

RESOLUTION NO. 2013 - 156

**A RESOLUTION BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA, AUTHORIZING THE COUNTY ADMINISTRATOR, OR DESIGNEE, TO EXECUTE A CONTRACT FOR THE WILLIAM BARTRAM SCENIC AND HISTORIC HIGHWAY - WEB SITE ADDITIONS AND SOFTWARE UPDATES.**

**RECITALS**

**WHEREAS**, the County desires to enter into a contract with Brockington, Cultural Resources Consulting firm for William Bartram Scenic and Historic Highway - Web Site additions and software updates, and

**WHEREAS**, the project is being funded by the Federal Highway Administrations National Scenic Byway Grant Program and St Johns County; and

**WHEREAS**, the County has reviewed the terms, provisions, conditions and requirements of the attached contract and finds that accepting this contract serves a public purpose.

**NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA**, as follows:

Section 1. The above Recitals are incorporated by reference into the body of this Resolution and such Recitals are adopted as finds of fact.

Section 2. The County Administrator, or designee, is hereby authorized to enter into contract with Brockington, Cultural Resources Consulting firm.

Section 3. The County Administrator, or designee, is further authorized to execute a contract with Brockington, Cultural Resources Consulting firm on behalf of the County for the William Bartram Scenic and Historic Highway – Web Site Additions and Software Updates.

Section 4. To the extent that there are typographical and/or administrative errors that do not change the tone, tenor, or concept of this Resolution, then this Resolution may be revised without subsequent approval by the Board of County Commissioners.

**PASSED AND ADOPTED** by the Board of County Commissioners of St. Johns County, Florida, this 16 day of July, 2013.

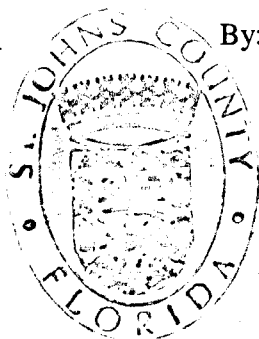
**ATTEST:** Cheryl Strickland, Clerk

**BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA**

By: Pam Halterman  
Deputy Clerk

By: [Signature]  
John H. Morris, Chairman

**RENDITION DATE** 7/18/13



**ATTACHMENT II**  
(Brockington Cost Estimate)

St. Johns County  
William Bartram Scenic and Historic Highway Website Additions.  
RFQ #13-10  
January 3, 2013

**PROJECT BUDGET**

<b>Project Task</b>	<b>Project Costs</b>
<b>Consultations and Meetings</b> <i>including project kickoff meeting, project updates, and project management</i>	\$1,920.00
<b>Website Page Development</b> <i>including back up of existing WBSH website, update of WordPress software and all plugins, development of two new pages for the existing website, and development of a link to the WBSH electronic newsletter</i>	\$3,160.00
<b>Website Technical Support</b> <i>including monthly technical assistance at the rate of two hours per month for two years</i>	\$2,640.0
<b>Support Costs</b> <i>including meals and lodging, vehicle rental, and two years of hosting fees with the website host, Media Temple</i>	\$1,332.19
<b>Project Total (Lump Sum)</b>	<b>\$9,272.19</b>

**ATTACHMENT III**  
(Copy of the original RFQ and its response)

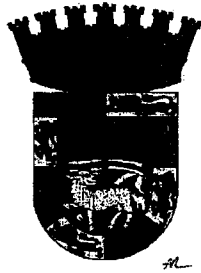
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REQUEST FOR QUALIFICATIONS

**RFQ #13-10**

**FOR**

**William Bartram Scenic and Historic Highway  
Website Additions / Maintenance**

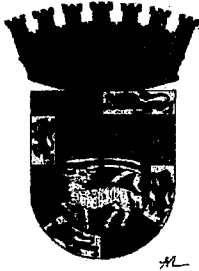


Issued By:

**St. Johns County  
Board of County Commissioners  
St. Johns County Purchasing Department  
500 San Sebastian View  
Saint Augustine, Florida 32084**

**Due Date/Time for Receipt of Proposals: November 1, 2012 @ 4:00 P.M.**

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**RFQ #13-10**

**ST. JOHNS COUNTY  
REQUEST FOR QUALIFICATIONS**

**WILLIAM BARTRAM SCENIC AND HISTORIC HIGHWAY WEBSITE ADDITIONS /  
MAINTENANCE**

Notice is hereby given that St. Johns County, a political subdivision of the State of Florida, will be accepting Letters of Interest and Qualification proposals to update the William Bartram Scenic and Historic Highway website and provide software / content updates and technical support for a period of two years. Proposals will be accepted **until 4:00 P.M. on November 1, 2012** at the St. Johns County Purchasing Department, 500 San Sebastian View, St. Augustine, Florida 32084.

**William Bartram Scenic and Historic Highway Website Additions / Maintenance**

Proposal packages may be obtained from Bridget Mein, Contract Specialist, St. Johns County Purchasing Department, 500 San Sebastian View, St. Augustine, Florida 32084, or by via email request to [bmein@sjcfl.us](mailto:bmein@sjcfl.us), or by calling Onvia Demand Star at 800-711-1712 and requesting Document #13-10. Many packages can be downloaded from the Internet. Check the agency's site for download availability and any applicable fees. Vendors registered with DemandStar.com can download most packages at no cost from their web site - [www.demandstar.com](http://www.demandstar.com).

Qualified firms desiring to respond to the RFQ must submit **six (6)** proposal packages, clearly marked on the outside:

**Sealed Proposal for RFQ #13-10**

**William Bartram Scenic and Historic Highway Website Additions / Maintenance**

to St. Johns County Purchasing Department, 500 San Sebastian View, St. Augustine, Florida 32084, by or before the time stipulated above.

**CONTACTS:** Questions related to the RFQ should be directed to Bridget Mein, St. Johns County Purchasing, 500 San Sebastian View, St. Augustine, FL 32084, fax number (904) 209-0163. Inquiries related to the work scope, clarification or correction must be in writing - by fax, email or mail - and received **no later than 4:00 p.m. on October 18, 2012** to allow adequate time for response and/or an addendum. Please do not contact any other staff member of St. Johns County, except the above, with regard to this RFP. All inquiries will be routed to the appropriate staff member for response.

An Evaluation Group will meet to compile the evaluators' scores and rank the responding firms in order at a public meeting in the St. Johns Conference Room located at 500 San Sebastian View, St. Augustine, FL 32084. This will be a public meeting conforming to all applicable State of Florida Sunshine Laws.

**DUE DATE AND LOCATION** - The letters of interest and supplemental information will be received until **4:00 p.m. on November 1, 2012**. Mail or deliver all proposals to Bridget Mein, Contract Specialist, St. Johns County Purchasing Department, 500 San Sebastian View, St. Augustine, FL 32084.

