LLC will lead the development of the data dashboard. Public Signals is expert in the use of Tableau and has developed static data displays, interactive graphics with user defined parameters and web-based applications. Following are examples of previous client applications and data examples relevant to the SJTPO projections requirements. They were all built with Tableau Software which is the primary, but not exclusive, tool used for data visualization.

This simplified example in Figure 3 is drawn from projection data developed by CGR and RLS Demographics in the 2015-2016 demographic analysis project. The dashboard enables users to choose among projection models and to select a year for the map and table. It is formatted to embed in a web page.

Figure 3: Dashboard Example 1



Notice the elements between the two graphics. Either online or on a PC, these controllers enable the user to choose what is displayed. The upper of the two enables which impact scenario to display for each county. The lower of the two controls which year's projection to display on the map and in the table.

While we do not expect to do economic projections with different casino impacts as was done in the earlier CGR study, we know from recent experience with the COVID pandemic that unexpected "shocks" to the population economy can occur. The tools we build for SJTPO will enable internal staff to test different scenarios that "shock" both population and economic systems. Figure 4 displays how different scenarios can be displayed along with the underlying data.

Figure 4: Dashboard Example 2



We would expect to build two similar, dashboards. The first, for internal use could be used with Tableau Reader and, at least to the degree that Reader enables it, would have a wide array of filters and parameter controllers. With fewer controllers, the second would be designed for online public use. It would be enabled on Tableau Public, if desired and could be embedded in the SJTPO website.

The following figures present examples of various capabilities. Figure 5 presents data developed for Feeding NYS and shows how “User Chosen Totals” can be selected for views. Each user change is reflected dynamically in the title as well as the measures displayed. This application also allows the user to download the selected data in various file types including Excel, images, CSV’s and PDF’s.

Figure 5: Dashboard Example 3

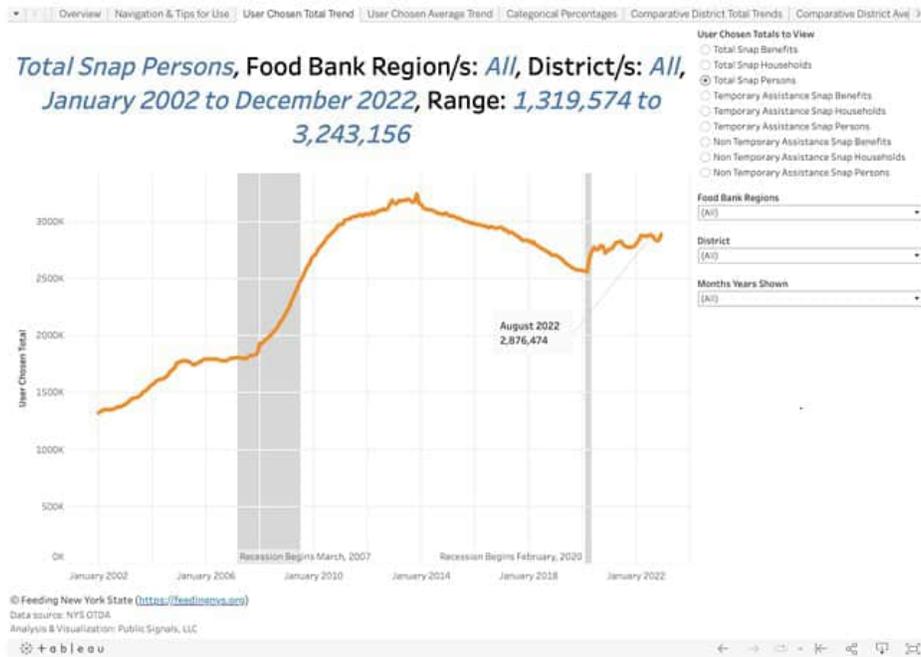
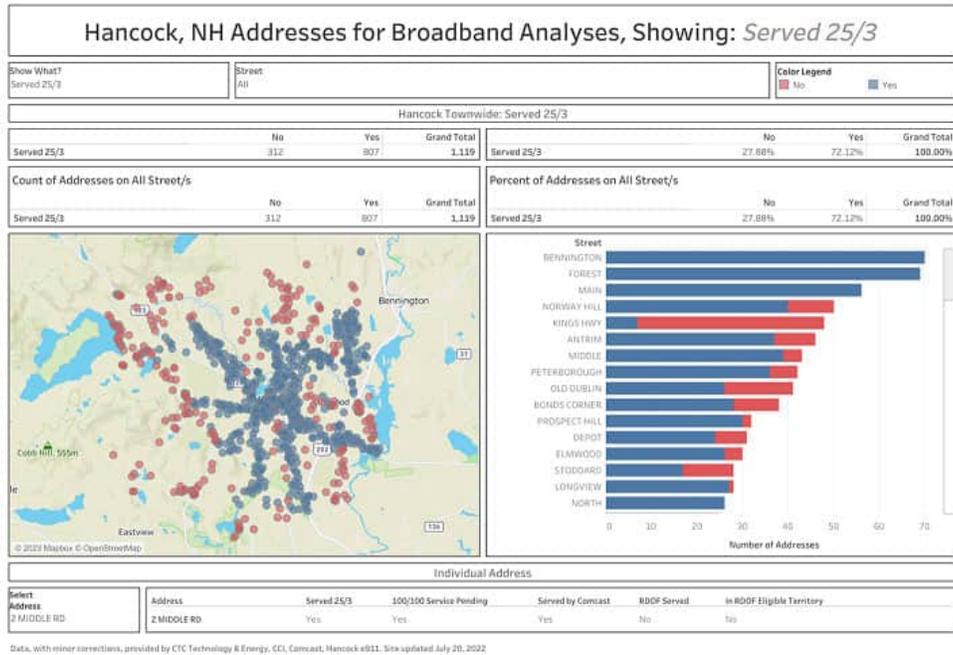


