Transit Marketing Services PROPOSAL

RFP NO. 20250503





County of Charlotte

August 4, 2025

Submitted By:



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Executive Summary

Executive Summary

Global-5 is honored to submit this proposal to serve as the marketing and creative agency of record for Charlotte County Transit, bringing our proven expertise in transportation communications, public engagement, and creative services to support the agency's mission of providing safe, accessible, and reliable transit for residents and visitors alike.





With nearly three decades of specialized experience, Global-5 is a nationally recognized, Florida-certified Small Business Enterprise (SBE) and Woman Business Enterprise (WBE), trusted by government agencies, transit authorities, and transportation providers throughout Florida and beyond. Our track record includes more than 50 national awards for creative excellence, media strategy, public relations, and outreach campaigns that achieve measurable, meaningful results. Global-5 is headquartered in Orlando and has offices in Tampa and DeLand and already has market experience in Charlotte County while working on this year's Florida Public Transportation Association (FPTA) statewide marketing and education campaign in both English and Spanish.

ish-speaking riders.

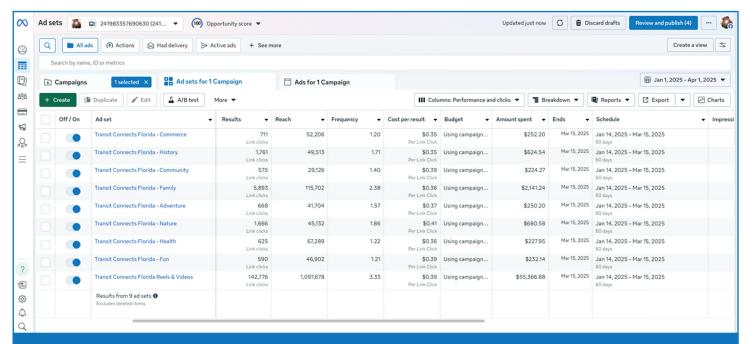
We have created national award-winning transit ridership campaigns for the Pinellas Suncoast Transit Authority (PSTA) and the Central Florida Transit Authority (LYNX), and we created and managed the 2024-2025 statewide advertising campaign for the FPTA. Global-5 partnered with FPTA to launch a three-month statewide campaign promoting Florida's transit systems, generating 106 million impressions. Highlights include a 14% Google Ads interaction rate, nearly 1 million engagements, 60 million digital billboard impressions, and 4.5 million social media views.

At the core of our strength is our fully integrated, 35-person in-house team of transit experts, creative professionals, communications strategists, media planners, public involvement practitioners, graphic designers, video producers, and digital



Global-5 created a full suite of products for the FPTA advertising campaign, including mobile ads and website with a newly developed "find-your-ride" function.

specialists. By keeping all services under one roof, Global-5 ensures consistency, accountability, and agility, enabling us to deliver high-quality work on time and on budget, even for the most complex or time-sensitive assignments.



Our social media campaign for the Florida Public Transportation Association reached more than 1.5 million users — experience we'll apply to help Charlotte County Transit grow awareness countywide.

We are prepared to bring this depth of talent, resources, and experience to Charlotte County Transit, providing a data-driven, responsive, and fully integrated marketing program tailored to the County's unique needs and community priorities. From strategic planning and creative development to media buying, stakeholder engagement, and performance reporting, Global-5 offers a comprehensive solution designed to increase ridership, strengthen the agency's brand identity, and enhance public trust and awareness.



Section A Creative Ability and Experience

Section A. Creative Ability and Experience

Overview Summary

Global-5 is a nationally recognized leader in marketing, creative development, and behavior change communications for transit agencies across Florida and the United States. With nearly three decades of experience, we bring a deep understanding of the unique dynamics of public transportation audiences, including dependent riders, discretionary riders, seniors, students, and commuters.

Our creative approach is grounded in human-centric storytelling, multicultural messaging, and community-focused branding that builds public trust, enhances perception, and drives measurable ridership growth. We know that successful transit communications require messages that not only inform but also inspire confidence and connect authentically with diverse communities.

Global-5 brings not only nearly three decades of experience in transportation communications and outreach, but also a distinctive understanding of Charlotte County's unique environment, demographics, and evolving transit landscape. We know that Charlotte County Transit serves an essential role in connecting a geographically diverse population, from retirees and fixed-income residents in Punta Gorda, to workers and students in Port Charlotte, to underserved and rural communities throughout the county's spread-out service area. This community's reliance on curb-to-curb, reservation-based service reflects both a



The examples here illustrate our award winning approach for the I-4 Ultimate campaign, the largest infrastructure project in Florida history. Our outreach campaigns were recognized with one dozen national awards.

regional need and a transit system that faces rising expectations for accessibility, reliability, and customer service, all while operating within tight budgets and amid changing patterns of growth and mobility.

We also recognize that Charlotte County's challenges are multidimensional with aging populations with transportation disadvantages, growing demand for regional connectivity, seasonal fluctuations in ridership due to tourism, and persistent affordability pressures on local families. Moreover, we appreciate the critical role of community trust in public transportation, especially in a county recovering from storms and hurricanes where transit can serve as both a lifeline and a symbol of resilience.

Global-5's strength lies in our ability to weave together effective communications, targeted outreach, and measurable behavior change strategies, specifically tailored for Charlotte County. Our award-winning creative campaigns are informed by community dynamics like those seen in Punta Gorda's historic districts and organizations like the Chamber of Commerce and Charlotte Community Foundation's deep local partnerships. We would draw on these relationships and insights to ensure messaging resonates authentically with residents, seasonal visitors, and transit-dependent riders alike.

We further understand that Charlotte County's stakeholders want real results with improved awareness of



transit options, streamlined reservation processes, clear and accessible information, and outreach that reflects the county's environmental values and commitment to inclusion. Our proven platforms, such as G5 Connect and Good Neighbor Outreach™, offer scalable, hands-on strategies to reach riders directly, whether it is through door-to-door outreach, culturally relevant messaging, or partnerships with trusted community institutions.

In short, no other firm can match our precise blend of expertise, tools, and local insight. We not only understand Charlotte County Transit's operational and communication needs, we understand Charlotte County itself, its residents, its history, and its future. That knowledge enables us to serve not as a vendor, but as an extension of the county's mission to provide safe, reliable, and equitable transit services, solving problems with strategies that are locally informed, globally benchmarked, and fully aligned with community expectations.

Global-5's exclusive partnership with iHeartMedia's Unified Partnerships provides us with unmatched access to ad-



Global-5 employs public outreach professionals and subject matter experts who are able to comfortably and knowledgeably engage with both community members and special-interest stakeholders. For the national-award-winning Tampa Hillsborough Expressway Authority Connected Vehicle Pilot project, Global-5 designed the branding as well as managed all the outreach.

vanced audience segmentation, behavioral insights, and expansive media reach. This allows us to deliver integrated marketing strategies across traditional and digital platforms, including terrestrial radio, streaming audio, podcasts, and branded events, ensuring that Charlotte County Transit's messages reach the right audience at the right time.

All creative services are developed entirely in-house through Studio 5, our award-winning production hub, delivering visual precision, brand consistency, cultural relevance, ADA compliance, and rapid turnaround for both planned campaigns and urgent communication needs.

With Global-5 as a partner, Charlotte County Transit can rely on a team that combines creativity, technical expertise, strategic thinking, and unparalleled media reach to support its mission and elevate its presence in the community.

Global-5: Communications Excellence Powered by Strategy, Innovation, and Studio 5

With 30 years of transportation communications and public engagement experience, Global-5 is uniquely positioned to support Charlotte County Transit as it advances its mission of delivering safe, reliable, accessible, and future-ready transit solutions for its residents and visitors. Our in-house professionals bring deep familiarity with public transportation systems and standards, ensuring seamless coordination, rapid scalability, and consistent alignment with Charlotte County's evolving transit priorities.

Global-5 is a nationally recognized, Florida-certified Small Business Enterprise (SBE) and Woman Business Enterprise (WBE) with nearly 30 years of experience delivering award-winning communications, public



engagement, and media strategy services for government agencies, transit authorities, and public-sector clients. Our in-house team of 35 professionals includes seasoned journalists, certified project managers, graphic designers, web developers, video producers, marketing strategists, and outreach specialists.

With more than 50 national awards and a proven track record of managing complex, multi-agency initiatives, Global-5 offers expertise across all facets of strategic communications, from creative development and digital outreach to stakeholder engagement, media relations, campaign performance tracking, and multicultural outreach. Our integrated team ensures responsive service, message consistency, and streamlined project execution that delivers measurable results aligned with client goals.

Our Global-5 Core Proprietary Platforms

Global-5 offers an integrated suite of proprietary platforms that enable us to deliver innovative, consistent, and high-performing communications and outreach programs tailored to Charlotte County Transit's needs:

Studio 5

Our in-house creative and production studio delivers full-service visual communications including graphic design, 2D and 3D animation, video production, signage, and branded collateral. Studio 5 ensures visual consistency, cultural relevance, ADA compliance, and rapid turnaround times, providing Charlotte County Transit with compelling creative assets across all media channels.



Our creative team has developed 3-D renderings for national transportation clients—an advanced capability we can bring to Charlotte County Transit for project visualization and community outreach.

G5 Connect

This customizable engagement platform enables Global-5 to plan and execute hybrid public meetings, multilingual communications, stakeholder outreach campaigns, and accessible event design. G5 Connect ensures that every Charlotte County Transit outreach effort is inclusive, efficient, and designed to engage a broad and diverse community.



Our media experts will support Charlotte County Transit staff with presentation coaching and spokesperson training, helping ensure confident, on-message public communication.

G5 Metrics Monitor

Our proprietary analytics dashboard powers real-time campaign performance tracking, providing actionable insights on reach, impressions, engagement, and return on investment. G5 Metrics Monitor allows Charlotte County Transit to understand what is resonating with audiences and optimize campaigns to drive measurable results and ridership growth.

Website visits		
• May 2025	13,525	Sand Lake Road rai
• May 2024	7,240	
May e-newsletter		
Subscribers (total sent)	3,969	
Total views	2,493	
View rate	63%	
Unique views	1,477	
Unique view rate	37%	

Our G5 Media Metrics platform will provide Charlotte County Transit with campaign-specific analytics that measure public engagement across all media channels.



Good Neighbor Outreach™

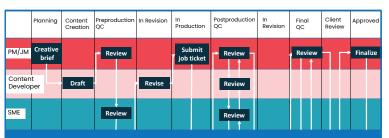
This trusted, community-based engagement strategy focuses on building direct relationships with residents, businesses, and stakeholders. Good Neighbor Outreach™ enables Charlotte County Transit to foster two-way communication, build trust, and ensure that project impacts and transit service changes are communicated clearly, transparently, and at the neighborhood level. media channels.

G5 Assure

Our rigorous, multi-tiered quality assurance and quality control process ensures that all deliverables, whether creative content, media campaigns, reports, or public information materials, meet the highest standards for accuracy, professionalism, accessibility, and alignment with Charlotte County Transit's brand and communications objectives.



Our Good Neighbor Outreach™ approach is ideally suited for Charlotte County's curb-to-curb service model, delivering information directly to residents across both urban and rural neighborhoods.



Global-5's quality assurance and control processes ensure content meets client expectations, is error-free and factually accurate, and provide a mechanism for careful version tracking.

Global-5's Transit Outreach: Communicate, Connect, and Accelerate

Through our signature framework, Outreach as Infrastructure, Global-5 delivers integrated support across key service areas for our transit clients:

Coordination and Project Management

Global-5 excels in managing complex communications efforts supporting transit planning, service improvements, rider experience enhancements, and transit operations. Using collaborative project management tools such as Asana and Smartsheet, we streamline coordination, manage schedules, and ensure timely delivery of rider-facing materials. Our structured quality assurance and quality control workflows support accurate, compliant, and brand-aligned content throughout every stage of a project.

Strategic Communications and Public Relations

Our communications strategies are customized to reflect Charlotte County Transit's brand, mission, and audience expectations. Through integrated earned, paid, and digital media efforts, often supported by iHeartMedia's Unified Partnerships, we amplify awareness of transit services, promote ridership growth, and drive measurable behavior change. From promotional campaigns for new routes and rider amenities to safety and accessibility initiatives, our public relations approach ensures clarity, credibility, and community connection. Our outreach includes traditional, social, digital, and mobile media.







Media Relations and Crisis Response

Global-5 is trusted by transportation agencies and transit systems throughout Florida to manage high-stakes media interactions with professionalism and precision. We provide full-service media planning, press kit development, rapid response capabilities, and on-camera media training. Using Critical Mention, we track media coverage in the greater Fort Myers media market in real time to inform strategy and support reputational resilience for public transit agencies.

Internal Communications and Workforce Engagement

We design compelling internal communications that inspire alignment and support agency transformation. From onboarding modules developed in Adobe Captivate to custom workforce engagement campaigns powered by HubSpot CRM, Global-5 helps transit agencies strengthen internal culture, clearly convey operational or organizational changes, and retain top talent.

Global-5's G5 Connect Public Engagement and Stakeholder Communication

The G5 Connect suite provides Charlotte County Transit with versatile outreach tools to engage riders and the broader community. Through hybrid meetings, multilingual content, mobile booths, digital surveys, and pop-up events, we deliver targeted strategies based on geography, demographics, and behavioral insights to foster meaningful engagement with residents, underserved populations, and key stakeholders throughout the county.



Charlotte County Transit will benefit from the decades of media relations leadership provided by Global-5 CEO Mary Hamill, whose background in broadcast journalism brings strategic insight to public-facing campaigns.





Global-5 uses tools such as HubSpot to work with clients to adapt and distribute messaging for internal audiences, ensuring all Charlotte County employees understand both values and priorities.



Global-5's public outreach specialists will travel throughout Charlotte County to attend stakeholder meetings and community events.