The St. Johns County Board of County Commissioners reserves the right to reject any or all proposals, waive minor formalities or award to and negotiate with the firm whose proposal best serves the interest of St. Johns County.

**Introduction** - St. Johns County is requesting the services of a professional consultant / firm to create two new pages on the existing William Bartram Scenic & Historic Highway (WBSH) Web Site ([www.bartramscenichighway.com](http://www.bartramscenichighway.com)). The consultant shall use the existing graphic theme in creating the two new pages and the content will be provided.

In addition, the consultant will host and provide technical oversight of the web site which will include monthly back-ups, software and some content updates, as needed. The consultant shall also provide miscellaneous support per month for some content updates, additions and /or technical assistance, as needed. The total estimated time per month is approximately two hours over a two year period. Additional time may be necessary on occasion and will be paid for based on the contractor's stated hourly rate.

The successful candidate will have a proven successful track record with Word Press software updates, content management and web site graphic design, usability and 508 compliant.

**Background** - William Bartram Scenic and Historic Highway (WBSH) travels through several unique unincorporated river communities including Fruit Cove / Julington Creek, Switzerland Point / Hallows Cove and Orangedale. The WBSH begins at the Duval / St. Johns County boundary line and continues south along the SR 13, where it ends at the SR 13 / SR 16 intersection.

One of the main purposes of the Florida Scenic Highway program is to increase the Scenic Highway's visibility, heighten the traveler experience and communicate the Scenic Highway's grand story (Grand Vision).

In 2009-2010 a local consultant created the WBSH web site layout that identifies the Scenic Highway's intrinsic resources (historic, archaeology, scenic, natural, recreational and cultural) and communicates the Scenic Highway grand story. In addition, the existing WBSH web site includes many other features such as a browser based content management system, a calendar of events that can be up-dated, mail list manager, HTML newsletter template, narrative pages, GIS maps, volunteer section, sign up form, user survey contact forms and links to social media.

**Scope of Services** - The initial requirements will be to back up the [www.bartramscenichighway.com](http://www.bartramscenichighway.com) web site data base and any other relevant files, as well as updating the Word Press software and plugins.

The WBSH Corridor Management Council (CMC) members are requesting that two additional pages be added to their web site. One page will contain new membership narrative that will link the new membership brochure and other web page, will be for the WBSH Strategic Plan. Beyond adding these two new pages, all previous WBSH quarterly electronic newsletters need to be posted on the web site.

On going web site oversight, software and content updates, as well as technical support (as need, at a minimum of two (2) hours per month and as needed) will be required. Consultant will manage the web site hosting and all other registration services. This contract will be in effect for a period of two years.

**Schedule** - Upon Contract Execution, commencement of web site design will proceed as follows:

- Update the Word Press software and content, back-up the web site and provide web oversight for the entire WBSH web site within the 1<sup>st</sup> month
- Create two additional pages for the new membership brochure and the WBSH Strategic Plan within 2 - 3 months
- Provide technical assistance, updates, support for 1 or 2 hours per month for 1 - 24 months

The Consultant shall complete most of the outlined information in the Scope of Services within five (5) months after the consultant has received an Executed Contract.

**Submittal** - The successful consultant / firm will demonstrate a successful track record of Word Press web design, oversight, software and content updates. The consultant shall also have the ability to correctly trouble shoot web site issues.

**Funding Source** - The consultant should be made aware that funding for these projects is provided through the Federal Highway Administration's (FHWA's) National Scenic Byway (NSB) grant program and St Johns County. Since this is a federally funded grant project, the selected consultant or consultants will be required to address certain federal procurement and contract requirements which will be identified in the awarded contract. These federal requirements identified in "**Appendix B**".

**Firm Requirements:** Any firm interested in performing these services must meet the following criteria:

- a) The firm must have competent experience in historical studies.
- b) The firm must have no conflict of interest with regard to any other work performed for St. Johns County.
- c) The firm must demonstrate a record of quality work.
- d) The firm must adhere to the instructions in this request for qualifications on preparing and submitting the proposal.

Firms desiring to provide the required services should apply by submitting **one (1) original** and **five (5) copies** for a total of **six (6)** sets of the entire proposal containing the following information:

1. Each response must be accompanied by a letter of interest ***not exceeding two pages*** which summarizes key points of the response in this request for proposals and which is signed by an officer of the firm who is responsible for committing the firm's resources. The letter of transmittal should include the following:
  - Name of the firm submitting the response,
  - A statement that the firm is responding to St. Johns County's request for statements of qualifications to provide services to St. Johns County, Florida;
  - Name and title of the individual with responsibility for the response and to whom matters regarding this RFQ should be directed;
  - Mailing, street and email addresses;
  - Telephone and fax number of firm's primary contact;
  - Brief narrative of the firm's qualifications to provide services to St. Johns County and company background information including business objectives, technology, and company size and locations;
  - Specify the level of financial capability, financial stability, material equipment, facilities, personnel, resources, experience knowledge and expertise, or demonstrate ability to obtain any of these, necessary to meet contractual requirements.
  - Whether the proposer has a satisfactory record of performance on similar projects.
  - The proposer shall supply information that is fully responsive to the RFQ, including, but not limited to, provision of any required license, permits, insurance, price sheets and organizational papers.
  - Specify the level of work experience, especially as it relates to proposed Scope of Services noted in RFQ.
  - Indicate whether bidder/proposer has ever had a contract/agreement/business relationship terminated/cancelled/suspended, and if so, what were the reasons, and what was the ultimate outcome?
  - Indicate whether bidder/proposer has ever filed a Bid/RFP/RFQ protest, and if so, what were the reasons, and what was the ultimate outcome?

- Indicate whether bidder/proposer has ever filed an administrative or judicial action with any State agency or Stat court, and if so, what were the grounds/reasons, and what was the ultimate outcome?
  - Such other information as the respondent deems appropriate.
2. Capability to meet deadlines.
  3. Subcontractor Information, if applicable.
  4. Status of any disciplinary actions undertaken against the firm at a Federal or State level. If such action has been undertaken, the current status of the action must be provided.
  5. Proof of Liability Insurance, and its limits including deductibles.
  6. Drug-Free Workplace Form - A completed Drug-Free Workplace Form, substantially in the form attached hereto as **Appendix "A"** should be submitted with the firm's response. Failure to certify the firm as a drug-free workplace in accordance with Florida Statutes, Subsection 287.087 may result in rejection or disqualification of your response.
  7. Conflict of Interest - Without breaching client confidentiality include:
    - a) A statement indicating whether any clients are currently involved in, or to your knowledge anticipate being involved in proceedings or transactions involving St. Johns County as an adverse party, and
    - b) A description of any existing or potential conflicts of interest for the firm or its employees pertaining to St. Johns County from the date hereof.