Figure 6 below, uses several interactive functions that enable the user to change the display and its granularity. With the online version at the following link the user can “Show What” to change the indicator which changes the figures. Clicking the street name and a color on the bar highlights all of the addresses on that street.

<https://public.tableau.com/app/profile/john.w.rodan/viz/HancockNHBroadband/WelcometotheHancockNHBroadbandTool>

Figure 6: Dashboard Example 4

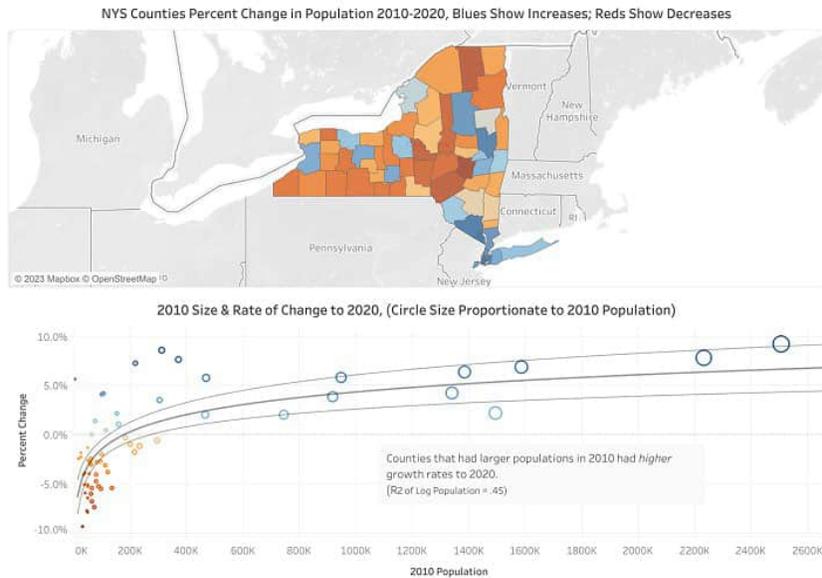


This final example in Figure 5 illustrates another user interactive function to highlight specific geographic areas and data indicators as the user’s mouse interacts with different geographic areas.