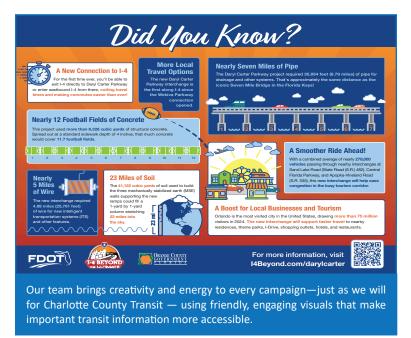
At the heart of Global-5's creative excellence is Studio 5, our fully integrated, in-house visual communications and production hub. Studio 5 serves as the engine behind every creative deliverable, from branded campaign materials and animated public service announcements to custom infographics, icon libraries, and visually engaging rider-facing presentations.

By keeping all design and production in-house, Studio 5 ensures not only complete visual consistency and adherence to brand standards but also efficiency and control at every stage of development. All creative products meet the highest standards of ADA accessibility, cultural sensitivity, and relevance for diverse audiences across Florida and beyond.

Studio 5's agile structure enables rapid response to both strategic marketing campaigns and time-sensitive communication needs, ensuring that clients receive high-quality, on-message creative assets on accelerated timelines. Our



award-winning design team brings nearly three decades of experience supporting transportation, transit, and public sector clients, combining creative precision with a deep understanding of stakeholder expectations, regulatory requirements, and the unique environments in which public communications are delivered.



Through Studio 5, Global-5 offers not just production services, but true creative partnership, ensuring that every visual asset not only meets technical and compliance standards but also resonates with audiences and drives measurable engagement.

Global-5's exclusive relationship with iHeartMedia's Unified Partnerships gives us capabilities that no other communications firm can of-



fer, uniquely positioning us to help Charlotte County Transit promote its services, increase ridership, and engage both residents and visitors.

This exclusive partnership enables Global-5 to deliver unprecedented market reach, audience insight, and measurable impact for every campaign. Through

iHeartMedia, we gain access to more than 60 proprietary tools for audience segmentation, behavioral analysis, and campaign optimization, allowing us to precisely target priority audiences and ensure every dollar is working efficiently. Our campaigns benefit from iHeart's unmatched multimedia reach, encompassing more than 150 million users across the iHeartRadio app, terrestrial radio, podcasts, streaming platforms, and branded events.

This expansive footprint ensures that Charlotte County Transit's messaging is heard by audiences both locally and regionally, helping to expand the transit system's visibility and connect with key demographic segments.

In addition, Global-5 leverages exclusive data resources including MRI, Scarborough, ComScore, Pathmatics, and Kantar, giving us the ability to tailor messaging by market, demographic profile, listening habits, and digital behavior. This data-driven approach ensures that every campaign not only builds awareness but also drives behavior change and increases ridership. To ensure accountability and demonstrate measurable results, we employ industry-leading marketing attribution tools such as Web Lift,



iHeartMedia's reporting dashboard allows Charlotte County Transit to track the success of its campaigns inreal time. Analytics can be broken down by impressions, clicks, click-through rates, lifetime reach, and which creative drives the most engagement.

Call Lift, and Social Lift, which quantify audience engagement and track return on investment for every Charlotte County Transit campaign.

By combining the depth of iHeartMedia's platforms with Global-5's award-winning expertise in transit marketing, we deliver a fully integrated, performance-driven solution designed to move people, both figuratively and literally. The FPTA "Transit Connects Florida" campaign generated 106,000,000 impressions throughout the state during the three-month campaign duration.



Transit Case History Highlights

Florida Public Transit Association – Transit Connects Florida

Global-5 led the first-ever statewide educational campaign promoting transit ridership on behalf of the Florida Public Transit Association (FPTA) and its 40 member agencies. Our team facilitated the creation of a member-based working group, allowing transit agencies across Florida to provide direct input and ensuring that the campaign's creative themes reflected local needs and resonated with regional audiences. We developed a fully customizable campaign platform, enabling each participating agency to adapt messaging and materials for their unique markets while maintaining statewide brand consistency. The campaign featured a robust suite of deliverables, including award-winning video content, multilingual print collateral, digital display advertising, social media assets, and customizable out-of-home creative.



Global-5 also executed a comprehensive media strategy and media buy, leveraging radio, streaming, and digital platforms to reach diverse audiences across urban, suburban, and rural communities. As a result, this groundbreaking campaign significantly elevated public awareness of Florida's transit systems and contributed to measurable ridership growth across the state.

The three-month statewide campaign generated 106 million impressions. Impressive analytics include a 14% Google Ads interaction rate, nearly 1 million engagements, 60 million digital billboard impressions, and 4.5 million social media views.

Pinellas Suncoast Transit Authority – PSTA CARES

Global-5 provided comprehensive creative, outreach, and media services for the Pinellas Suncoast Transit Authority (PSTA) award-winning "PSTA CARES" campaign, a public education initiative highlighting PSTA's leadership in transit safety, environmental sustainability, and innovation. Our work included bilingual creative



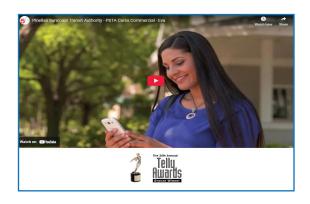
development, production of branded campaign materials, safety signage, and dynamic advertising assets that conveyed PSTA's investment in community well-being. We implemented a targeted paid media strategy encompassing traditional, digital, and multicultural channels to promote key initiatives, including the introduction of PSTA's zero-emission electric bus fleet and enhanced service options. Our team also supported community engagement activities, equipping PSTA with marketing collateral that reinforced its reputation as a nationally recognized transit innovator and sustainability leader, while strengthening public trust and support for public transportation in Pinellas County.



Global-5's efforts on behalf of the PTSA CARES campaign resulted in three national awards:

These awards span multiple disciplines critical to transportation communications, including three national honors on behalf of Pinellas Suncoast Transit Authority:

- 2014 Academy of Interactive and Visual Arts Silver Award of Distinction for PSTA TV Ad Campaign.
- 2014 Bronze Telly Award for PSTA TV Ad Campaign.
- 2014 Florida Public Transportation Association Best in Class Award for PSTA TV Ad Campaign.



Space Coast Area Transit - 321 Transit

Global-5 provided comprehensive creative, outreach, and media services for the Pinellas Suncoast Transit Authority (PSTA) award-winning "PSTA CARES" campaign, a public education initiative highlighting PSTA's leadership



in transit safety, environmental sustainability, and innovation. Our work included bilingual creative development, production of branded campaign materials, safety signage, and dynamic advertising assets that conveyed PSTA's investment in community well-being. We implemented a targeted paid media strategy encompassing traditional, digital, and multicultural channels to promote key initiatives, including the introduction of PSTA's zero-emission electric bus fleet and enhanced service options. Our team also supported community engagement activities, equipping PSTA with marketing collateral that reinforced its reputation as a nationally recognized transit innovator and sustainability leader, while strengthening public trust and support for public transportation in Pinellas County.

Florida Department of Transportation District Five - reThink Your Commute

Global-5 actively contributes to the Florida Department of Transportation (FDOT) District Five reThink Your Commute transportation demand management program, which helps commuters find safe multimodal alternatives to driving alone. Materials produced by Global-5 encourage Floridians to try public transit options such as LYNX (Orange, Osceola, and Seminole counties), VOTRAN (Volusia County), SCAT (Brevard County), SunRail (Orange, Osceola, Seminole, and Volusia counties), and SunTran (Marion County) for their commutes. Global-5 oversees the creation, development, and editing of deliverables such as social media content, photos, videos, graphics, collateral, and newsletter articles. We routinely participate in community involvement events for public outreach and bring information directly to the



people. We provide resources for commuting, such as a trip planner on the website and an app.



LYNX - Envision Your Ride

Global-5 served as the lead outreach and marketing partner for Orlando-based LYNX's "Envision Your Ride" campaign, part of its Community Advocacy and Service Engagement (CASE) Grant Project. We developed a creative,

multi-platform strategy designed to educate and engage diverse audiences, including policymakers, the media, riders, and the general public. Our deliverables included an interactive, transit-themed game show format that engaged participants in a fun, memorable way while conveying key messages about LYNX services. We also produced an array of digital assets, including animated videos, social media content, and branded collateral, designed to amplify LYNX's community outreach efforts. This comprehensive program significantly increased public awareness and positive perceptions of LYNX services, helping the agency position itself as a responsive and community-focused transportation provider in Central Florida.



Denton County Transportation Authority

Global-5 was selected to deliver a comprehensive 18-month strategic communications, marketing, and branding plan for the Denton County Transportation Authority (DCTA) in the greater Dallas-Fort Worth region. Our work began with a thorough audit of DCTA's existing communications platforms, brand positioning, and community perceptions. We developed a detailed plan that included brand refinement recommendations, messaging frameworks, audience segmentation strategies, and stakeholder engagement tactics designed to strengthen DCTA's identity and better connect with the rapidly growing, diverse population of Denton County. Global-5



created a suite of digital-first marketing collateral, redesigned fare payment messaging, and interactive content to modernize DCTA's rider experience, improve customer satisfaction, and support ridership growth goals. We also delivered a step-by-step implementation roadmap with performance benchmarks and actionable recommendations for DCTA's internal teams, ensuring that all communications initiatives were aligned, impactful, and sustainable over time.

Introductions



Bobby Olszewski

Project Manager

Dr. Robert "Bobby" Olszewski, Vice President of Government and Community Relations at Global-5, will serve as project manager. Bobby brings 28 years of leadership experience in public engagement, transit and transportation communications, and policy strategy. His background includes serving as a Florida State Representative and City Commissioner, providing him with unique expertise in government relations and stakeholder engagement. Dr. Olszewski will ensure all marketing activities are well-coordinated, responsive, and aligned with Charlotte County Transit's goals.



Trish Mitchell

Creative Manager

Trish Mitchell, Global-5's creative director, will serve as creative manager. Trish is an award-winning designer and branding expert with deep experience in transit-related creative development. She leads Studio 5, overseeing all graphic design, motion graphics, animation, digital content, and branding deliverables. Trish has produced high-quality creative work for FPTA, PSTA, FDOT, and national clients, ensuring all assets reflect brand standards, ADA compliance, and cultural sensitivity.



Max Longbottom

West Coast Liaison

Max Longbottom is Global-5's Tampa-based public information and outreach consultant who will provide local accessibility and response to Charlotte County. He has supported key initiatives for FDOT, including I-4 Beyond the Ultimate, I-4 Express, and WalkWise. His work includes creating public-facing content, coordinating community meetings, and promoting pedestrian safety. Max also contributes to the reThink Your Commute program by developing campaign materials and engaging in outreach events that promote safe, sustainable transportation. He supported the FPTA "Transit Connects Florida" campaign. Max is training to become an FAA-certified drone pilot and holds Cyber Security Awareness certification to support modern public engagement strategies.



Ph.D., Business Administration, Northcentral University

M.S., Management, Embry-Riddle Aeronautical University

M.A., Corporate
Communication &
Technology, Rollins
College

B.A./B.A., Organizational Communication; and Radio/Television,

University of Central Florida

Years Experience

29

Elected Positions

- Florida House of Representatives (District 44)
- City of Winter Garden Commission (District 3, Orange County, Florida)

ROBERT "BOBBY" OLSZEWSKI, Ph.D., M.S., M.A. Project Manager

SKILLS: Project Management – Community Relations – Public Engagement Strategy – Media Relations – Content Development – Strategic Communications – Stakeholder Alliances – Government and Board Relations – Presentations and Training – Education – Public Speaking – Federal, State, and Local Government – Planning and Zoning

EXPERIENCE:

Florida Public Transportation Association (FPTA)

Bobby served as deputy project manager and oversaw client relations, led creative execution, and handled government and community outreach for the Florida Public Transportation Association's statewide campaign aimed at promoting members' bus, rail, and private transit clients across Florida. Global-5 has crafted a customizable campaign theme tailored to each FPTA market and formed a member-based working group to fine-tune messaging and visuals, ensuring they aligned with public marketing and government relations objectives. Global-5 harnessed its expertise in experiential, digital, and social media marketing, along with bilingual outreach, video production, and media planning, to craft a dynamic and unified campaign that helps FPTA meet its objectives of increasing members' ridership and engaging local communities.

Early Learning Coalitions of Osceola County and Seminole County

Bobby served as the program manager for the ELC'S Voluntary Pre-Kindergarten School Readiness, and Family Services programs outreach campaign and led all communications, marketing, advertising, and grassroots initiatives to increase enrollment at VPK providers throughout the county. Bobby worked with iHeart Media to coordinate the marketing campaign and media buy for radio and streaming services.

Florida Department of Transportation (FDOT)

Bobby serves as Global-5's director of quality control and ensures all FDOT deliverables have been properly vetted and verified for complete quality assurance. He also provides leadership support to both projects and entities including FDOT District Five, I-4 Beyond the Ultimate, I-4 Express, Moving Florida Forward, and FDOT's Regional Transportation Management Center.

State Representative – Orange County, Florida (District 44)

Former Rep. Olszewski was elected to serve the Florida House district that contains Walt Disney World; Universal Studios Florida; SeaWorld Orlando; International Drive; and the Orange County Convention Center, and to help oversee the financial allocation and management a \$90-billion state budget. He passed HB 487 (allowing child sex-trafficking survivors to receive specialized care at hospitals and residential treatment centers), HB 851 (allowing theme parks, restaurants, hotels, and attractions to donate lost and found items directly to nonprofits), and HB 981 (a long-range transportation plan to consider infrastructure improvements to



accommodate use of autonomous technology and electric vehicles). Appropriations highlights include HB 2515 (Health Central Hospital), HB 3049 (Lake Sumter State College), and HB 3183 (Town of Oakland Wastewater Collection System).