**PROPOSAL FORMAT AND ADDITIONAL INFORMATION:** The firm shall submit a response complying with this request for proposals. The information, documents and materials submitted in the response must be complete and accurate in all material aspects. All responses must contain direct responses to the following questions or requests for information and be organized so that specific subject areas being responded to are readily identifiable and in the same sequence as outlined below. Responses to each numbered request for information must begin with the question or request repeated at the beginning of the response. The responses shall contain a certification by the responder that its response to this request for proposals contains full disclosure and is complete and accurate in all material respects.

- 1) **Ability of Personnel** - St. Johns County requires that each firm responding to this request for services identify its qualifications as they relate to the following required information:
  - a) Identification of the lead manager who will be in charge of the project and other supervisors who will be assigned to the project, accompanied by resumes describing their roles and experience.
  - b) A description of the qualifications of other staff who will be assigned to the project.
  - c) Demonstration that the firm has competent experience.
- 2) **Experience** – St. Johns County requires that each firm responding to this request for provide:
  - a) A list of the firm's recent projects and clients, a description of the types of services performed and the length of time serving each client.
  - b) A description of the current and historical experience of the firm that is relevant to completing the project. Include information supporting the firm's ability to handle multiple projects simultaneously.
  - c)
- 3) **Ability to Furnish the Required Services** – Each proposal must include a detailed work plan that addresses approach and method of how work on the project will be performed. The objective of the work plan is to demonstrate the firm's ability to logically plan and complete the project, and the firm's ability to successfully deliver any periodic progress reports, final reports, and presentations to the County.
- 4) **References** - References of five (5) entities for which the firm has recently performed similar services and a list of clients that the firm has worked with in the last three (3) years.

Firms will be required to provide the following information on their audit approach:

- a) A description of the firm's structure, size (number of personnel), size of staff, and complete range of services.
- b) A brief outline of their project approach with identification of each main step of the process.
- c) Proposed segmentation of the project approach including estimated completion time by segments and staff levels estimated to be assigned to each proposed segment of the engagement.
- d) An estimate of the level of support that will be required from St. Johns County locations, including titles/functions of necessary contributors, details of essential tasks to be performed and approximate time necessary to allocate for support of the project.
- e) Approach to be taken with working with the St. Johns County Planning Department.
- f) Approach to be taken in collecting data for purposes of preparing and submitting reports to the County.
- g) Examples of reports that would typically be made available to St. Johns County (i.e., progress reports, tracking tools, software applications, savings reports, etc.) by the bidder as well as frequency of follow up reporting.

**EVALUATION OF PROPOSALS:** Proposals will be evaluated in accordance with St. Johns County Purchasing Policy and the specific criteria as follows:

Criteria	Rating Points
Ability of Personnel	0-33
Experience	0-32
Ability to Furnish the Required Services	0-30
References	0-5
<b>Maximum Points Allowed</b>	<b>0-100</b>

Please see attached Evaluation Sheet and Criteria. Evaluation Group members will individually review proposals. Final rankings will be compiled, summarized and ranked in a Public Meeting **at the Purchasing Department**, 500 San Sebastian View, St. Augustine, FL 32084. This meeting will be held in accordance to all applicable Sunshine Laws according to Florida Statutes. The evaluation team will make recommendations based upon the written submittals. Award of this RFQ shall be made to the proposer/proposers who, in the sole opinion of the County, is/are deemed the most advantageous for the County.

If the chosen firm proposes to subcontract or otherwise engage the services of a third party, this must be disclosed in response to the proposal.

St. Johns County intends to select proposers that demonstrate, in the County's opinion, the highest degree of compliance with the criteria listed in this RFP.

The County reserves the right to request clarification of information submitted and to request additional information pertaining to one or more responses.

In the event that a Contract/Agreement is attached to the RFP, such Attached Contract/Agreement is For Discussion Purposes Only, and Not Necessarily Reflective of any Contract That May Be Ultimately Entered into By the County. In the event that a Contract/Agreement is Not Attached to the RFP, it is expressly understood that the Board of County Commissioner's (Board's) preference/selection of any Proposal does not constitute an award of a Contract/Agreement with the County. It is anticipated that subsequent to the Board's preference/selection of any Proposal, Contract negotiations will follow between the County and the

selected Proposer. It is further expressly understood that no Contractual relationship exists with the County until a Contract has been executed by both the County, and the selected Proposer. The County reserves the right to delete, add to, or modify one or more components of the selected Proposer's Proposal, in order to accommodate changed or evolving circumstances that the County may have encountered, since the issuance of the RFP. It is further understood, no Proposer (whether selected or not) may seek or claim any award and/or re-imburement from the County for any expenses, costs, and/or fees (including attorney's fees) borne by any Proposer, during the entire RFP process. Such expenses, costs, and/or fees (including attorney's fees) are the sole responsibility of the Proposer. By submitting a Proposal, a Proposer agrees to be bound by these terms and provisions of the RFP.

**BID PROTEST:** Any bidder, proposer or person substantially and adversely affected by an intended decision or by any term, condition, procedure or specification with respect to any bid, invitation, solicitation of proposals or requests for qualifications, shall file with the Purchasing Department for St. Johns County, a written notice of intent to protest no later than 72 hours (excluding Saturdays, Sundays and legal holidays for employees of St. Johns County) after the posting either electronically or by other means of the notice of intended action, notice of intended award, bid tabulation, publication by posting electronically or by other means of a procedure, specification, term or condition which the person intends to protest, or the right to protest such matter shall be waived. The protest procedures may be obtained from the Purchasing Department and are included in the County's Purchasing Manual. All of the terms and conditions of the County's Purchasing Manual are incorporated by reference and are fully binding.

**INDEMNIFICATION:** To the fullest extent permitted by law, the Contractor shall indemnify and hold harmless St. Johns County, Florida, and employees from and against liability, claims, damages, losses and expenses, including attorney's fees, arising out of or resulting from performance of the work, provided that such liability, claims, damage, loss or expense is attributable to bodily injury, sickness, disease or death, or injury to or destruction to tangible property (other than the work itself) including loss of use resulting there from, but only to the extent caused in whole or in part by negligent acts or omissions of the Contractor, a Subcontractor, or anyone directly or indirectly employed by them or anyone for whose acts they may be liable, regardless of whether or not such liability, claim, damage, loss or expense is caused in part by a party indemnified hereunder.

In claims against any person or entity indemnified under this Paragraph by an employee of the Contractor, a Subcontractor, any one directly or indirectly employed by them or anyone for whose acts they may be liable, the indemnification obligation under this Paragraph shall not be limited by a limitation on amount or type of damages, compensation or benefits payable by or for the Contractor or a Subcontractor under workers' compensation acts, disability benefits acts or other employee benefit acts.

**CONTRACT TERM:** The County currently expects to retain the services of the successful bidder to perform services as described by the provided segmentation of the engagement by the bidder. In no case is there an expectation of contract extension beyond two years from the start of the engagement.