<https://public.tableau.com/app/profile/john.w.rodan/viz/NYSCounties2020Census/Dashboard1>

Figure 7: Dashboard Example 5

**County Population Changes in NYS, Census, 2010-20**  
**Mouse Over for Detail**



**Objective 1:** In consultation with SJTPO, determine primary and secondary data elements to be incorporated in the dashboard. This should include specification of both internal and public facing requirements.

**Objective 2:** Develop initial prototype for review by SJTPO and agreement of final content.

#### Task 3 Deliverables

- Initial mock-up due by early October 2023
- Final version due by late November 2023

## Task 4: Stakeholder Involvement

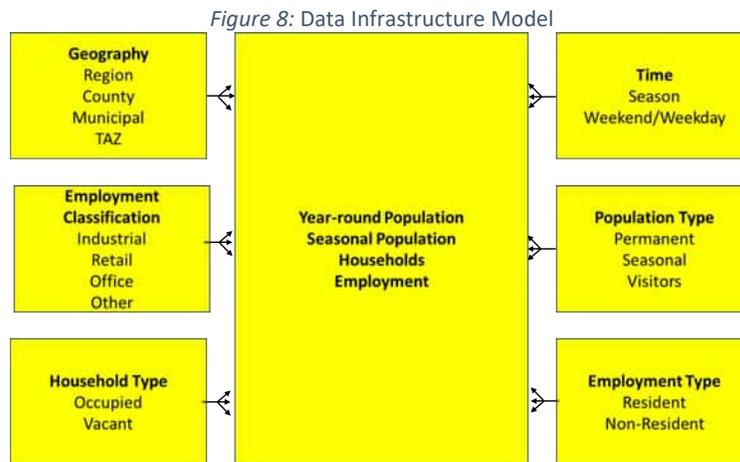
As described in the RFP, the team will be prepared to present input data, methodology and projection results to SJTPO staff, stakeholders and the Technical Advisory Committee on a schedule to be determined. This will include at least one in-person workshop to present the methodology and results and gather input to guide adjustments to the projections. Team communication with SJTPO and stakeholders will occur via email, phone calls and virtual meetings on a mutual schedule as needed.

### Task 4 Deliverables

- Preparation of meeting materials in formats as required for the meetings.
- Preparation of content and presentation of at least one workshop for the Technical Advisory Committee. Schedule to be determined in the late Fall 2023 or early 2024.

## Task 5: Creation of Forecast Model/Tool

Pubic Signals, LLC will also lead the development of the model forecast tool. Similar to the dashboard the model tool will be built on a data warehouse of historical and projected measures. Development starts with defining which demographic and economic characteristics are most important for SJTPO staff to be able to interact with and test scenarios. As described above, the data infrastructure shown in Figure 8 will include Census and third-party resources for historical and projected data series. The model will be designed to quickly aggregate and disaggregate by variables using various geographic hierarchies. This approach is also flexible enough to allow individual “data marts” utilized in public dashboards and internal SJTPO staff. This will allow data consumers to focus only on the data they are interested in while allowing data users to browse other data mart outside of their areas of interest and discover new correlations. Below is an example of a logical data model.



Enterprise database structures like SQL Server will be explored but may not be the final platform utilized. Tableau, as the platform for the public dashboard already includes functionality that will allow for user input and changes in input parameters. That platform can perform multiple functions with the data. External data would be loaded into staging tables. Data from these staging tables would be extracted, transformed, and loaded (ETL) into an

Operational Data Store (ODS). From the ODS, ETL scripts would load the various DataMart (pictured in yellow) based on various business rules written in SQL. Each data mart would be dedicated to a different audience. Each stakeholder could point whatever tool they choose to their DataMart of choosing to visualize and analyze.

The benefits of this approach are as follows:

- **Consistency** between the application used for the public dashboard and a common interface for SJTPO staff.
- **Flexibility** makes it easy for SJTPO to make changes in assumptions such as rates of change or MCD to County shares of population and employment right within the Tableau interface.

This flexibility allows for integration with the Task 3 Dashboard development and will be determined in consultation with SJTPO. SQL Server can connect to any of the mainstream tools (Excel, Tableau, SAS, etc) and may still be the best platform but Excel is also uniquely positioned to work seamlessly with SQL. Excel PowerPivot adds powerful tools on the client side so a user can vary assumptions about future scenarios.