City Commissioner – Winter Garden, Orange County, Florida (District 3)

Former Commissioner Olszewski served the third largest city in Orange County (over 40,000 residents) in all municipal government operations and with financial management oversight for a \$31-million budget. He worked on design and construction projects that brought AdventHealth Winter Garden Hospital, Plant Street Market, and a new parking garage to the district as catalysts for economic development. He coordinated with the Design Review Committee and the Planning and Zoning Board on all projects. He also partnered with state, county, and municipal governments as well as the Florida League of Cities and metropolitan planning organizations.

Central Florida Counties and Organizations

Bobby leads multiple Global-5 projects for local government clients, including Orange County's Americans with Disabilities Act transition plan and Seminole County's Septic to Sewer program. He regularly engages with numerous regional transportation and government boards such as MetroPlan Orlando, Central Florida Commuter Rail Commission, Central Florida Expressway Authority, LYNX, and the Lake-Sumter Metropolitan Planning Organization in addition to local municipal and county government commissions.

Emerson Management & Consulting Group, Inc.

Bobby founded and led his own consulting firm. He has over 12 years of experience in legislative, political, and government affairs at the local, state, and federal levels creating policy and appropriations. He also brings 15 years of experience in nonprofit, fundraising, and philanthropy management as well as being a subject matter expert in donor-motivated giving to nonprofits based on his published doctoral quantitative research analysis. Working with both the university and the greater Lakeland community, he created the strategic plan for Florida Polytechnic University, Florida's 12th state university, to gain approval from the State University System's Board of Governors for state and regional accreditation. He has also served as an on-air TV analyst for both WFTV 9-ABC and Spectrum News 13, offering insights on local, state, and federal government issues.

Special Olympics Florida

Bobby served as the corporate partnership consultant for Special Olympics Florida. While serving in the House of Representatives, he led statewide partnerships for 55,000 athletes throughout all 67 Florida counties. He was directly responsible for securing over \$400,000 in new development revenue while leading corporate partner, community, and government relations efforts for athlete competitions, athlete health programs, and unified sports teams. He created a partnership with CVS Minute Clinic to provide athlete physicals for Special Olympics Florida athletes throughout Florida. Bobby also created a pilot program partnership with UBER to provide athletes with transportation to their local athletic events, practices, and competitions.

Century III at Universal Studios Florida

Bobby managed the marketing, public affairs, and internal corporate communication for 56 employees at Century III at Universal Studios Florida, the largest independent studio production facility in Florida. He assisted in all client planning with advertising agencies, production companies, and corporations creating visual, audio, and special effects media. He provided strategic support on corporate alliances and projects such as: Universal Orlando's Islands of Adventure theme park grand opening; Walt Disney World's Reflections of Earth at Epcot; and Madame Tussauds-New York in addition to N Sync concert videos, television commercials, and television pilot episodes. He led the Century III implementation and creation of various marketing and public relations strategies such as direct mail sales, marketing alliances, industry advertising, web marketing, and symposiums as well as guided employees in the entire redesign, re-launch, and maintenance of the Century III website.





B.F. A.; Minor, Digital Media, University of Central Florida

Years Experience 20

Certification

 Scrum Product Owner Certification, Scrum Alliance

TRISH MITCHELL Creative Manager

SKILLS: Creative Leadership and Direction – Strategic Vision and Execution – Client and Stakeholder Collaboration – Cross-Functional Team Management – Brand Development and Positioning – UX/UI Design – Content Strategy Digital Marketing Campaigns – Social Media Strategy – Visual Storytelling – Project Lifecycle Management – KPI Development and Performance Analytics – SEO and Website Optimization – Emerging Technologies Integration – Industry Trends Analysis.

TECHNOLOGICAL CAPABILITIES: Adobe Creative Suite - Illustrator, InDesign, Photoshop - Figma - Sketch - Canva - WordPress - HTML/CSS - Jira - Asana - Microsoft Office Suite - Google Workspace - Keynote.

EXPERIENCE:

Florida Public Transit Association

Trish oversaw the creation, development, and editing of marketing materials for a statewide campaign aimed at promoting members' bus, rail, and private transit clients across Florida. She managed the design and production of more than 100 different digital ads plus billboards and a website with a custom "find-your-ride" search function.

reThink Your Commute Regional Commuter Assistance Program, FDOT Trish oversees the creation, development, and editing of marketing materials, including handouts, displays, rack cards, tip cards, and public service announcements. She works with vendors in addition to designing and producing promotional items for the project.

Strategic Communications, USDOT ITS JPO

Trish provides all the graphic design support for the Intelligent Transportation Systems Joint Program Office (ITS JPO). She designs handouts, presentation templates, and motion graphics for video productions. She also provides design, management, and branding support for the client's websites.

Office of Safety, FDOT

Trish provides graphic design support for materials that tell the story of FDOT's commitment to safe roadways and safe drivers many of the agency's annual consumer and media campaigns, such as "National Passenger Safety Week" and "Crossing Guard Appreciation Day."

Early Learning Coalitions of Osceola County and Seminole County

Trish provided all the graphic design support for the organization's school-readiness program public outreach campaign. She designed rack cards, handouts, and motion graphics for video production in addition to billboards and banner stands.



LMS, INC.

As creative director, Trish led a multidisciplinary team, nurtured talent growth, fostered collaboration, and delivered impactful design projects that aligned with business goals. She directed photography, video, and multimedia production, creating digital content that highlighted company culture and boosted recruitment for hard-to-fill positions. Trish developed and implemented content strategy for LinkedIn, Instagram, Facebook, and YouTube that drove a 30% increase in followers, with LinkedIn leading growth. She also introduced KPI evaluation processes, generating actionable insights that enhanced creative strategies and improved project outcomes, spearheaded overhaul of company website that optimized SEO, increased search rankings, and reinforcing LMS's position as a technology leader. Trish managed UX/UI design and content development for Princess Cruises' APM software, enhancing operational efficiency and scaling monitoring services to 16 ships.

Tourico Holidays

As art director, Trish led a creative team to develop high-impact designs for events, social media, and video, and drove a 10-14% year-over-year sales increase and enhancing global brand engagement. She collaborated with cross-functional teams to strategize and design trade show displays, magazines, and event videos, elevating brand presence and boosting customer interaction. Trish generated new revenue by introducing advertising opportunities on the Tourico Holidays website and trade show magazines, securing \$100,000 and 13 new partnerships within six months. Trish also managed CRM email campaigns, developing KPIs and messaging with marketing and driving 5-8% year-over-year sales growth in travel products. She crafted brand-compliant email campaigns, boosting room-night sales by an average of 10-15%, with peak increases reaching 30%, while enhancing brand consistency across channels. Trish also developed and executed brand identity and marketing strategy for an emerging B2C travel brand, securing 120 local business partnerships in the first year.





B.A., Advertising & Public Relations, University of Central Florida

Years Experience

2

Certification

Cyber Security AwarenessTraining

MAX LONGBOTTOM West Coast Liaison

LOCATION: Tampa, FLorida

SKILLS: Community Relations – Media Relations – Content Development – Social Media Development and Management – Event Coordination and Support.

EXPERIENCE:

Florida Public Transportation Association

Max supported the Florida Public Transportation Association (FPTA) campaign "Transit Connects Florida". He compiled a list of prime billboard locations across the state of Florida to ensure each region's transportation systems were widely recognized. Max also helped facilitate in-person interviews with FPTA leaders and congressmen at the Florida State Capitol to launch the campaign.

reThink Your Commute Regional Commuter Assistance Program, FDOT

Max drafts various content for reThink Your Commute, a program that provides free transportation and pedestrian safety resources to people in Central Florida. He assists with social media, campaign-specific videos, newsletters, and rack cards. Max also engages in outreach events to further spread awareness of the reThink Your Commute program. Max helps coordinate and deliver presentations for WalkWise, a program that provides pedestrian safety education to citizens. This safety outreach initiative provides free presentations about pedestrian and bicycle laws, practical safety tips, and distributes safety equipment like lights and reflective vests. Max also assists with safety-focused public awareness events like "Stop on Red."

I-4 Beyond the Ultimate Public Information, FDOT

Max produces content for public information on behalf of the I-4 Beyond the Ultimate I-4 Express projects. He drafts website updates, informational handouts, press releases and social media posts to keep Central Florida aware of roadway construction and detours. He writes articles for the monthly e-newsletter as well as coordinates and attends public meetings for the various I-4 projects. He also meets with the construction teams to secure updates on the progress of the projects. Max is currently training to be an FAA-certified drone pilot to capture essential construction milestones.

I-4 Express Public Information, FDOT

Max assists with the creation of new I-4 Express materials, and maintenance of existing ones, including brochures, handouts, articles, and media releases. He also produces an internal quarterly report that summarizes public engagement, including website visits and subscribers, social media impressions, public inquiries, and outreach.



Public Information, FDOT

Max participated in daily meetings with the public information office to coordinate upcoming events and support department needs, including content reviews, event materials, and staffing requests. He ensured all public communications reflected FDOT's key messages and emphasized safety as the top priority. Max also managed public inquiries and collaborated with the appropriate departments, project managers, or outreach specialists to provide a timely, informative response.

Early Learning Coalition of Osceola County

Max coordinated outreach efforts for the Early Learning Coalition of Osceola County. He ensured effective communication and engagement with partners, educators, and community organizations. He assisted in the planning of outreach events and marketing to promote awareness of the organization's services and programs.

EXP

As a community outreach coordinator, Max was responsible for developing and executing community awareness plans on behalf of the Florida Department of Transportation as well as communicating with internal customers, community members, media, and elected officials. He also assisted in addressing and resolving public concerns related to roadway construction projects; wrote content to inform the public about project benefits, activities, and impacts; and planned and executed public meetings and special events.

Target

In his role as a guest services specialist, Max promoted and sold various benefits, offerings, and services and engaged guests in conversation throughout each transaction. He asked questions about the guest's shopping experience and used the answers to assess, understand, and determine how to tailor his approach. He worked efficiently to minimize guest wait time, while maintaining guest service and accuracy.





B.A., Communications, Florida Gulf Coast University

Years Experience

2

Awards

Pam Nulman Soaring
 Eagle PR Award

Certifications

- Principles of Public Relations
- Bicycle Helmet Fitter

Activities

Puppy Rescue Flights
 Volunteer – Content
 Creation

MELANIE LAMARCHE Public Information and Community Outreach Consultant

SKILLS: Community Relations – Client and Contractor Coordination – Media Relations – Content Development – Social Media Development and Management – Proofreading and Copy Editing – Media Monitoring and Reporting – Public Meeting Planning.

EXPERIENCE:

Florida Public Transportation Association

Melanie assisted with the Florida Public Transportation Association's (FPTA) statewide campaign, aimed at promoting members' bus, rail, and private transit clients across Florida. She helped craft a customizable campaign theme tailored to each FPTA market and fine tune campaign elements.

Denton County Transportation Authority

Melanie led the research, coordination, and development of the 18-month strategic communications, marketing, and branding plan for the Denton County Transportation Authority (DCTA). She assessed existing assets, reviewed set priorities, and then established strategies and actionable items that align with each goal identified collaboratively by DCTA and other consulting teams.

reThink Your Commute Regional Commuter Assistance Program, FDOT

Melanie drafts social media and newsletter content to keep commuters in Central Florida aware of the benefits provided by reThink Your Commute. As part of her social media responsibilities, she also produces, edits, and narrates short videos to promote various transportation options. In addition, Melanie provides educational presentations and participates in outreach events to further spread awareness of the reThink Your Commute program.

State Safety Office, FDOT

Melanie provides support for statewide traffic safety campaigns that are aimed at promoting safer behavior among motorists, pedestrians, and bicyclists. She contributes to social media content, billboard creation, and acts as a production assistant during videography and photography shoots. Melanie also reviews and edits materials for the statewide campaigns.

District Five Office of Safety, FDOT

Melanie assists with the research and implementation of new safety programs across District Five. This includes event planning, creation and development of traffic and pedestrian safety outreach materials, and marketing, advertising, and partnership coordination for campaigns. Outreach materials include basic bike safety curriculums, presentations, fliers, and rack cards. Melanie also participates in bike safety outreach events as a safety advocate and helmet fitter at local schools.



Strategic Communications, USDOT ITS JPO

Melanie provides support to the ITS/JPO outreach team by assisting in the production of content for news releases, newsletters, handouts, social media, and websites. She assists in editing content for the various community outreach strategies. She helps coordinate and plan public events and other outreach initiatives. Melanie conducts extensive research for outreach database-building. She also tracks media mentions using both Critical Mention software and freehand Google searches, then produces in-depth client reports with highlights, metrics, and analysis.

I-4 Beyond the Ultimate and I-4 Express Public Information, FDOT

Melanie produces content for internal and external consumption related to roadway construction projects. She produces summaries, articles, and reports to document and highlight public engagement activities and media coverage. She drafts website updates, informational handouts, press releases, and social media posts to keep people in Central Florida aware of roadway construction updates and detours. Her other public involvement duties include Good Neighbor Outreach™, a door-to-door information distribution program developed by Global-5, and stakeholder database creation. Melanie also provides public meeting and special event support. She coordinates presentations for community groups and homeowner associations in areas affected by construction, which helps build trust, address concerns, and foster understanding. Melanie supports media training for FDOT employees. She compiled news articles, news clips, social media posts, blogs, online trend examples, both skillful and poor media interview examples, and a breakdown of the media landscape in Central Florida to help create the curriculum for media training sessions. Melanie also helps plan and staff holiday media availabilities, which provide FDOT an opportunity to share safe walking and driving tips with a wide audience through the news media during peak travel times.

Early Learning Coalition of Osceola County

Melanie helped coordinate outreach efforts to ensure effective communication and engagement with partners, educators, and community organizations. She assisted in the planning of outreach events and marketing to promote awareness of the organization's services and programs.