**INSURANCE REQUIREMENTS** - The successful bidder / proposer shall indemnify and hold St. Johns County, Florida, harmless against all loss, damage, or expense for reason of injury to person or property arising out of the use of or activities on any related premises by the successful bidder/proposer, its' agents, representatives, vendors, sub-vendors, or employees. Prior to commencement of service/deliveries under this Contract, the successful bidder's insurance coverage shall comply with the following insurance requirements:

**Insurance** - The CONTRACTOR shall not commence work under this Contract until he/she has obtained all Insurance required under this section and such insurance has been approved by the COUNTY. All Insurance

policies shall be issued by companies authorized to do business under the laws of the State of Florida. The CONTRACTOR shall furnish proof of Insurance to the COUNTY prior to the commencement of operations. The Certificate(s) shall clearly indicate the CONTRACTOR has obtained insurance of the type, amount, and classification as required by contract and that no material change or cancellation of the insurance shall be effective without thirty (30) days prior written notice to the COUNTY. Certificates shall specifically include the COUNTY as Additional Insured for all lines of coverage except Workers' Compensation and Professional Liability. A copy of the endorsement must accompany the certificate. A brief description of operations referencing the Bid Number, Contract Title, Location, and/or Agreement/Resolution Number shall also be listed as a description on the certificate. Compliance with the foregoing requirements shall not relieve the CONTRACTOR of its liability and obligations under this Contract.

Certificate Holder Address:      St. Johns County  
   500 San Sebastian View  
   St. Augustine, FL 32084

**Standard Contract for Service: \$500,000 or less with no unusual hazards** - The CONTRACTOR shall maintain during the life of this Contract, Comprehensive General Liability Insurance with minimum limits of \$1,000,000 per occurrence, \$2,000,000 aggregate, to protect the CONTRACTOR from claims for damages for bodily injury, including wrongful death, as well as from claims of property damages which may arise from any operations under this contract, whether such operations be by the CONTRACTOR or by anyone directly employed by or contracting with the CONTRACTOR.

The CONTRACTOR shall maintain during the life of the contract, Professional Liability or Errors and Omissions Insurance with minimum limits of \$1,000,000.

The CONTRACTOR shall maintain during the life of this Contract, Comprehensive Automobile Liability Insurance with minimum limits of \$300,000 combined single limit for bodily injury and property damage liability to protect the CONTRACTOR from claims for damages for bodily injury, including the ownership, use, or maintenance of owned and non-owned automobiles, including rented/hired automobiles whether such operations be by the CONTRACTOR or by anyone directly or indirectly employed by a CONTRACTOR.

The CONTRACTOR shall maintain during the life of this Contract, adequate Workers' Compensation Insurance in at least such amounts as are required by the law for all of its employees (if three or more) per Florida Statute 440.02.

Purchasing Department  
St. Johns County Board of County Commissioners  
Definitions of Evaluation Criteria for  
Ranking of RFP #13-10

- A. Ability of Personnel (0 to 33 Points)** - St. Johns County requires that each firm responding to this request for proposals confirm the ability of its personnel. *This will be graded on a 0 – 33 scale.*
- B. Experience (0 to 32 Points)** - St. Johns County requires that each firm responding to this request for proposals identify its qualifications as they relate to the entire contents of this request for proposals. *This will be graded on a 0 – 32 scale.*
- C. Ability to Furnish the Required Services (0-30 Points)** – *This will be graded on a 0 – 30 scale.*
- D. References (0-5 Points)** – To avoid duplication, the Project Manager or Designee will contact and rank references. *This will be graded on a 0 – 5 scale.*



## Appendix A Drug-Free Workplace Form

The undersigned firm, in accordance with Florida Statute 287.087 hereby certifies that

\_\_\_\_\_ does:  
Name of Firm

1. 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 danger of drug abuse in the workplace, the business' policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, employee assistance programs and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the contractual services that are described in St. Johns County's request for qualifications a copy of the statement specified in paragraph 1.
4. In the statement specified in paragraph 1, notify the employees that, as a condition of working on the contractual services described in paragraph 3, 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 Florida Statute 893, as amended, 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 or plea.
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. Consistent with applicable provisions with State or Federal law, rule, or regulation, make a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs 1 through 5.

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

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## Appendix B (Federal Requirements)

**FEDERAL REQUIREMENTS** - The following terms apply to this Agreement which involves the expenditure federal funds:

- A. It is understood and agreed that all rights of the Florida Department of Transportation and the Local Agency relating to inspection, review, approval, patents, copyrights, and audit of the work, tracing, plans, specifications, maps, data, and cost records relating to this Agreement shall also be reserved and held by authorized representatives of the United States of America.
- B. It is understood and agreed that, in order to permit federal participation, no supplemental agreement of any nature may be entered into by the parties hereto with regard to the work to be performed hereunder without the approval of the U.S. Department of Transportation, anything to the contrary in this Agreement notwithstanding.
- C. Compliance with Regulations: The Consultant shall comply with the regulations relative to nondiscrimination in Federally-assisted programs of the U.S. Department of Transportation Title 49, Code of Federal Regulations, Part 21, as they may be amended from time to time, (hereinafter referred to as the Regulations), which are herein incorporated by reference and made a part of this Agreement.
- D. Nondiscrimination: The Consultant, with regard to the work performed during the contract, will not discriminate on the basis of race, color, national origin, sex, age, disability, religion or family status in the selection and retention of subconsultants, including procurements of material and leases of equipment. The Consultant will not participate either directly or indirectly in the discrimination prohibited by Section 21.5 of the Regulations, including employment practices when the contract covers a program set forth in Appendix B of the Regulations.
- E. Solicitations for Subcontracts, Including Procurements of Materials and Equipment: In all solicitations made by the Consultant, either by competitive bidding or negotiation for work to be performed under a subcontract, including procurements of materials and leases of equipment, each potential subcontractor or supplier shall be notified by the Consultant of the Consultant's obligations under this contract and the Regulations relative to nondiscrimination on the basis of race, color, national origin, sex, age, disability, religion or family status.
- F. Information and Reports: The Consultant will provide all information and reports required by the Regulations, or directives issued pursuant thereto, and will permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by the Local Agency, Florida Department of Transportation, the Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, and/or the Federal Motor Carrier Safety Administration to be pertinent to ascertain compliance with such Regulations, orders and instructions. Where any information required of the Consultant is in the exclusive possession of another who fails or refuses to furnish this information, the Consultant shall certify to the Local Agency, Florida Department of Transportation, Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, and/or the Federal Motor Carrier Safety Administration as appropriate, and shall set forth what efforts it has made to obtain the information.
- G. Sanctions for Noncompliance: In the event of the Consultant's noncompliance with the nondiscrimination provisions of this contract, the Local Agency, Florida Department of Transportation shall impose such contract sanctions as it or the Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, and/or the Federal Motor Carrier Safety Administration may determine to be appropriate including, but not limited to,

- (1) withholding of payments to the Consultant under the contract until the Consultant complies and/or
- (2) cancellation, termination or suspension of the contract, in whole or in part.