## Staffing Plan and Cost Proposal

The total and hourly costs presented here are inclusive of any overhead, fixed fees or other additional fees.

Company and Staff Assignment	Title	Coordinate Administration	Data Collection	Data Dashboard	Stakeholder Involvement	Creation of Model Tool	Total
		Task 1	Task 2	Task 3	Task 4	Task 5	
<b>RLS Demographics, Inc.</b>							
Scardamalia	President	█	█		█		\$27,000
Hours		15	85		20		120
<b>Public Signals, LLC</b>							
Rodat	President			█	█	█	\$27,000
Hours				50	10	60	120
<b>Camoin Associates</b>							
Downen	Senior Analyst		█		█		\$4,625
Hours			15		10		25
Dworetsky	Director of Research		█		█		\$5,625
Hours			15		10		25
<b>TOTAL PERSONNEL COST</b>		█	█	█	█	█	\$64,250
<b>TOTAL PERSONNEL HOURS</b>		15	115	50	50	60	290

<b>HOURLY RATES</b>	
Scardamalia	█
Rodat	█
Downen	█
Dworetsky	█

### Additional Costs:

Travel for in-person meetings: \$4,000

Third-party data sources: \$1,000

**TOTAL PROJECT COST: \$69,250**



## **SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION**

**RESOLUTION 2305-20: Approving the Selection of RLS Demographics, Inc. as the Consultant for the FY 2023 Demographics Analysis**

**WHEREAS, the South Jersey Transportation Planning Organization (SJTPO) 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 2023 SJTPO Unified Planning Work Program includes Federal Highway Administration planning funds for this project as Task 23/403 FY 2023 Demographics Analysis; and**

**WHEREAS, the Notice of Availability of Requests was sent to approximately 276 firms on March 9, 2023; and**

**WHEREAS, the Request for Proposal (RFP) announcement and supplemental materials were also posted on the publicly accessible SJTPO website and the State of New Jersey Business Opportunities website; and**

**WHEREAS, one (1) proposal was received; and**

**WHEREAS, the SJTPO Technical Advisory Committee (TAC), at their November 14, 2022 meeting, vested consultant selection authority in a committee consisting of one representative from Atlantic County, Cape May County, and the City of Vineland and SJTPO staff, who reviewed and evaluated the proposals in accordance with SJTPO's published criteria; and**

**WHEREAS, an interview was conducted to seek clarification on the data dashboard and model that were included within the scope of work; and**

**WHEREAS, the Consultant Selection Committee recommends RLS Demographics, Inc., in association with Public Signals, LLC, and Camoin Associates; and**

**WHEREAS, the SJTPO TAC, at their May 8, 2023 meeting, endorsed the recommendation of the Consultant Selection Committee and the selection of RLS Demographics, Inc. as the Consultant for the FY 2023 Demographics Analysis at a total project cost of \$69,250;**

**WHEREAS, due to issues with the initial DBE/ESBE firm being able to acquire a business registration in New Jersey, the technical study will have 0.00% DBE/ESBE participation with evidence of good faith efforts documented; and**

**WHEREAS, the project work will be funded from Task 23/403 FY 2023 Demographics Analysis in SJTPO's State Fiscal Year 2023 SJTPO Unified Planning Work Program with a budget of \$70,000.**

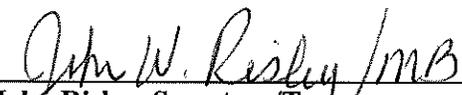
**NOW THEREFORE BE IT RESOLVED, that the Policy Board of the South Jersey Transportation Planning Organization hereby approves the selection of RLS Demographics, Inc. for the FY 2023 Demographics Analysis technical study, with a maximum fee of \$69,250 and 0.00 percent DBE/ESBE participation; and**

**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 and such modifications have been approved by the SJTPO and NJDOT.

**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 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 July 24, 2023.

  
\_\_\_\_\_  
John Risley, Secretary/Treasurer