Lee Health

As a strategic communications and public relations intern, Melanie executed internal and external communication projects to effectively communicate with various audiences. Her efforts resulted in uplifted employees and positive media coverage. She assisted with the nomination period and planning of an annual peer-nominated award ceremony, consequently decreasing the time for choosing the award winners.

Additional Achievements

Melanie was the student chapter vice president of the Florida Gulf Coast University Florida Public Relations Association. She coordinated various aspects of the organization such as planning, communication, event logistics, and task delegation, which resulted in successful meetings and organizational growth. Melanie also took a public relations campaigns course where she designed a public relations campaign with three other students for the Minnesota Twins 2024 Spring Training Season that, if implemented, would increase community engagement, visibility, and attendance as well as initiate a smooth transition to a primarily digital platform.





M.S., Strategic Communications, Purdue University

B.A., Journalism, Washington and Lee University

Years Experience

41

Awards

- Best of ITS
- Clarion
- AASHTO
- ▶ TransComm
- Skills Award
- PRSA Silver Anvil
- American Business Award

Memberships

- International Association of Business communicator
- American Mensa
- Professional
 Photographers of
 America

MIKE WACHT Vice President and Director of Strategic Communications

SKILLS: Communications Strategy – Public Engagement – Community Relations – Coordination with Contractors – Media Relations – Content Development – Stakeholder Alliances – Coordination with District Five Office and FDOT Central Office – Presentations and Training – Still Photography – Spanish Bilingual Translation and Editing

EXPERIENCE:

Florida Public Transportation Association

Mike planned a complex media event held at the Florida capitol building in Tallahassee to recognize the launch of FPTA's statewide multimedia campaign. He led the creation of print and electronic media kit elements, including release, advisory, and talking points, to facilitate complete coverage of the event.

I-4 Beyond the Ultimate Public Information, FDOT

Mike is assistant project manager for the I-4 Beyond the Ultimate public information team. He assists with the planning and execution of public hearings and open house public meetings, and organizes presentations to a wide spectrum of stakeholders. Mike manages the public involvement aspect of the relationship with the International Drive stakeholder oversight committee. He coordinates all public involvement activity with the stakeholder group and supports the Florida Department of Transportation (FDOT) and the construction engineering and inspection team in developing and delivering weekly progress reports. He was instrumental in working with RDV Systems in developing the 3D models of the I-4 Beyond the Ultimate South segments by providing detailed direction to the vendor. He developed an intimate knowledge of the south segments through managing the models' quality control process with the various design firms. He has used the models to create materials to interpret the segments' design to a wide variety of audiences through PowerPoint presentations, videos, and printed materials. He regularly provides written and photographic content for the projects' websites, e-newsletters, and social media.

Toll Facilities and ICM/TIM Communications, FDOT

Mike is program manager for the toll facilities and Integrated Corridor Management (ICM) outreach effort as a subconsultant to Metric Engineering. He oversees the work of managing communications initiatives regarding the I-4 Express managed lanes, Wekiva Parkway operations and maintenance, and FDOT District Five ICM and Traffic Incident Management (TIM) programs. He manages the operations of an inbound call center, development of workforce development materials, maintenance of the I-4 Express website, public outreach for dynamic tolling and ramp metering, and creation of Traffic Systems Management and Operations-and TIM-related content. He has produced two TIM-focused media events that highlighted the program's role in providing roadway safety during the busy holiday travel season.



I-4 Ultimate Public Information, FDOT

Mike was a member of the I-4 Ultimate public information team. He participated in most phases of transportation development, from alternatives-analysis through construction on traditional design-bid-build, design-build, and public-private partnership infrastructure projects. He planned and executed public hearings and open-house public meetings, organized presentations to a wide spectrum of stakeholders and engaged English- and Spanish-language news media. Mike led the development of an automated lane-closure alert system that provides travelers with personalized and usable maintenance-of-traffic information in advance of construction impacts. He regularly provided written and photographic content for the projects' websites, e-newsletters, and social media.

Florida 511 Traveler Information System, FDOT

Mike led statewide efforts that resulted in the highest per capita 511 system usage in the nation for Florida 511. He educated Florida commuters and visitors through relationships with the tourism industry; military bases; Florida media outlets; and private organizations; and state agencies, including Florida Highway Patrol, the Florida Division of Emergency Management, AAA Auto Club South, and Naval Air Station Pensacola. He led workshops on using Florida 511 during emergencies and evacuations for emergency managers throughout the state and at the National Hurricane Conference. During development of the second-generation system, Mike identified serious issues with the backend data then authored the first ITS Data Consistency Style Guide, and he developed and delivered training on the style guide. He served as the Florida 511 spokesperson in most media markets in Florida, including in Spanish in Miami, Tampa, and Orlando. He managed the posting of evacuation, road closure, and detour information (in English and Spanish) on the website during hurricanes Matthew and Irma.

Orange County-Williamsburg Areawide Study

Mike provided leadership in the planning and execution of two public workshops to collect input on trafficcalming engineering solutions for this south Orange County, Florida community. He managed the creation of publicity materials, including a website, legal display ad, and mailers in English and Spanish. He also managed all aspects of the workshops, from site visits to technical setup and direction.

ITS4US Website, FHWA

Mike provided website organization and storytelling consultation for the administration's Intelligent Transportation Systems for Underserved Stakeholders program. He analyzed the current website content and developed a new structure for the information to better communicate the program's goals and deliverables.

Safe Mobility for Life, FDOT

Mike managed all aspects of the outreach and education for the department's older driver safety program. He provided outreach and advocacy, marketing, and communications support to the Safe Mobility for Life Coalition. He oversaw content strategy and creation for social media, print, and digital products such as newsletter articles, handouts, digital toolkits, and media materials to educate Floridians about safe transportation for Florida's aging road users. He also strategized and implemented a social media advertising campaign that drove record traffic to the Safe Mobility for Life website.

Target Zero Safety Campaigns, FDOT

Mike led the data analysis and marketing effort for the department's data-driven Target Zero Vital Few safety campaigns. He analyzed statewide crash and citation data to identify trends in roadway-user behavior and to establish target markets and audiences. He led the effort to collect additional data through listening sessions with transportation and safety professionals, and designed focus groups. Mike used resulting data to craft a strategic multimedia marketing effort designed to change the behaviors of drivers, pedestrians, and bicyclists.





B.A., Journalism & Mass Communications, New York University

Years Experience

30

Awards

- Travel Choices Award -2023
- Communicator Award -2023

Achievements

- FEMA-Basic Public information officer training
- Florida commuter certificate
- Certified ZUMBA instructor
- Black Belt in T'ai Chi Chu'an

LUDI LELIS Senior Manager of Public Outreach and Community Engagement

SKILLS: Public Engagement – Community Relations – Event Coordination and Management – Coordination with Contractors – Media Relations – Content Development – Stakeholder Alliances – Coordination with FDOT Central Office and District 5 Offices.

EXPERIENCE:

Office of Safety, FDOT

Ludi manages the creation and development of many annual statewide traffic safety awareness campaigns (from communications planning to messaging to image and video content visioning) aimed at promoting safer behavior among motorists, pedestrians, and bicyclists. She also oversees the creation and development of safety outreach education materials for elementary and middle school students. Ludi developed a new pedestrian and bicyclist safety campaign targeting disadvantaged communities traversing a high-risk area for crashes. She refined a key safety presentation, coordinated with stakeholders, and conducted the presentations. She also oversaw campaigns that premiered innovative safety improvements and planned and coordinated media events, social media content, and handouts for the public.

Florida Public Transportation Association

Ludi provided essential guidance to the brainstorming process and creative design of a new, multimedia statewide advertising campaign. She developed key creative concepts, themes and messages and worked to refine these advertising themes for use on billboards, social media, video streaming, and audio streaming.

reThink Your Commute Regional Commuter Assistance Program, FDOT

As leader of the reThink Your Commute team, Ludi oversees the creation, development, and editing of public outreach materials, including social media content, photos and videos, graphics, collateral, and newsletters. She prepares, organizes, and executes educational outreach events for diverse audiences and oversees response to public inquiries on a state information phone number. Ludi expanded the program's outreach to new markets and manages the administrative side, tracking the metrics, overseeing expenditures, and supervising team members. On many levels, she has been able to successfully inform the public about the benefits of the reThink program.

Florida's Turnpike Enterprise, FDOT

Ludi oversaw preparations and logistics for groundbreaking events for Florida's Turnpike, including coordinating with vendors, ordering promotional items, and setting up the stage, audience, media, and ceremony areas.



Event Support, FDOT

Ludi managed preparations and logistics for a groundbreaking event in Daytona Beach on behalf of the FDOT District Five Public Information Office. She coordinated with vendors and set up the parking, stage, media, audience, and ceremony areas.

I-4 Beyond the Ultimate Public Information, FDOT

Ludi was part of the I-4 Beyond the Ultimate public information team. Her duties involved writing e-newsletter articles, including profiles of FDOT employees, and assisting in public information and community outreach efforts such as the NASA Causeway kickoff event.

Safe Mobility for Life, FDOT

Ludi assisted the Safe Mobility for Life team in developing marketing materials and presenting Safe Mobility for Life information to the public. She also periodically reviewed website content to consolidate items and offered redesign recommendations to make the website more user friendly.

Target Zero Safety Campaign, FDOT

Ludi was part of Global-5's team that created new statewide safety campaigns. She reviewed marketing trends and best practices throughout the country, researched target audiences, and developed content.





B.S. Integrative General Studies, University of Central Florida

Minor in Digital Media, University of Central Florida

Years Experience

3

Awards

- Communicator
- American Business Award

D'ANTE MCCAIN Public Information and Community Outreach Specialist

SKILLS: Community Relations – Coordination with Contractors – Media Relations – Content Development – Social Media Development and Management.

EXPERIENCE:

I-4 Beyond the Ultimate Public Information, FDOT

D'ante produces content for public consumption on behalf of the I-4 Beyond the Ultimate Improvement Project. He drafts website updates, informational handouts, press releases and social media posts to keep Central Florida aware of roadway construction and detours. He also schedules, coordinates logistics, and attends outreach events for the project. He works closely with the I-4 Beyond the Ultimate team to schedule presentations to the public about the various construction projects. I-4 Beyond the Ultimate includes several innovative design features new to Central Florida including diverging diamond interchanges. D'Ante works with the team to help educate the public about these new innovations. His other public involvement duties include Good Neighbor Outreach™, door-to-door distribution of information developed by Global-5 and available to all clients. D'ante also provides public meeting and special event support.

I-4 Express Public Information, FDOT

D'ante produces informational handouts and social media content and attends transportation fairs to provide the public with information.

reThink Your Commute Regional Commute Assistance Program, FDOT

D'ante attends outreach events for the reThink Your Commute project. He drafts social media posts, performs research on relevant topics for social media, and informs the team of any interesting statistics.





B.A., Digital Design and Graphics, Hodges University

A.A., Web Mastering and Multimedia Production, MultiHexa

Years Experience

18

ADIL BOUNOUAR Motion Graphics Designer

SKILLS: Motion Graphic Design, Graphic Design – Video Editing – Filming – Photography – Promo Production – Project Management – Fluent in Arabic, French, and English.

TECHNOLOGICAL CAPABILITIES: Adobe After Effects – Adobe Premier – Adobe Photoshop – Adobe Illustrator – Adobe InDesign – Vizrt – Vizmaps – Maxon Cinema 4D.

EXPERIENCE:

Strategic Communications, USDOT ITS JPO

Adil delivers motion graphics, 3D graphics, and video design support for the Intelligent Transportation Systems Joint Program Office (ITS JPO), including developing a 3D model of the JPO's exhibit space for the 2025 ITS World Congress.

Hearst Television, Inc.

As graphic designer, Adil created daily news graphics for 27 local television stations. He designed and animated brand elements and motion graphics for news programs and segments. He collaborated with a team of producers and editors to ensure timely and high-quality deliverables.

Hearst Television – WJCL

As creative service producer, Adil produced motion graphics for all daily news shows. He created marketing content for the WJCL sales department to assist the team in achieving their goals by delivering high-quality materials on or before requested deadlines. Adil also designed and produced video content to promote the station and upcoming Programming, plus produced web ads to drive traffic and increase engagement on the WJCL website.

AYA Media Digital ltd.

As president, Adil was responsible for strategic planning, decision-making, contract negotiations, and stakeholder reporting.

Atlas Music TV

As general manager of MDT, a subsidiary of AYA Media Digital, Adil oversaw day-to-day operations, managed budgets, and resources, and led a team of employees to achieve company goals.

AL HAKIKA TV

As art director and graphic designer, Adil created show opens, credits, and stingers for all shows produced in the station's Morocco bureau. He directed video interviews and green screen shooting.





A.A., Television
Production, University of
Central Florida

Years Experience

39

Awards

- Southeast regional Emmy
- ► Telly
- Communicator
- Davey
- Marcom
- MUSE
- ► NYX
- Hermes
- AVA
- Viddy
- Vega
- dotcom
- Merit
- American Business Award

KATHY YAROSH Video Production Supervisor

SKILLS: Video Production – Scriptwriting – Voice Talent – Proofreading – Transcribing – Content Creation – Research – Public Meeting Support

EXPERIENCE:

Florida Public Transportation Association

Kathy managed all video production for a statewide multimedia campaign on behalf of the Florida Public Transportation Association (FPTA). She wrote scripts for :15 and :30 videos and supervised the videography and editing of all video elements. She oversaw an in-house team of two videographers/editors and coordinated the work of freelancers and independent production companies.