- H. Incorporation of Provisions: The Consultant will include the provisions of Paragraphs C through H in every subcontract, including procurements of materials and leases of equipment unless exempt by the Regulations, or directives issued pursuant thereto. The Consultant will take such action with respect to any subcontract or procurement as the Local Agency, Florida Department of Transportation, Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, and/or the Federal Motor Carrier Safety Administration may direct as a means of enforcing such provisions, including sanctions for noncompliance. In the event a Consultant becomes involved in, or is threatened with, litigation with a subcontractor or supplier as a result of such direction, the Consultant may request the Local Agency and the Florida Department of Transportation to enter into such litigation to protect the interests of the Local Agency and the Florida Department of Transportation, and, in addition, the Consultant may request the United States to enter into such litigation to protect the interests of the United States.
- I. Interest of Members of Congress: No member of or delegate to the Congress of the United States will be admitted to any share or part of this contract or to any benefit arising therefrom.
- J. Interest of Public Officials: No member, officer, or employee of the public body or of a local public body during his tenure or for one year thereafter shall have any interest, direct or indirect, in this contract or the proceeds thereof. For purposes of this provision, public body shall include municipalities and other political subdivisions of States; and public corporations, boards, and commissions established under the laws of any State.
- K. Participation by Disadvantaged Business Enterprises: The Consultant shall agree to abide by the following statement from 49 CFR 26.13(b). This statement shall be included in all subsequent agreements between the Consultant and any subconsultant or contractor.

The Consultant, sub-recipient or sub-consultant shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The Consultant shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of DOT- assisted contracts. Failure by the Consultant to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as the recipient deems appropriate.

- L. It is mutually understood and agreed that the willful falsification, distortion or misrepresentation with respect to any facts related to the project(s) described in this Agreement is a violation of the Federal Law. Accordingly, United States Code, Title 18, Section 1020, is hereby incorporated by reference and made a part of this Agreement.
- M. It is understood and agreed that if the Consultant at any time learns that the certification it provided the Department in compliance with 49 CFR, Section 26.51, was erroneous when submitted or has become erroneous by reason of changed circumstances, the Consultant shall provide immediate written notice to the Department. It is further agreed that the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transaction" as set forth in 49 CFR, Section 29.510, shall be included by the Consultant in all lower tier covered transactions and in all aforementioned federal regulation.
- N. The Department hereby certifies that neither the consultant nor the consultant's representative has been required by the Department, directly or indirectly as an express or implied condition in connection with obtaining or carrying out this contract, to or implied condition in connection with obtaining or carrying out this contract, to
  - (1) employ or retain, or agree to employ or retain, any firm or person, or

- (2) pay, or agree to pay, to any firm, person, or organization, any fee, contribution, donation, or consideration of any kind;

The Department further acknowledges that this agreement will be furnished to a federal agency, in connection with this contract involving participation of Federal-Aid funds, and subject to applicable State and Federal Laws, both criminal and civil.

- O. The Consultant hereby certifies that it has not:
  - (1) employed or retained for a commission, percentage, brokerage, contingent fee, or other consideration, any firm or person (other than a bona fide employee working solely for the above Consultant) to solicit or secure this contract;
  - (2) agreed, as an express or implied condition for obtaining this contract, to employ or retain the services of any firm or person in connection with carrying out this contract; or
  - (3) paid, or agreed to pay, to any firm, organization or person (other than a bona fide employee working solely for the above Consultant any fee contribution, donation, or consideration of any kind for, or in connection with, procuring or carrying out the contract.

The Consultant further acknowledges that this agreement will be furnished to the State of Florida Department of Transportation and a federal agency in connection with this contract involving participation of Federal-Aid funds, and is subject to applicable State and Federal Laws, both criminal and civil.

- P. **E-Verify Language for all contracts** - The Agency (A) shall utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all new employees hired by the Agency during the term of the employment eligibility of all new employees hired by the Agency during the term of the contract, and (B) shall expressly require any subcontractors performing work or providing services pursuant to the state contract to likewise utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all new employees hired by the subcontractor during the contract term.

**CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY  
AND VOLUNTARY EXCLUSION FOR FEDERAL AID CONTRACTS**  
(Compliance with 49CFR, Section 29.510)  
(Appendix B Certification]

It is certified that neither the below identified firm nor its principals are presently suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency.

Name of Consultant:

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Authorized Signature

Title: \_\_\_\_\_

Instructions for Certification

1. By signing and submitting this certification with the proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the Department may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted. If at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms 'covered transaction', 'debarred', 'suspended', 'ineligible', 'lower tier covered transaction', 'participant', 'person', 'primary covered transaction', 'principal', 'proposal', and 'voluntarily excluded', as used in this clause, have the meanings set out in the Definitions and Coverage sections of the rules implementing Executive Order 12549. You may contact the person to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the Department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include this clause titled "Appendix B: Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transaction", without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the Nonprocurement List.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant are not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the Department may pursue available remedies, including suspension and/or debarment.

**CERTIFICATION FOR DISCLOSURE OF LOBBYING ACTIVITIES  
ON FEDERAL-AID CONTRACTS  
(Compliance with 49CFR, Section 20.100 (b))**

The prospective participant certifies, by signing this certification, that to the best of his or her knowledge and belief:

(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 any federal 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 federal 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, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities", in accordance with its instructions. (Standard Form-LLL can be obtained from the Florida Department of Transportation's Professional Services Administrator or Procurement Office.)

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.

The prospective participant also agrees by submitting his or her proposal that he or she shall require that the language of this certification be included in all lower tier subcontracts, which exceed \$100,000 and that all such subrecipients shall certify and disclose accordingly.

Name of Consultant:

By: \_\_\_\_\_ Date: \_\_\_\_\_ Authorized Signature

Title: \_\_\_\_\_

**ORIGINAL**

# **William Bartram Scenic and Historic Highway Website Additions/Maintenance**

**Prepared for**  
St. Johns County, Florida Board of County Commissioners



November 1, 2012

**Brockington and Associates, Inc., Statement of Interest  
Request for Qualifications #13-10  
for  
William Bartram Scenic and Historic Highway Website Additions/Maintenance**

Brockington and Associates, Inc. (Brockington) is pleased to submit this Statement of Interest to the St. Johns County Florida Board of Commissioners in response to the Request for Qualifications (RFQ) #13-10 for the William Bartram Scenic and Historic Highway Website Additions/Maintenance. Below is a brief overview of our company's history, qualifications, and experience as it relates to the RFQ's Scope of Services.