Emergency Awareness and Response Strategies, PSTA

Kathy researched and wrote the TV and radio commercials for the award-winning Pinellas Suncoast Transit Authority's PSTA Cares campaign. She hired the on-location film-style video production crew, created the detailed production schedule for the entire shoot, coordinated the video crew for the shoot, and supervised the editing of the TV and radio commercials. The PSTA Cares campaign won a 2014 Communicator Award and a 2014 Bronze Telly Award.

reThink Your Commute Regional Commuter Assistance Program, FDOT

Kathy wrote and produced a video showcasing the graphic artist who created the reThink Your Commute poster as well as an award-winning video about vanpooling and the use of I-4 Express. She also wrote and produced six short videos for reThink's GoDTO Commute Challenge initiative. The message promoted ease of use of public transit and the various modes available in the Orlando area. These videos were disseminated through social media channels in an effort to inspire people to take the challenge and ride the bus or SunRail, walk, bike, or carpool in the downtown Orlando business district. The video showcased transit as an integral part of the community.

SCAT

Kathy wrote, produced, coordinated, and directed two videos for the authority. The first was an in-depth training video for Space Coast Area Transit Authority (SCAT) drivers that helped them learn how to use the new GenFare CENTSaBILL and TRIM unit devices for tallying and collecting fares. The second video informed passengers about the new fare media and how to use it. The videos appeared on SCAT's website and were used in additional outreach forums.

I-4 Beyond the Ultimate Public Information, FDOT

Kathy manages scriptwriting and coordinates and supervises the production of various educational and informative videos for I-4 Beyond the Ultimate project. She also supports many public meetings and events for the project.



I-4 Express Public Information, FDOT

Kathy managed scriptwriting and coordinated and supervised the production of various educational and informative videos on this largest transportation project in Florida history. Many of her award-winning videos were used at various events to educate the public about the I-4 Ultimate project. She also supported many public meetings and events for the project.

Strategic Communications, USDOT ITS JPO

Kathy is responsible for the video production of all videos related to this project, including scripting in coordination with client engineers, coordinating off-site shoots, and managing shoots both onsite and via remote technology. Her projects include a series of leadership interviews, program introductions, event recaps, and even a long-form documentary that summarizes the concept of vehicle-to-everything and its impact on the future of transportation's efficiency and safety.

Early Learning Coalition of Osceola County

Kathy supervised the scripting, shooting, and editing of various video projects, including online videos and social media content educating parents about opportunities to enroll their children in the organization's school-readiness programs.

Tech-Celerate Now Video Series, FHWA

Kathy supervised the production of a series of four videos for the Federal Highway Administration's Tech-Celerate Now program, which introduced advanced driver assistance systems. The videos were designed to educate commercial vehicle operators about new safety technology for their vehicles. Kathy also wrote, produced, and supervised the entire production of the award-winning ITS4US video, which showcased transportation needs in underserved communities. Kathy wrote and produced a 10-minute video introducing the concept of Integrated Corridor Management to municipalities across the country. FHWA used this video to educate cities and states about the benefits of the ICM concept. Kathy coordinated the production of all video shoots, including conducting remote interviews across the country with subject matter experts.

Office of Safety, FDOT

Kathy assisted in the video production of a series of bike safety PSAs with the Volusia County Sheriff's Office. Kathy also wrote and produced a video entitled "Joshua's Story" about a young man who lost his life at an intersection while riding his bike. FDOT heard the story and improved the intersection to make it safer for bicyclists and pedestrians.

Safe Mobility for Life, FDOT

Kathy wrote scripts, oversaw all elements of production and supervised the editing of multiple Safe Mobility for Life program videos. One of those videos was the award-winning "Helping Aging Drivers Stay Safe and Mobile," a training video that teaches law enforcement officers how to interact with aging drivers when encountering them at a traffic stop. She also supervised the production of a driver's license office personnel training video on interacting with older adults.

Connected Vehicle Pilot Deployment, THEA

Kathy managed video production for the deployment project, which was awarded the 2019 Best of ITS Award from ITS America. She wrote scripts and supervised the production of interviews and video footage that resulted in multiple award-winning videos for presentations and the website.





B.S., Radio-TV Broadcast Television Production, University of Wisconsin

Years Experience

41

Awards

- Telly
- Communicator
- Davey
- Marcom
- MUSE
- NYX
- Hermes
- AVA
- Vega
- Viddy
- dotcom
- Merit
- American Business Award

JON ROHRER Chief Videographer and Digital Editor

SKILLS: Videography – Digital Editing – Drone Pilot – Live Stream Video – Public Meeting Support.

EXPERIENCE:

I-4 Beyond the Ultimate Public Information, FDOT

Jon shoots and edits all video and audio content for the I-4 Beyond the Ultimate project. He uses a combination of animation and live-action video, including drone footage, to create informational video clips for the website and for distribution to partners. Jon also documents progress on the project with video shot around the work zones and regularly drives the corridor to record construction and progress from a driver's perspective.

I-4 Express Public Information, FDOT

Jon shoots and edits various educational and informative videos for I-4 Express, Central Florida's newly constructed managed lanes project.

I-4 Ultimate Public Information, FDOT

Jon shot and edited weekly video and audio updates for the I-4 Ultimate project. He used a combination of animation and live-action video to create informational video clips for the website and for distribution to partners. Jon also documented progress on the project with video shot around the work zones, and regularly drove the corridor to record construction and progress from a driver's perspective. Jon coordinated production and edited daily lane closure updates for the I-4 Ultimate project in both video and audio.

Emergency Awareness and Response Strategies, PSTA

Jon coordinated and supervised the field video production of the authority's award-winning PSTA Cares TV commercials. He also oversaw and performed audio and video, post-production, and editing of all the commercials. Jon was also responsible for the final deliverables in a variety of video and audio formats.

SCAT

Jon shot and edited two videos for the authority. The first was an in-depth training video for Space Coast Area Transit Authority (SCAT) drivers to learn how to use the new GenFare CENTSaBILL and TRIM unit devices for tallying and collecting fares. The second video, targeted towards outreach for bus riders, was produced to inform passengers about the new fare media and how to use it. The videos appeared on SCAT's website and were used in additional outreach forums.

Tech-Celerate Now Video Series, FHWA

Jon shot and edited a series of four videos for the administration's Tech-Celerate Now program. The videos were designed to educate commercial vehicle operators



about new safety technology for their vehicles. Jon also edited the award-winning ITS4US video, which showcased transportation needs in underserved communities. Jon also edited a 10-minute video introducing the concept of Integrated Corridor Management (ICM) to municipalities across the country. FHWA used this video to educate cities and states about the benefits of the ICM concept.

Early Learning Coalition of Osceola County

Jon shoots and edits various video projects for the coalition, including online videos and social media content that educates parents about opportunities to register their children for the coalition's school-readiness programs.

Safe Mobility for Life, FDOT

Jon shot and edited all of the department's Safe Mobility for Life video productions. One of those videos was the award-winning "Helping Aging Drivers Stay Safe and Mobile," a training video that teaches law enforcement officers how to interact with aging drivers when encountering them at a traffic stop. He also shot and edited a driver's license office personnel training video on interacting with older adults.

reThink Your Commute Regional Commuter Assistance Program, FDOT

Jon shot and edited various videos for the reThink Your Commute program, including the award-winning I-4/ Vanpool campaign video and a video profiling the artist who designed the reThink Your Commute poster. Jon shot and edited six short videos for reThink's GoDTO Commute Challenge, which promotes the ease of use of public transit and the various modes available in Orlando.

Office of Safety, FDOT

Jon shot and edited a series of bike safety PSAs with the Volusia County Sheriff's Office.

Connected Vehicle Pilot Deployment, THEA

Jon shot and edited all video productions for the deployment project, which earned the 2019 Best of ITS Award from ITS America. The award-winning videos describe the deployment project and how it will benefit the Tampa area.

ATTAIN Central Florida, FDOT

Jon shot and edited footage for the launching of an autonomous shuttle at the University of Central Florida as part of the ATTAIN Central Florida program (supported by a Federal Highway Administration Advanced Transportation and Congestion Management Technology Deployment grant).

Florida 511 Traveler Information System, FDOT

Jon shot and edited all of the videos for FDOT's 511 Traveler Information System, including public service announcements, the driver education video, commercial vehicle operator video, demonstration videos seen on FL511.com, and more. He edited customized video and audio PSAs for broadcast and online use by the news media and outreach partners.

Center for Accelerating Innovation, FHWA

Jon shot and edited dozens of videos for the administration's Everyday Counts 2 initiative, including "Accelerated Bridge Construction," "Risk Management," "Safety Edge," and "Traffic Incident Management First Responder Training." These videos were used nationwide for knowledge transfer and change management.





Education

MBA, Florida

State University

Years Experience 16

Awards

- Communicator
- MUSE
- Viddy
- Hermes
- dotcom
- Merit
- CSX Spot Award
- CSX THANKS Award

JOHN HAMILL Vice President and Director of Business Operations

SKILLS: Project Management – Budgeting and Forecasting – Public Engagement – Community Relations – Media Relations – Stakeholder Alliances – Media Planning and Buying.

EXPERIENCE:

Florida Public Transportation Association

Global-5 partnered with the FPTA on a statewide campaign promoting their bus, rail, and private transit clients across Florida. John served as the project manager for this initiative, overseeing all aspects of the budget, timelines, and project deliverables. He oversaw the development and executive of a customizable campaign theme tailored to each FPTA market and has established a member-based working group to refine messaging and visuals, ensuring alignment with public marketing and government relations goals. John leveraged Global-5's expertise in experiential, internet, and social media marketing, bilingual outreach, video production, and media planning to utilize both in-house resources and existing FPTA content to create a compelling and cohesive campaign that effectively increased ridership.

reThink Your Commute Regional Commuter Assistance Program, FDOT

John oversees the award-winning marketing and public outreach efforts of District Five's innovative commuter assistance program, reThink Your Commute. His team also oversees and updates the program's social media presence and website, and it conducted an audit to guide future marketing efforts and engagement with key District Five stakeholders to expand the program's reach.

FDOT Office of Safety

John oversees this multifaceted outreach and engagement initiative. Activities include showcasing new mid-block pedestrian signals, supervising WalkWise program presentations for underserved communities, and ensuring all efforts tell the story of FDOT's commitment to safe roadways and safe drivers.

I-4 Beyond the Ultimate Public Information, FDOT

John assists the I-4 Beyond the Ultimate public information and outreach team by overseeing public meeting planning and coordination and directing stakeholder outreach. He provides support at outreach events by manning exhibits and displays, and presents information to local associations, major employers, and targeted stakeholders most impacted by design and construction of the project.

I-4 Ultimate Public Information, FDOT

John assisted the I-4 Ultimate public information team in overseeing public meeting planning and coordination and direct stakeholder outreach. He provided support at outreach events by manning exhibits and displays, and presented



information to local associations, major employers, and targeted stakeholders most impacted by design and construction of the project.

Safe Mobility for Life, FDOT

Jon shot and edited all of the department's Safe Mobility for Life video productions. One of those videos was the award-winning "Helping Aging Drivers Stay Safe and Mobile," a training video that teaches law enforcement officers how to interact with aging drivers when encountering them at a traffic stop. He also shot and edited a driver's license office personnel training video on interacting with older adults.

CSX Transportation, Jacksonville Headquarters

As senior business manager, John promoted CSX through the capture and development of new multimodal opportunities while growing a \$330-million annual revenue portfolio of assigned accounts. His duties included engaging in contract management and proposal generation, in addition to fostering and building client relationships. He also effectively influenced key senior decision-makers and articulated short- and long-term strategies for CSX and stakeholders. John generated new business opportunities, compiled financial reports, and attended and presented at industry conferences as well as at trade and professional association meetings. Additionally, John was responsible for administering training to new hires, interns, and leadership development associates at CSX. He provided them with coaching and professional development opportunities, monitored their progress, and evaluated deliverables. John also led recruitment efforts for CSX's sales and marketing department at several universities to help identify top talent and participated in the interview process.

John started at CSX as a leadership development associate and sales representative. He took advantage of a fast-track-to-management opportunity to become a marketing manager for the company. He conducted market research and analysis, strategic planning, and economic forecasting for short and long-term initiatives within a \$440-million annual revenue market while identifying opportunities for modal conversion or intermodal participation. He also engaged in contract management, proposal development, and account management duties for additional exposure.

ITS4US Website, FHWA

John is overseeing the development and organization of the website for FHWA's Intelligent Transportation Systems for Underserved Stakeholders program. He is assisting in the creation of content to better communicate the program's goals and resources to its various audiences.

Tech-Celerate Now Video Series, FHWA

John supervised the production of a series of four videos for Tech-Celerate Now program that were designed to educate commercial vehicle operators about new safety technology for their vehicles. He also oversaw the production of an award-winning ITS4US program video, which spotlighted transportation needs in underserved communities.



Caption D

Section B Project Approach

Section B. Project Approach

Global-5's Integrated Marketing and Communications Program for Charlotte County Transit



Global-5 will deliver a fully integrated, creative, and results-driven marketing program designed to reflect Charlotte County Transit's

mission, engage current and prospective riders, and build a strong, recognizable brand identity in the community

and among visitors. Our approach blends proven strategies with innovative tools, ensuring campaigns that are not only compelling but also measurable and impactful.

FLORIDA

Global-5 uniquely understands Charlotte County's transit challenges, from serving an aging and geographically dispersed population to meeting growing expectations for accessible, reliable, and affordable transportation. We recognize that Charlotte County Transit is more than a mobility provider; it is a vital community lifeline that must build trust, reach diverse audiences, and adapt to seasonal fluctuations and environmental resilience needs. Our deep experience in Florida transit communications, combined with knowledge of local dynamics, including the historic character of Punta Gorda, the coastal communities of Charlotte Harbor, Charlotte Park, Manasota Key, and Englewood, the residential neighborhoods of Port Charlotte, Solana, Rotonda, Cleveland, Harbour Heights, and Grove City, equips us to craft tailored, measurable strategies that resonate with residents, visitors, and stakeholders across the county. Through platforms like G5 Connect and Good Neighbor Outreach™, we can engage these communities directly, improve awareness, drive ridership, and deliver solutions that no other firm can match, ensuring that Charlotte County's transit system remains responsive, relevant, and trusted.



Max Longbottom leads Global-5's Tampa office, providing local access and on-the-ground outreach for Charlotte County Transit through events, community engagement, and stakeholder support.

Social Media Management

Global-5 will maintain a dynamic and responsive online presence for Charlotte County Transit by overseeing the entire social media lifecycle, from content development and editorial calendar planning to scheduling, approval workflows, and publishing. Our team will employ geo-targeting and demographic insights to reach key audiences efficiently, tailoring messages to reflect the needs of specific communities within Charlotte County. Social media strategy will be closely coordinated with the Charlotte County Communications Office to ensure alignment and consistency across platforms. In addition, we will monitor audience engagement, manage online interactions, and provide regular analytics reports



By combining digital advertising, community engagement, and traditional media, Global-5 expanded the "Smart Start" campaign in Osceola County, significantly increasing Voluntary Pre-K enrollment. We'll apply the same integrated approach in Charlotte County to build awareness and drive participation in local transit programs.

that highlight reach, impressions, engagement trends, and actionable recommendations. Global-5 can geo-target transit locations to ensure digital marketing messages are reaching their optimal sources as we have done routinely for our past transit and transportation clients.

Global-5's Max Longbottom and Melanie Lamarche will manage this effort for Charlotte County Transit. They previously led successful social media management initiatives for clients such as the Florida Public Transit Association (FPTA) and Denton County Transportation Authority (DCTA). For FPTA, they developed and executed a statewide social





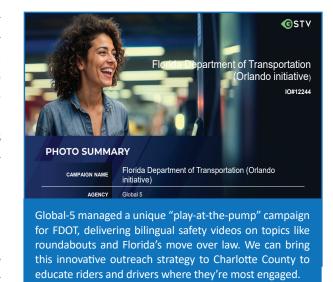
Max Longbottom

Melanie Lamarche

media strategy featuring multilingual content, tailored editorial calendars, and geo-targeted campaigns that engaged diverse communities across Florida. For DCTA, they refreshed the agency's digital voice and managed channels with a focus on audience growth and meaningful engagement. As a result, Global-5's social media programs achieved measurable increases in impressions, engagement rates, and follower growth, while reinforcing brand consistency and public trust. This proven expertise ensures Global-5 can deliver a dynamic, responsive, and locally focused social media presence for Charlotte County Transit that reaches key audiences and drives positive community engagement.

General Marketing and Advertising

We will design and execute comprehensive, multi-platform campaigns that leverage print, radio, digital, and out-of-home channels to maximize visibility and engagement. Our creative team will develop a memorable custom jingle and produce a new logo and tagline to support a cohesive rebranding effort for Charlotte County Transit, ensuring that all materials reflect modern design sensibilities and resonate with local audiences. All creative assets will be developed bilingually where needed to ensure accessibility and inclusivity for all Charlotte County residents and visitors. Advertising placements will be informed by media consumption data and behavioral insights to ensure precision targeting and optimal return on investment and will only be implemented with the full approval of the Project Manager. Our marketing efforts include creating jingles for audio, digital, and social media advertising utilizing our vendor Push Button Productions.



Global-5's John Hamill and Melanie Lamarche will manage this effort for Charlotte County Transit. They previously led marketing and advertising campaigns for clients including the Florida Public Transit Association and Pinellas Suncoast Transit Authority (PSTA). For FPTA, they designed and executed a comprehensive statewide campaign with bilingual print, radio, digital, and out-of-home advertising, supported by creative elements such as a new jingle and customizable branding assets for participating transit agencies. For PSTA, they developed award-winning creative materials





John Hamill

Melanie Lamarche

and strategically placed ads across traditional and digital platforms to ensure broad reach and strong resonance with diverse audiences. These campaigns delivered measurable increases in ridership, brand awareness, and public engagement, earning three national awards for creative excellence. This proven expertise ensures Global-5 can elevate Charlotte County Transit's brand identity while driving impactful community outreach and engagement.

Oversight and Planning

Global-5's project management approach ensures meticulous planning, transparency, and accountability. We will host weekly or bi-weekly coordination meetings with Charlotte County Transit leadership, providing updates, gathering feedback, and aligning activities with agency goals. Each year, we will produce a comprehensive, updated marketing plan tailored to evolving ridership patterns, market conditions, and community needs. Quarterly performance reports will provide a clear summary of campaign results, media reach, and engagement metrics. Our team will conduct market segmentation analysis and ridership forecasts to help inform strategic decisions and investments. All tasks, timelines, and deliverables will be tracked and managed using our suite of enterprise tools including Asana for workflow management, Smartsheet for project scheduling, and HubSpot CRM for contact management and stakeholder engagement tracking.

Global-5's Bobby Olszewski will manage this effort for Charlotte County Transit. He successfully oversaw project planning and management for major transit clients such as Denton County Transportation Authority and LYNX. For DCTA, Bobby led a comprehensive communications audit, developed a detailed marketing and branding plan, and provided a clear implementation roadmap with performance benchmarks and stakeholder engagement



Robert Olszewski

strategies. For LYNX, he managed all aspects of campaign planning and execution, using tools like Asana, Smartsheet, and HubSpot CRM to coordinate workflows, maintain schedules, and track stakeholders. His leadership ensured these projects remained on time, aligned with agency goals, and delivered measurable results, including improved public perceptions and strengthened community trust. This experience positions Global-5 to provide Charlotte County Transit with the same rigorous oversight, strategic planning, and transparent reporting needed to support data-driven decision-making and long-term success.

Public Relations

Global-5 will develop and implement a robust public relations strategy to build awareness, support, and trust for Charlotte County Transit. This includes targeted media outreach, drafting and distributing press releases, coordinating interviews, and planning events that highlight service milestones and innovations. We will ensure strong stakeholder communication, including elected officials, community organizations, and business leaders, positioning Charlotte County Transit as a vital partner in regional mobility and economic development. Our proprietary Good Neighbor Outreach™ program will deliver grassroots engagement, bringing messaging directly to neighborhoods and community centers to foster goodwill and drive participation.

Global-5's Mike Wacht and Max Longbottom will manage this effort for Charlotte County Transit. They have executed comprehensive public relations strategies for transit agencies such as Pinellas Suncoast Transit Authority and Florida Public Transit Association.

PAID SHARED Media

OWNED Media

Global-5's public relations experts combine proven frameworks like the PESO model with innovative tactics to capture media attention and engage the public. This balanced approach will help Charlotte County Transit build trust, boost visibility, and drive community-wide awareness. Paid, Earned, Shared Owned (PESO) model

For PSTA, they planned and managed award-winning campaigns that included media outreach, press releases, community events, and stakeholder communications, positioning PSTA as a leader in safety, sustainability, and service excellence. For FPTA, they secured widespread earned media coverage and facilitated statewide stakeholder engagement through community partnerships and tailored messaging. Their work consistently elevated agency

reputations and strengthened public trust. Global-5's Good Neighbor Outreach™ program further extends this approach by bringing grassroots engagement directly into neighborhoods and community centers. This proven expertise ensures Global-5 can provide Charlotte County Transit with effective public relations leadership to increase visibility, build strong community and stakeholder relationships, and promote the agency's essential role in Charlotte County's mobility and growth.







Max Longbottom

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Global-5's motion graphics capabilities include development of virtual 3D sets. In this example, MK Burgess, a firm employee and former television journalist, narrates a video filmed on a green screen and composed to a virtual newsroom built in 3D software.



Global-5 is based in Longwood, Fla., but works with clients around the state, the country, and the globe. Even our video production team is adept at managing shoots remotely.



Global-5 is based in Longwood, Fla., but works with clients around the state, the country, and the globe. Even our video production team is adept at managing shoots remotely.

Graphics, Motion Graphics, and Video

Through Studio 5, our award-winning inhouse creative team, we will design all visual assets needed to support Charlotte County Transit initiatives. This includes signage, vehicle wrap concepts, advertising creative, digital ads, posters, brochures, and riderfacing handouts. We will also script, shoot, and produce engaging, transit-focused videos and animations to support campaigns on social media, online platforms, and at public events. Every creative product will adhere to brand standards, ensure ADA compliance, and reflect the diversity and character of Charlotte County.

Global-5 has extensive experience delivering high-quality graphics and video production exclusively for transit clients, all produced inhouse through our proprietary creative hub, Studio 5. We have developed branded visual content for agencies including FPTA, PSTA in Pinellas County, LYNX in Central Florida, Space Coast Area Transit in Brevard County, and Denton County Transportation Authority in Texas, creating custom illustrations, infographics, vehicle wraps, rider guides, system maps, marketing collateral, and public service campaign materials tailored for diverse transit audiences. Our video production includes animated public service announcements, rider education videos, safety campaign spots, promotional videos, and social media content that reflect transit system branding, accessibility standards, and multicultural messaging.

Through Studio 5, all creative assets are designed to ensure ADA compliance, cultural relevance, brand consistency, and rapid turnaround, supporting transit agencies' goals to increase ridership, improve community engagement, and promote safety and accessibility.







Jon Rohrer

Global-5's Kathy Yarosh and Jon Rohrer will manage this effort for Charlotte County Transit, working through our in-house creative hub, Studio 5. They have delivered award-winning graphics and video production services for transit clients including the Florida Public Transit Association, Pinellas Suncoast Transit Authority, LYNX, Space Coast Area Transit (SCAT), and Denton County Transportation Authority. Their work includes branded visual content such as signage, vehicle wraps, posters, brochures, infographics, and rider guides, all designed to meet agency brand standards and ensure ADA compliance. They have also produced animated PSAs,

rider education videos, and promotional content reflecting multicultural messaging and resonating with diverse audiences. This creative expertise has helped transit agencies elevate brand recognition, increase ridership, promote safety, and strengthen community engagement, demonstrating Global-5's ability to provide Charlotte County Transit with dynamic, impactful, and accessible graphics and video solutions.

Public Input

Recognizing the importance of community voices, Global-5 will plan and manage a comprehensive public involvement program. This will include designing and conducting surveys, hosting interactive workshops,



Global-5 manages the logistics and materials for public meetings that are designed to attract, engage, and inform.



Ludi Lelis



Max Longbottom

facilitating focus groups, and organizing stakeholder meetings to ensure broad-based input into Charlotte County Transit's plans and programs. All feedback will be thoroughly documented, analyzed, and reported to inform decision-making and demonstrate responsiveness to community priorities. Our team will ensure that public engagement activities are accessible, inclusive, and geographically distributed across the County, ensuring

that all residents have opportunities to participate.

Global-5's Ludi Lelis and Max Longbottom will manage this effort for Charlotte County Transit. They have successfully led public involvement initiatives for transit agencies including Denton County Transportation Authority, LYNX, and the Florida Department of Transportation (FDOT) District Five's reThink Your Commute program. Their work has included designing and facilitating surveys, focus groups, interactive workshops, and stakeholder meetings to capture meaningful community input. For DCTA, they conducted an extensive communications audit and outreach process to engage a rapidly growing and diverse population, while for LYNX they implemented creative public input formats such as interactive

events that increased participation and awareness. Their efforts consistently delivered comprehensive, well-documented feedback that informed agency decision-making, strengthened public trust, and demonstrated responsiveness to community priorities. This experience ensures Global-5 can deliver an inclusive, accessible, and geographically balanced public engagement program for Charlotte County Transit, giving all residents a voice in shaping the future of transit services.

Global-5's Strategic Platforms Supporting Performance and Impact

Global-5 is more than a communications vendor, we are a strategic partner purpose-built to meet the scale, diversity, and urgency of Charlotte County Transit's communications and marketing needs. From day one, our structure and resources enable us to support mission-critical public engagement, ridership growth, and community relations with a full suite of specialized capabilities.

Studio 5

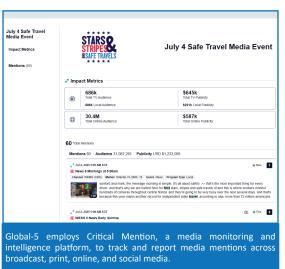
At the heart of our creative services is Studio 5, Global-5's fully in-house creative and production unit. Through Studio 5, we develop branded campaign content, custom 2D and 3D animation, infographics, system maps, signage, vehicle wrap concepts, and compelling video assets, all designed to reflect Charlotte County Transit's brand and engage its diverse community. This integrated approach ensures visual consistency, ADA compliance, and rapid response, whether delivering planned marketing campaigns, public safety messaging, or urgent service alerts. Studio 5 empowers



Charlotte County Transit to present a professional, unified, and welcoming image across all communications.

G5 Metrics Monitor

Our proprietary G5 Metrics Monitor platform provides Charlotte County Transit with a real-time analytics dashboard to track the effectiveness of every campaign and engagement effort. This system integrates audience segmentation, media performance, and attribution modeling tools like Web Lift, Call Lift, and Social Lift, allowing us to measure reach, impressions, engagement, and ultimately, ridership growth. These



insights enable Charlotte County Transit leadership to make datadriven decisions and optimize resources for maximum impact and return on investment.

G5 Connect

Global-5's G5 Connect toolkit facilitates robust, inclusive public engagement for Charlotte County Transit by supporting hybrid public meetings, multilingual outreach, stakeholder database management, scheduling, and CRM-integrated follow-up. G5 Connect ensures that residents, visitors, elected officials, business leaders, and community organizations all have meaningful opportunities to engage with Charlotte County Transit initiatives. This capability is essential for building community trust, collecting



valuable feedback, and ensuring that transit services reflect the evolving needs of Charlotte County's population.

Good Neighbor Outreach™

Our signature Good Neighbor Outreach™ program provides grassroots engagement specifically tailored to Charlotte County's neighborhoods and communities. We will work door-to-door, attend local events, distribute localized communications, and meet people where they live and work to foster two-way dialogue and build trust. Good Neighbor Outreach™ ensures that residents and businesses directly affected by transit services and system changes feel heard, informed, and respected, helping to drive greater acceptance, adoption, and ridership.