**Company Name and Address:**

Brockington and Associates, Inc.  
4446-1A Hendricks Avenue, Suite 390  
Jacksonville, FL 32207  
Phone: (904) 356-4385  
Company Website: [www.brockington.org](http://www.brockington.org)

**Proposing Primary Contact:**

Jeffrey Gardner  
Branch Manager  
Jacksonville Office  
Cell: (770)-596-7645  
[jeffgardner@brockington.org](mailto:jeffgardner@brockington.org)

**Our Company**

Brockington, a small, woman-owned business, is a corporation in the state of Georgia founded in 1986. Brockington manages 96 full-time employees at offices in Atlanta, Georgia; Savannah, Georgia; Charleston, South Carolina; Jacksonville, Florida; Pensacola, Florida; and Elizabethtown, Kentucky. In addition, we operate Veterans Curation Program facilities in Augusta, Georgia, and St. Louis, Missouri. Our Jacksonville office will oversee the management of the project; all technical project tasks will be undertaken in our Atlanta, Georgia, office.

Brockington is dedicated to providing high quality cultural resources consulting services. Company archaeologists and historians have successfully completed more than 4,000 projects for public agencies and private clients to meet federal, state, and local requirements protecting cultural resources and historic sites. Our innovative scoping, demanding quality control, responsive scheduling and use of the most current technology are key components of our cultural resource consulting. The company size and financial strength (\$10.7 million annual sales), extensive expertise, and multiple offices give us the capacity to successfully complete complex projects involving multiple tasks and deadlines.

For over 26 years, Brockington has focused on architectural and historical studies, archaeology, archival preservation, collections management, and permit planning. We have also undertaken numerous public history projects including exhibit design and installation, educational programming, website development, and oral histories. The firm has a satisfactory record conducting grant-funded projects across the Southeastern United States. Brockington's staff serves as consultants for local municipalities, state and federal agencies, non-profits, and private enterprises and has worked as liaisons between local government entities, State Historic Preservation Offices and the National Park Service. Brockington's staff meets the Secretary of the Interior's Historic Preservation Professionals Qualifications and has a proven record of performing specialized services within an established budget and timeframe.

Brockington has never been removed from a contract or failed to complete a contract as assigned. Brockington has never filed a bid/RFP/RFQ protest. Additionally, Brockington has never filed an administrative or judicial action with any State agency or State court.

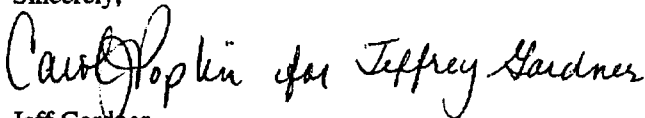
The History Workshop is a division of Brockington. Since the early years of the 26-year-old company, we have developed interpretive programs as part of impact mitigation for archaeological sites and historic properties. In 2003, we launched the History Workshop as a formal division of the company devoted to public outreach and interpretation. Our background as archaeologists and historians means that we are uniquely devoted to developing accurate, thorough, and relevant content for our exhibits and interpretation programs, documentaries, and Web sites.

The History Workshop is a collaborative group of certified interpretive planners, writers, museum specialists, designers, website developers, and cinematographers. We develop innovative, informative exhibits and programs to bring cultural heritage and history to the public. We also have experience producing films and documentaries and audio content for a variety of uses including listening stations and podcasts. The History Workshop also creates educational materials, website, and interactive games. The History Workshop knows that creating opportunities for visitors to connect to the natural and cultural landscape is the primary goal of an interpretive program. Providing access and offering informative insight at special places helps visitors make important and meaningful connections to past places and people and to their own families and fellow citizens.

In the attached proposal, Brockington offers St. Johns County (County) and the William Bartram Scenic and Historic Highway (WBSH) Corridor Management Council (CMC) a qualified project team to assist in the development of new pages for the existing WBSH website. Brockington will also host and provide technical support for the website for two years. The new pages will help increase public knowledge about the efforts to preserve the WBSH and will provide easy access to membership information. To successfully complete these tasks, we will utilize the services of Brockington's History Workshop division.

The enclosed proposal complies fully with the County's RFQ. The response contains full disclosure and is complete and accurate in all material respects. Following the outline provided in the RFQ, our proposal includes discussions of our ability of personnel, experience, ability to furnish requested services, and references. All the appropriate forms are included in the appendices.

Sincerely,



Jeff Gardner  
Branch Manager  
Jacksonville Office  
Brockington and Associates  
[jeffgardner@brockington.org](mailto:jeffgardner@brockington.org)

# **William Bartram Scenic and Historic Highway Website Additions/Maintenance**

**Prepared for**  
St. Johns County, Florida Board of County Commissioners  
RFQ #13-10

November 1, 2012

**Submitted to**  
Bridget Mein  
Contract Specialist  
St. Johns County Purchasing  
500 San Sebastian View  
St. Augustine, Florida 32084

**Submitted by**  
Brockington and Associates, Inc.  
4446-1A Hendricks Avenue, Suite 390  
Jacksonville, Florida 32207  
Telephone: (904) 356-4385  
[www.brockington.org](http://www.brockington.org)

**Prepared by**  
Carol J. Poplin.  
[carolpoplin@brockington.org](mailto:carolpoplin@brockington.org)

**Brockington and Associates, Inc.**  
Atlanta • Charleston • Savannah • Elizabethtown  
Jacksonville • Pensacola

## Introduction

Brockington and Associates, Inc. (Brockington) is pleased to submit this summary of qualifications in response to a Request for Qualifications (RFQ) #13-10 issued by the St. Johns County Purchasing Department (County) to conduct the William Bartram Scenic and Historic Highway (WBSH) Website Additions/Maintenance Project. As outlined in the RFQ issued October 1, 2012, the County requests that interested firms submit a summary of qualifications to create two new pages for the existing WBSH website and host and provide technical support for the website for two years. All of these tasks will be coordinated with the County and the WBSH Corridor Management Council (CMC).

The World Wide Web is and will continue to be a powerful and essential tool for information gathering, research, advertising, and socializing. Indeed, much of the power of the Web lies in its ability to reach millions of viewers around the world and the vast quantity of information that can be stored and shared with visitors. Today, many people seek out websites that offer instructional resources as well as in-depth information about historical events, people, places, and events. Equally important is the trend that promotes information sharing, user collaboration, and social interaction.

In 2009-2010, WBSH launched a website ([www.bartramscenichighway.com](http://www.bartramscenichighway.com)) to showcase and promote the historical, archaeological, and natural resources of the WBSH. The website serves as a portal to the region's history, cultural events, and recreational opportunities and provides links to other valuable resources, volunteer information, and social media. The new Web pages will share the WBSH Strategic Plan and will help promote membership opportunities.