G5 Assure

G5 Assure is our rigorous multi-level Quality Assurance/Quality Control (QA/QC) process, ensuring that every deliverable for Charlotte County Transit, whether a press release, advertising creative, social media content, or analytics report, is thoroughly reviewed, approved, and aligned with agency objectives. This disciplined process gives Charlotte County Transit complete confidence that all communications are accurate, polished, accessible, and ready for immediate deployment.

Project Management: A Proven System for Transit Communications

Global-5 brings nearly three decades of hands-on experience managing large-scale communications programs for Florida's most high-profile transportation and transit initiatives. Our project management approach is built around disciplined planning, proactive risk mitigation, rigorous quality assurance, and agile responsiveness, ensuring that Charlotte County Transit receives seamless execution, measurable results, and continuous alignment with agency goals.

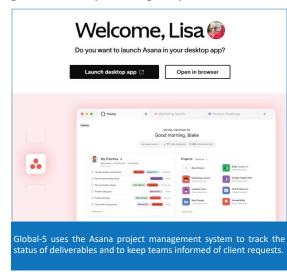
Integrated Coordination with Charlotte County Transit Teams and Partners

Global-5's experienced, in-house team is uniquely positioned to support Charlotte County Transit with seamless, comprehensive project coordination services. We integrate directly into agency workflows with

professionalism and precision, ensuring that communications efforts are structured, efficient, and aligned with Charlotte County Transit's mission across all phases, from long-range transit planning and service enhancements to managing construction impacts and supporting daily operations.

Strategic Coordination with Charlotte County Transit Project Managers

Global-5 works hand-in-hand with Charlotte County Transit leadership and communications staff to plan, schedule, and execute marketing and outreach campaigns. Our team provides support across key initiatives, including service updates,



rider communications, safety and security messaging, accessibility enhancements, and the rollout of new technologies. By embedding ourselves into your project management environment, we ensure that all communications activities are fully integrated with agency priorities and deliverables. We develop agendas, action items and minutes for all our marketing project planning meetings with Charlotte County and only proceed with full approval from the project manager.

Stakeholder Meeting Facilitation

Leveraging our G5 Connect toolkit, we expertly organize and facilitate stakeholder meetings involving internal departments, local governments, contractors, business groups, and community organizations. These meetings are structured to capture actionable feedback and align it with campaign objectives, helping Charlotte County Transit build community support and address stakeholder concerns proactively.

The New I-4 Diverging Diamond Interchange at Daryl Carter Parkway (view heading west on Daryl Carter Parkway) Famicial Project Identification (Fr0) No. 441113-1 With I-4 Exit Ramp With I-4 Exit Ramp Entrance Ramp More Info: I4Beyond.com/darylcarter

Helping drivers safely navigate new traffic patterns is a critical Global-5 function, and part of our mission. This map, used as a display board at a community meeting, illustrates a just-completed diverging diamond interchange along Interstate 4 in Central Florida.

Approval Pathway Management

Global-5 provides meticulous management of the approval and review process for all public-facing content, coordinating

closely with Charlotte County Transit's communications team, executive leadership, and legal counsel. We ensure that all materials meet agency standards for accuracy, ADA accessibility, brand consistency, and regulatory compliance, streamlining the process so that content is ready for timely release across all platforms.

Documentation and Reporting

Our team prepare comprehensive documentation at every stage of project execution, including detailed agendas, professionally written meeting summaries, performance reports, memorandums, and decision logs. This disciplined documentation process ensures that all developments are traceable, actionable, and properly archived, providing Charlotte County Transit with an accurate institutional record that supports ongoing oversight and accountability.

Real-Time Responsiveness

Global-5 understands that transit communications require agility and dependability, especially when responding to urgent issues, community concerns, or time-sensitive operational updates. Our project managers and strategy leaders are available seven days a week, with a one-hour response standard for time-sensitive client needs, adjustments, or stakeholder inquiries. This commitment ensures that Charlotte County Transit always has a trusted partner ready to respond quickly and effectively. Our team is available to you seven days a week with a one-hour response time.

During hurricanes and tropical storms, Global 5 will ensure that





riders, the general public, and the media receive timely, accurate, and essential information by activating a proactive communications response. We will be ready with pre-planned news advisories, real-time social media updates, and other rapid-response materials designed to keep the community informed about service changes, safety precautions, and recovery efforts. Our approach ensures clear, coordinated messaging before, during, and after severe weather events so that Charlotte County Transit can maintain trust, protect riders, and support public safety.

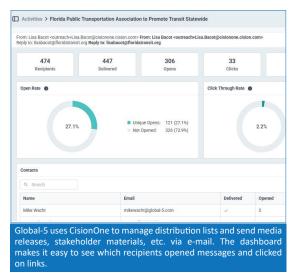
Proven Tools for Delivery and Oversight

Global-5's coordination and oversight methodology is supported by an integrated suite of proven, enterprise-grade tools that ensure transparency, accountability, and efficiency throughout project lifecycles:

Smartsheet and Asana: These platforms allow us to manage schedules, track milestones, monitor budgets, and allocate resources efficiently, giving Charlotte County Transit full visibility into project status at any point in time.

G5 Metrics Monitor: Our proprietary analytics dashboard delivers real-time insights into campaign reach, audience engagement, earned media value, and overall performance, ensuring that decisions are informed by timely and actionable data.

HubSpot CRM: We use this robust customer relationship management system to track stakeholder engagement workflows, manage follow-up tasks, automate communications, and maintain comprehensive records of all interactions, ensuring that no opportunity or inquiry is overlooked.



Global-5's Quality Control Process: Powered by G5 Assure

At Global-5, quality is built into every stage of our communications lifecycle. Our G5 Assure approach integrates both quality assurance and quality control to ensure that every client deliverable meets the highest standards of accuracy, clarity, and consistency.

Quality assurance begins with investing in the right people. We staff each project with experienced professionals such as community outreach specialists, project managers, designers, and subject matter experts, who are trained in transportation and transit communications and equipped with the tools and platforms needed for success, including Studio 5, G5 Metrics Monitor, and G5 Assure.

Quality control is a structured, multi-tiered review process that all materials undergo before being submitted to agency partners or the public.

Each G5 Assure deliverable is:

- Developed in coordination with transit managers or technical leads.
- Reviewed internally by the assigned project manager and a subject matter expert.
- Audited by Global-5's quality control manager for compliance with style guides, factual accuracy, accessibility standards, and public readability.



 Finalized and submitted for agency approval only after passing all internal review checkpoints.

We maintain clear, consistent, and standardized communications across all channels and platforms. For time-sensitive materials such as service alerts, rider notifications, or detour updates, we proactively plan and initiate development at least one month in advance to allow time for thorough review and approval. Rider alerts are published on the Charlotte County Transit website and digital channels no later than one week before the scheduled event.

A project overview is a detailed description of a project's goals & objectives, the steps to achieve these goals, & the expected outcomes.

global5

Things to Consider:

- Project Goals and Objectives
 What are we trying to achieve?
- Target Audience and Key Messaging
 Who are we speaking to and what do they need to know?
- Deliverables and Format
 What is being created and where will it be used?

be used:

• Brand Guidelines

How should it look and feel?

Timeframe and Client Expectations
 Can this be done in the time requested?
 Is their timeframe flexible?

Global-5's G5 Assure system reflects our broader commitment to transparency, accountability, and public trust. Every product we deliver, whether a flyer, public service announcement, infographic, or stakeholder communication, is carefully crafted, reviewed, and refined to ensure it represents Charlotte County Transit with the professionalism and precision it deserves. All outreach materials will be produced only after full approval from the Project Manager.

In addition to following a standardized QA/QC process, Global-5 content creators of all formats are trained to use creative briefs to ensure we are meeting client expectations.

Every client deliverable produced by Global-5 is subjected to a multi-tiered quality assurance and quality control process:

Initial Review: All content, whether visual, editorial, or digital, is reviewed internally for technical accuracy, brand compliance, and clarity

- Peer Verification: Designated specialists revalidate formatting, accessibility, and accuracy across formats, including ADA, PDF, and web
- Client Approval: Pre-approved routing workflows ensure Charlotte County Transit has full visibility prior to dissemination
- Post-Release Audit: Post-campaign audits and performance analysis provide actionable insights for continuous improvement

All visual content is produced in-house by our award-winning Studio 5 team, ensuring creative consistency, version control, and rapid updates across platforms.

Adaptive Resource Management and In-House Expertise

Global-5's team of 35 in-house professionals includes communications strategists, transportation and transit experts, public information officers, certified media buyers, crisis communicators, graphic designers, and web and video producers. This diverse team structure allows us to:

- Scale resources according to project phase
- Maintain institutional continuity with low staff turnover
- Provide rapid response capacity during urgent events, service disruptions, or public concerns



When needed, we supplement in-house talent with trusted Florida-based subcontractors who understand the state's transit landscape and regulatory environment. This agile staffing model enables us to meet or exceed Charlotte County Transit's expectations without sacrificing quality or schedule.



team is adept at managing shoots remotely.



Section C Awards Received

Section C. Awards Received





A Global-5 produced video for PTSA CARES was the centerpiece for a campaign that won three awards in 2014, including a Best in Class award from Florida Public Transportation Association's annual honors.



Global-5 has earned more than 50 national awards for excellence in marketing, public outreach, and communications strategy, demonstrating a long-standing track record of producing impactful, measurable results for clients including FDOT, FHWA, and USDOT. These awards span multiple disciplines critical to transportation communications, including three national honors on behalf of Pinellas Suncoast Transit Authority:

- 2014 Academy of Interactive and Visual Arts Silve Award of Distinction for PSTA TV Ad Campaign
- 2014 Bronze Telly Award for PSTA TV Ad Campaign
- 2014 Florida Public Transportation Association Best in Class Award for PSTA TV Ad Campaign



Public Outreach Plans and Marketing Campaigns (19 Awards)

- 2025 Bronze Stevie Award Early Learning Coalition of Osceola County Smart Start Marketing Campaign
- 2024 FPRA Golden Image Award FDOT I-4 Express Campaign
- 2024 Silver Stevie Award FDOT I-4 Express Campaign
- 2023 Communicator Award FDOT reThink Your Commute Campaign
- 2022 Gold Hermes Creative Award FDOT Wrong-Way Driving Awareness Campaign
- 2021 Silver MUSE Creative Award FDOT Roundabouts Video Campaign
- 2020 Golden Hermes Award FDOT Roundabouts Week Awareness Campaign
- 2019 ITS America Best of ITS Award THEA Connected Vehicle Pilot
- 2017 Clarion Award Florida 511 Marketing Communications
- 2014 Best of ITS Award Innovative Outreach for Florida 511
- 2013 PRSA Silver Anvil Campaign Award Florida 511 Marketing
- 2007 Best of ITS Award Florida 511 Marketing

Scripts, Videos, PSAs, TV Ads, and Training Videos (28 Awards)

- 2025 Bronze Telly Award FDOT D5 Office of Safety "Joshua's Story" Video
- 2025 Bronze Terry Award FDOT "I-4 Beyond the Ultimate Sand Lake Road Beam Setting" Video
- 2023 Communicator Award of Excellence USDOT ITS4US Video
- 2023 Merit Award for Marketing & Communication Visual Storytelling for USDOT ITS4US Video
- 2019 MarCom Gold Award "Helping Florida's Aging Drivers Stay Safe and Mobile"
- 2009 Bronze Telly Award FHWA Road Safety Audit Video

Website Development and Design (3 Awards)

- ▶ 2022 Gold dotCOMM Award I-4 Express Website
- ▶ 2020 Communicator Award of Excellence I-4 Beyond the Ultimate Website
- 2015 AASHTO TransComm Skills Award I-4 Ultimate Website

e-Newsletters and Print Publications (1 Awards)

2019 AASHTO TransComm Skills Contest Award – I-4 Ultimate e-Newsletter

Media Relations Campaigns (4 Awards)

2018 AASHTO TransComm Skills Contest Award – FDOT I-4 Ultimate Hughey Avenue Media Campaign



Section D Cost and Price Analysis

Section D. Cost and Price Analysis

Global-5 will provide services on an hourly rate basis as required by the county. Our pricing reflects competitive market rates and delivers exceptional value for creative services, public engagement, media planning and buying, analytics, reporting, and overall program management.

Global-5 Hourly Rate

\$85.00

Note: Hourly rate does not include direct costs such as advertising or media purchases, production for sets, production for bulk collateral printing, or other expenses that are not direct labor or direct materials.



Section E Reporting and Analysis

Section E. Reporting and Analysis

The Global-5 Way

Global-5 applies a disciplined, transparent, and actionable analytics and reporting process to ensure that every marketing and communications initiative delivers measurable results for Charlotte County Transit.



Global-5's exclusive arrangement with iHeartMedia's Unified Partnerships opens a treasure trove of platforms for measuring transit campaign KPIs.

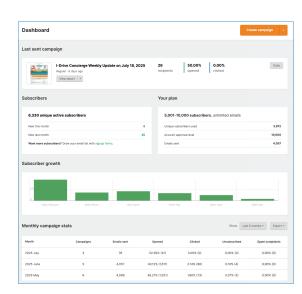
Key Performance Indicators (KPIs)

We track a comprehensive set of metrics tailored to Charlotte County Transit's goals, including reach, impressions, engagement rates, conversions, ridership increases, website traffic, sentiment analysis, and earned media value. These KPIs provide a holistic picture of campaign performance across both traditional and digital channels.