Brockington has assembled a qualified project team that meets and exceeds all of the County's expectations in terms of the tasks outlined in the RFQ's Scope of Work. Brockington has developed a variety of historic-content-driven websites, corporate websites, and Web-based interactive games. Our team includes our Web developer who has extensive knowledge of HTML, JavaScript, Flash, 508 compliance, and various Content Management Systems (CMS). We have served as Web designers for federal

and state agencies, local municipalities, non-profits, and private enterprises and have worked as liaisons between local government entities and State Historic Preservation Offices (SHPOs). Brockington's staff meets the Secretary of the Interior's Historic Preservation Professionals Qualifications and has a proven record of performing specialized services within an established budget and timeframe.

The following proposal provides an overview of the project personnel, our website development experience, our ability to furnish the required services, and examples of similar projects and services that we have completed in the last three years. Please visit our corporate websites designed by our staff to see some of our work and to learn more about Brockington and the History Workshop.

[www.brockington.org](http://www.brockington.org)

[www.thehistoryworkshop.com](http://www.thehistoryworkshop.com)

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    Voluntary Exclusion for Federal Contracts

Appendix D: Certification for Disclosure of Lobbying Activities on Federal-Aid Contracts

## 1.0 Ability of Personnel

Brockington has assembled a team that can successfully complete all the tasks outlined in the County's RFQ #13-0. Jeffrey Gardner, branch manager of Brockington's Jacksonville office, will serve as the lead manager for the project. Carol Poplin will serve as the History Workshop project manager and will be the primary contact for all tasks. Clara Nguyen will serve as the website developer and will be the primary contact for all technical aspects of the project.

John Cason, senior graphics designer, will provide design support. A brief discussion of team experience as it relates to the RFQ is provided below; project team resumes are included in Appendix A. To achieve the best possible result, the WBSH Website Additions/Maintenance Project will be a collaborative effort among Brockington staff, County officials, and the WBSH CMC. This discussion is complete and accurate in all material respects.

### Brief Summaries of Project Team Members

#### **Jeffrey Gardner**

##### ***Project Lead Manager***

Mr. Jeffrey Gardner (MA, University of Tennessee; RPA) is the branch manager of our Jacksonville, Florida, office and will serve as lead manager for the project. Over the past 25 years, he has served as principal investigator on numerous cultural resources investigations in the Southeast and the Midwest. Mr. Gardner's areas of expertise include historic sites archaeology, archival research, genealogical studies, and Native American consultation. He has extensive experience in assisting clients with their compliance responsibilities under federal, state, and local cultural resources laws and regulations. He has completed evaluation and data recovery at sites ranging from an eighteenth-century Lowcountry plantation on the Stono River, near Charleston, South Carolina, to early-twentieth-century urban lots in Atlanta, Georgia. In addition to extensive archaeological experience, Mr. Gardner has conducted intensive historical and property research for context development and National Register of Historic Places (NRHP) property evaluations in Alabama, Florida, Georgia, South Carolina, North Carolina, and Tennessee. He has been with Brockington since 1987.

#### **Carol Poplin**

##### ***The History Workshop Manager***

Ms. Carol Poplin (MA, University of Leicester, England) will manage the tasks associated with two of the project tasks, the Northwest St. Johns County lesson plans and the historical video. Ms. Poplin is based in the Charleston office where she serves as a senior project manager with Brockington's History Workshop. Ms. Poplin holds a Bachelor of Arts degree in Archaeology from the University of Calgary, and a Master of Arts degree in Museum Studies from the University of Leicester, England. She joined Brockington in 1988 and has nearly 30 years of experience working in the cultural resource management industry. Her interests include colonial and antebellum material culture with a particular focus on the lifeways of enslaved African Americans. As a member of the History Workshop, Ms. Poplin combines her knowledge of archaeology and material culture, her skills as a writer, and her training in museum interpretation and design to develop products and programs for interpreting and presenting heritage-based subjects to the public. Ms. Poplin has developed the concepts, written the content, and guided the design, fabrication, and installation of a number of interpretive exhibitions. She has developed educational material to accompany many of these exhibits. In addition, Ms. Poplin has developed several documentaries including a 10-minute video about the WBSH, a short film about the history of inland rice production in South Carolina, and two videos about archaeology and the contributions this science can make to understanding of the past.

**John Cason*****Team Member-Designer***

Mr. John Cason (BA, Savannah College of Art and Design) will serve as the project designer. Mr. Cason is the History Workshop's senior designer and is based in our Atlanta office. He has extensive experience as a designer, and has worked in the fields of mass-marketing, animation, and film editing. Mr. Cason's professional design work has included corporate identity, print design, Web design, and installation graphics. Mr. Cason has designed numerous exhibits, design concepts for master plans, and information graphics for videos. He recently designed all of the interpretive panels for a new US Army Corps of Engineers (USACE) visitor center at Carters Lake, Georgia. He has also designed exhibits for Cypress Gardens History Hall, Moncks Corner, South Carolina, and Shem Creek Park, Mount Pleasant, South Carolina. Recently, Mr. Cason was an important collaborator in the development of 30-minute video for Fort Bragg, North Carolina, that explored the archaeology and history of the Sandhills region through the stories of descendant American Indian tribes and nations and their efforts to preserve their identities and cultures.

**Clara Nguyen*****Web Developer***

Clara Nguyen (BS, University of Florida) is the History Workshop's Web developer and is based in our Atlanta office. Ms. Nguyen will serve as the project website developer and will provide technical support to WBSH during the two-year period of site hosting and management. Ms. Nguyen holds a Bachelor of Science in Computer Science Engineering with an emphasis on aesthetics. Clara has experience designing and coding websites and Web applications utilizing HTML, CSS, XML, PHP, MySQL, JavaScript/Query, Flash, and Actionscript 3. Clara's recent work includes building the corporate website and Web-content management system for the Atlanta-based law firm of Strickland Brockington Lewis, Heritage Sandy Springs' flash activities and quizzes, Fort Bragg's 508-compliant Voices of the Sandhills website, and Charleston County Roadwise's Inland Rice Field website. When not building client websites, Clara develops and manages Brockington's in-house online task management system. Clara is also versed in audio and video editing, graphic design, and illustration.

## 2.0 Company Experience

The History Workshop is a division of Brockington. Brockington is the largest cultural resources management firm in the southeastern United States. Established in 1986, our archaeologists, historians, architectural historians, preservation planners, and GIS specialists have completed more than 4,000 cultural resource management projects over the past 26 years. Few of our competitors can match the quantity, quality, or diversity of the work we perform. We maintain offices in Atlanta and Savannah, Georgia; Jacksonville, Florida; Charleston, South Carolina; and Elizabethtown, Kentucky. Brockington has demonstrated the ability to provide consistent, high quality, professional work that meets or exceeds all of our client's expectations. All of our projects are carried out in an efficient and timely manner. With approximately 96 full-time employees, we have the size and flexibility to handle multiple large projects simultaneously.

The History Workshop became a formal division of Brockington and Associates in 2003. We are a collaborative group of interpreters, interpretive planners, designers, historians, website developers, and cinematographers. We develop innovative, informative exhibits and programs to bring cultural heritage and history to the public. Our team can coordinate all aspects of a project, from the initial planning phases, through research, design, fabrication, and delivery and installation.