Programs and Tools

Our approach is powered by a suite of proven, enterprise-grade tools that provide robust tracking and analysis:

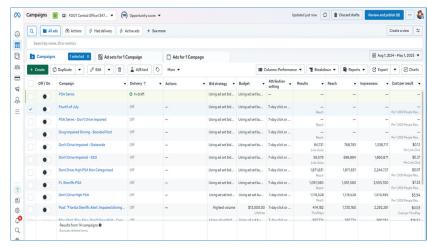
- G5 Metrics Monitor: Our proprietary dashboard for realtime monitoring of campaign reach, engagement, and media value
- Sigma dashboards: Advanced data visualization and reporting platform for integrated campaign analytics
- Critical Mention: Media monitoring and earned media tracking system to assess press coverage and sentiment
- MailerLite: E-newsletter analytics platform for tracking subscriber engagement, open rates, and click-through behavior
- Bitly: URL management and tracking tool to monitor online engagement at a granular level
- HubSpot CRM: Stakeholder engagement tracking to manage and analyze public involvement, inquiries, and responses



Determining Success

We evaluate campaign effectiveness using pre- and post-campaign comparisons, test/control group analysis, behavior change indicators, and real-time performance data, ensuring that every effort is not only tracked but also rigorously assessed for its ability to achieve desired outcomes, such as increasing ridership and improving public sentiment toward Charlotte County Transit.

At Global-5, we view every campaign as more than metrics, it is an opportunity to truly understand and uplift the people Charlotte County Transit serves. We measure success



not just in numbers but in the stories they tell: a senior who finds newfound freedom in reliable transit, a student



who embraces public transportation as a safe and affordable option, a worker who discovers a lifeline in the bus that connects them to opportunity. Through thoughtful pre- and post-campaign evaluations, test and control group analysis, and real-time performance monitoring, we rigorously assess how our efforts influence behavior, perception, and trust. This disciplined approach ensures that every dollar invested delivers tangible results, more riders, deeper community connections, and a growing sense of pride in Charlotte County Transit as an essential thread in the fabric of daily life here.

Converting Insights into Action

Analytics are not just for measurement, they guide continual improvement. We use performance data to drive strategy refinements, creative optimizations, and budget reallocations, ensuring that future campaigns are increasingly efficient and impactful, delivering the strongest possible return on investment.

Dashboard Reporting

weekends and holidays

Global-5 provides clear, visually engaging, and easy-to-understand dashboards summarizing campaign performance across all channels. We tailor these reports for Charlotte County Transit leadership and stakeholders, providing monthly and quarterly updates that highlight key results, trends, and actionable insights. These reports empower county staff to communicate program success confidently and make data-driven decisions for future initiatives.

Global-5 stands ready to deliver creative excellence, project management expertise, data-driven strategy, and a trusted partnership to help Charlotte County Transit increase ridership, elevate public awareness, and fulfill its critical role as a transit mobility provider for the community.



Required Forms

Required Forms

PART IV - SUBMITTAL FORMS PROPOSAL SUBMITTAL SIGNATURE FORM

The undersigned attests to his/her authority to submit this proposal and to bind the firm herein named to perform as per contract, if the firm is awarded the Contract by the County. The undersigned further certifies that he/she has read the Request for Proposal, Terms and Conditions, Insurance Requirements and any other documentation relating to this request and this proposal is submitted with full knowledge and understanding of the requirements and time constraints noted herein.

By signing this form, the proposer hereby declares that this proposal is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

In accordance with section 287.135, Florida Statutes, the undersigned certifies that the company is not on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, and does not have business operations in Cuba or Syria (if applicable) or the Scrutinized Companies that Boycott Israel List, or is not participating in a boycott of Israel.

As Addenda are considered binding as if contained in the original specifications, it is critical that the Consultant acknowledge receipt of same. The submittal may be considered void if receipt of an addendum is not acknowledged.

Addendum No. 1 Dated 7.9.2025 Addend	dum No. <u>3</u>	Dated 7.2	24.2025	Addendum No	_ Dated
Addendum No. 2 Dated 7.18.2025 Addend	dum No	Dated	_	Addendum No	_ Dated
Type of Organization (please check one):	INDIVIDUAL CORPORAT		(<u>)</u>	PARTNERSHIP JOINT VENTURE	
Global-5			407.3	46.2056	
Firm Name			Telepho	one	
n/a			59-33	-86378	
Fictitious or d/b/a Name			Federal	Employer Identificati	on Number (FEIN)
2180 State Road 434, Suite 1150					
Home Office Address					
Longwood, FL 32712			29		
City, State, Zip			Numbe	r of Years in Business	
4023 Amber Road, Valrico, FL, 33594					
Address: Office Servicing Charlotte County, oth	er than above				
Max Longbottom, Public Information and Community	Outreach Cons	sultant	727-25	51-1934	
Name/Title of your Charlotte County Rep.			Telepho	one	
John Hamill, Executive Vice President					
Name/Title of Individual Binding Firm (Please Pr	rint)				
__ ##\			7.14.2	2025	
Signature of Individual Binding Firm			Date		
johnhamill@global-5.com					
Email Address					

(This form must be completed & returned)



RFP NO. 20250503

COUNTY OF CHARLOTTE - RFP NO. 25250503 - TRANSIT MARKETING SERVICES

DRUG FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that Global-5 (name of business)

- Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
- 2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
- 3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
- 4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
- 5. Impose a sanction on or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
- 6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

101	TM	
Proposer's Sign	ature	
7.14.2025		
Date		

NAME OF FIRM	Global-5	
		(This form must be completed and returned)

RFP NO. 20250503

13



HUMAN TRAFFICKING AFFIDAVIT for Nongovernmental Entities Pursuant To FS. §787.06

Charlotte County Contract #20250503

The undersigned on behalf of the entity listed below, (the "Nongovernmental Entity"), hereby attests under penalty of perjury as follows:

- 1. I am over the age of 18 and I have personal knowledge of the matters set forth except as otherwise set forth herein.
- 2. I am an officer or representative of the Nongovernmental Entity and authorized to provide this affidavit on the Company's behalf.
- Nongovernmental Entity does not use coercion for labor or services as defined in Section 787.06,
 Florida Statutes.
- 4. This declaration is made pursuant to Section 92.525, Florida Statutes. I understand that making a false statement in this declaration may subject me to criminal penalties.

Under penalties of perjury, I declare that I have read the foregoing Human Trafficking Affidavit and that the facts stated in it are true.

Further Affiant sayeth naught.		
Signature		
John Hamill		
Printed Name		
Executive Vice President		
Title		
Global-5		
Nongovernmental Entity		
7.14.2025		
Date		
	END OF PART IV	
NAME OF FIRM Global-5		
	(This form must be completed and returned)	

14



RFP NO. 20250503

CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

- (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in Connection with this Federal contract, grant, Ioan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.
- (3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Statement for Loan Guarantees and Loan Insurance

The undersigned states, to the best of his or her knowledge and belief, that:

If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions. Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required statement shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Global-5	
* PRINTED NAME AND TITLE OF AUTHORIZED REPRESENTATIVE Prefix: * First Name: John * Last Name: Hamill * Title: Executive Vice President	Middle Name: Suffix:
* SIGNATURE:	* DATE: 7.14.2025





PURCHASING DIVISION

Charlotte County Administration Center 18500 Murdock Circle, Suite 344 Port Charlotte, Florida 33948-1094

> Phone 941.743.1378 Fax 941.743.1384

TO:

PROSPECTIVE PROPOSERS

DATE:

JULY 9, 2025

RE: ADDENDUM #1, RFP NO. 20250503, TRANSIT MARKETING SERVICES - ANNUAL CONTRACT

PROPOSAL DUE DATE: 3:00 p.m. (EST), AUGUST 4, 2025

Firms are hereby notified that this addendum shall be made a part of the above-named proposal and contract documents. The following are issued to revise/clarify the proposal and contract documents, and these items shall have the same force and effect as the original proposal and contract documents. Proposals to be submitted on the above-specified date at Purchasing shall conform to the revisions and clarifications as listed herein.

ITEM # 1 QUESTIONS/ANSWERS

Is there any additional budget or financial information that you can provide to us at this time?

Not to exceed \$100,000 per year.

Q2. How will cost effectiveness and best value be evaluated?

A2. Proposed cost per hour per task.

Q3. What is the actual proposal due date?

The due date is August 4, 2025. A3.

Q4. Can you identify an incumbent?

We do not currently have a contract for this service. A4.

Q5. Is there a Technical Review Committee in this procurement?

We have a Professional Services Committee that will review and rank the submittals for this project.

Can companies from Outside USA can apply for this (like, from India or Canada)? Q6.

A6 Yes, they can certainly apply.

Do we need to come over there for meetings? Q7.

For some, yes. Regarding update meetings with the County, no, those can be virtual. However, See Section 7 (Public Input) which includes leading public involvement activities which would require in-person attendance for the public workshop specifically.

Can we perform the tasks (related to RFP) outside USA (like, from India or Canada)? Q8.

A8. The RFP should be followed.

Can we submit the proposals via email? Ω9.

All proposals are to be submitted using the link in the RFP package. http://bit.ly/3TYAyKa

This addendum is binding and is to be considered as if contained within the original proposal documents of RFP No. 20250503. Firms are required to acknowledge receipt of this addendum on their proposal forms.

Kimberly Corbett Kimberly Corbett, C.P.M., CPPB Senior Division Manager - Purchasing

KC/at

Clerk File





PURCHASING DIVISION

Charlotte County Administration Center 18500 Murdock Circle, Suite 344 Port Charlotte, Florida 33948-1094

> Phone 941.743.1378 Fax 941.743.1384

TO: PROSPECTIVE PROPOSERS

DATE: JULY 18, 2025

RE: ADDENDUM #2, RFP NO. 20250502, ECONOMIC DEVELOPMENT MARKETING SERVICES - ANNUAL

PROPOSAL DUE DATE: 3:00 p.m. (EST), JULY 29, 2025

Firms are hereby notified that this addendum shall be made a part of the above-named proposal and contract documents. The following are issued to revise/clarify the proposal and contract documents, and these items shall have the same force and effect as the original proposal and contract documents. Proposals to be submitted on the above-specified date at Purchasing shall conform to the revisions and clarifications as listed herein.

ITEM # 1 QUESTIONS/ANSWERS

- Q1. Is funding for this project through a grant, general budget line item, or a special allocation?
- A1. Budget line item.
- Q2. The RFP notes that vendors can be renewed for up to two additional one-year terms for a total of three years. Will the existing vendor be eligible/bidding on the project?
- A2. Yes.
- Q3. I believe the existing vendor has been providing services for you for three total years, since 2022.
- A3. Yes.
- Q4. Are you unhappy with the service/outcomes you received from the existing vendor and are now looking for a new vendor or is this RFP just a procurement requirement in order to renew the existing vendor's contract?
- A4. We are changing the scope of services and, as a result, need to conduct a competitive comparison to ensure we select the vendor that best aligns with our updated requirements. This RFP is part of a genuine evaluation process and is not simply a formality.
- Q5. Is there a preference for a local vendor?
- A5. Charlotte County does not have a local preference.
- Q6. Have the personnel who will serve as Selection Committee Evaluators changed since the last review?
- A6. Some, not all.

This addendum is binding and is to be considered as if contained within the original proposal documents of RFP No. 20250502. Firms are required to acknowledge receipt of this addendum on their proposal forms.

Kimberly Corbett, C.P.M., CPPB Senior Division Manager - Purchasing

Kimberly Corbett

KC/at

cc: Clerk File





PURCHASING DIVISION

Charlotte County Administration Center 18500 Murdock Circle, Suite 344 Port Charlotte, Florida 33948-1094

> Phone 941.743.1378 Fax 941.743.1384

TO:

PROSPECTIVE PROPOSERS

DATE:

JULY 24, 2025

RE:

ADDENDUM #3, RFP NO. 20250502, ECONOMIC DEVELOPMENT MARKETING SERVICES - ANNUAL

PROPOSAL DUE DATE: 3:00 p.m. (EST), JULY 29, 2025

Firms are hereby notified that this addendum shall be made a part of the above-named proposal and contract documents. The following are issued to revise/clarify the proposal and contract documents, and these items shall have the same force and effect as the original proposal and contract documents. Proposals to be submitted on the above-specified date at Purchasing shall conform to the revisions and clarifications as listed herein.

ITEM # 1 QUESTIONS/ANSWERS

- Q1. We understand that media buys are not included in the stated annual agency budget, but does the \$99,000 budget include the production of print advertising and collateral materials?
- A1. The \$99,000 budget includes the design and development of all or portions of our advertising and collateral materials; however, actual printing may be handled locally and is not necessarily included in the budget.
- Q2. Does the Charlotte County Economic Development Office wish to keep the "Your Business. Cleared for Takeoff." messaging and branding, or is the Office interested in a potential rebrand or brand evolution? If the latter, should we and may we include initial brand strength evaluators and brand strategy consultation in our proposal? Or should responses be geared only toward marketing activation and program management?
- A2. Rebranding is not planned for this budget cycle; however, we are open to fresh ideas and brand evolution that help set us apart.
- Q3. Will you share any existing marketing strategies and strategic plans that may be helpful in the formation of the proposal?
- A3. Yes (see attached), however we are open to fresh/new ideas and approaches.
- Q4. Will the contractor be expected to provide social media management services, such as regularly scheduled posting, community engagement, and account management?
- A4. Typically no, this is usually done in-house, but that could change depending on future needs.
- Q5. Are you interested in public relations services to further economic development marketing efforts?
- A5. Typically no, this is usually done in-house, but that could change depending on future needs.
- Q6. Is there an incumbent agency for this project?
- A6. Maris West and Baker, Inc.

This addendum is binding and is to be considered as if contained within the original proposal documents of RFP No. 20250502. Firms are required to acknowledge receipt of this addendum on their proposal forms.

Kimberly Corbett
Kimberly Corbett, C.P.M., CPPB
Senior Division Manager - Purchasing

KC/at

c: Clerk File