Brockington and the History Workshop division can successfully complete all aspects of the RFQ. A list of our recent website development projects is included in Table 1. Selected project descriptions are detailed in the Section 4.0.

**Table 1. List of Projects Completed by Brockington.**

Project name	Client	Summary	Length of Project	Cost
<b>Website Development</b>				
Corporate website	Strickland Brockington Lewis	Built a multi-page website about the firm	Ongoing	In-house expense
Corporate website	Brockington and Associates, Inc.	Built a 26 page website to provide information about the company	2011	In-house expense
Corporate website	The History Workshop	Built a six page website to showcase	2012	In-house expense
Combabee Ferry Historic District	SC Department of Transportation	Built a multi-page website to showcase the history and the district; includes a virtual tour and digital museum.	Ongoing	\$25,000.00
North Augusta Riverwalk	SC Department of Transportation	Developed a series of outdoor signs for the North Augusta Riverwalk; the signs are supported by additional web-based information and downloadable podcasts. www.northaugustaheritage.org	2008	\$22,624.00
Georgia Trail of Tears	GA Department of Natural Resources	Developed a website about the history of the Trail of Tears in Georgia; includes a downloadable driving map	2004	\$7,500.00
<b>Website Development and Lesson Plans</b>				
Sandy Springs Heritage Lesson Plans	Heritage Sandy Springs	Three lesson plans and online activities about Native Americans and the Civil War in Sandy Springs.	2012	\$7,880.00
The Immortal 600 Teaching Package	GA Department of Transportation	Developed an educational program and video about Civil War prisoners of war.	2008	\$26,120.00
MCAS Beaufort Public Outreach Program	USACE, Savannah and Marine Corps Air Station, Beaufort, SC	Developed a multi-media program about the archaeology and history at MCAS that included permanent exhibits, a traveling exhibit, lesson plans, a web site, and an interactive game.	2006-2008	\$65,000.00
Georgia Flashback	GA Department of Transportation	Developed an educational program that included web-based history lessons.	2006-2008	\$66,357.00
<b>Website Development and Video</b>				
Voices of the Sandhills Video	USACE, Mobile and Fort Bragg	Developed a web site and video about the archaeology and history of the land that is now Fort Bragg, NC.	2011	\$120,000.00
Inland Rice Field Documentation and Public Outreach Program	Charleston County, SC	Undertook NRHP documentation of inland rice fields through archaeology and development of a public outreach program that included a web site, video, outdoor signs, and photographic exhibition.	2009-2011	\$82,000.00

\*Highlighted projects have separate cut sheets located in Section 4.0.

## **3.0 Ability to Perform Required Services**

Brockington is dedicated to providing high quality cultural resources consulting services to our clients and will be able to furnish all of the required services in the RFQ. Our content experts, Web developers, graphic artists, and illustrators have completed a wide range of projects that include websites or Web-based components for public agencies and private clients to meet federal, state and local requirements protecting cultural resources and historic sites, sites designed to help build corporate identity, and websites designed as interactive learning platforms for educational purposes.

Additionally, the History Workshop Division of Brockington has a proven record of developing innovative and informative exhibits and programs to bring cultural heritage and history to the public that often include Web-based products such as multi-page websites incorporating text and images, interactive games and maps, podcasts, downloadable information, and social media links.

Our team is well versed in creating websites and interactive programs that are highly usable and standards compliant. We use (X)HTML, CSS, JavaScript, PHP, C++, Perl, MySQL, Flash, and Adobe Creative Suite to design our interactive programs and Web content. Interactive projects are a collaboration among our content developers, designers, illustrators, programmers, and testers. Before launch, each project is tested on a variety of platforms, by users in many different age groups.

The following section describes our approach to the website design project outlined in the RFQ and sets out the tasks necessary for its successful completion. This demonstrates our understanding of project tasks, knowledge of St. Johns County's history and cultural resources, and familiarity with the goals of WBSH. Included in the description of the project approach are a preliminary project schedule and a list of deliverables. Each work plan outlines the role of key supervisors and the anticipated level of support required from the County and WNSH CMC. Throughout the project Brockington will maintain open and frequent communication with the County and will provide monthly progress reports. The following discussion is complete and accurate in all material respects.

### **3.1 William Bartram Scenic and Historic Highway Website Additions/Maintenance**

#### **Project Approach**

The History Workshop division of Brockington proposes to create two new pages for the existing WBSH website. In addition, we will host the site and provide technical support. The WBSH website was developed in 2009-2010 to provide residents and visitors traveling the highway with timely information about the history of the region, important natural and cultural resources, preservation efforts, local events, recreational facilities, volunteer opportunities, maps and driving directions, as well as links to social media. The new pages will provide information about how to become a member of WBSH and will provide easy public access to the WBSH Strategic Plan.

To develop the new website pages, the History Workshop will meet with representatives of the County and WBSH to discuss the project and their ideas for the new Web pages. In addition we will review any issues, concerns, or specific requirements with the existing website. After the initial discussions, the History Workshop Web developer will copy the existing WBSH website to new hosting server and acquire the site files and database (backups). All of the Wordpress software and plugins will be updated. The History Workshop Web developer will use the existing website's graphic theme and content and images provided by the client to develop the two new pages requested by the County and WBSH. Page one will include information about membership opportunities and provide a link to a membership brochure. Page two will provide information about the WBSH Strategic Plan. In addition to developing these two new pages, the History Workshop will add links to all of the previously published WBSH quarterly electronic newsletters. Once the pages are completed and approved by the County and WBSH, the History Workshop Web developer will point the domain name over to the new host site. We will provide monthly site maintenance and technical assistance at the rate of two hours per month for two years.

The History Workshop project manager will oversee all aspects of the project and will be the

point of contact for the County. The project manager will attend one (1) meeting with the representatives from the County, WBSH, and other stakeholders. The project manager can be available for other meetings as necessary via teleconference or Skype and will be available by telephone or email during regular business hours, Monday through Friday from 8:30 am until 5:00 pm EST. The project manager will provide regular electronic updates to the client regarding project progress.

The Web developer will oversee all technical aspects of the website development project and will be the technical point of contact for the County. The Web developer will attend one (1) meeting with the representatives from the County, WBSH, and other stakeholders. The Web developer can be available for other meetings as necessary via teleconference or Skype and will be available by telephone or email during regular business hours, Monday through Friday from 8:30 am until 5:00 pm EST.

The History Workshop project manager will develop a project schedule and submit it to the client for review and approval. The project manager will be responsible for ensuring the timely and successful completion of all aspects of the project. The following presents a summary of all of the tasks associated with the development of the two new website pages and two years of technical support.

### Project Tasks

- History Workshop project manager and Web developer will meet with representatives of the County and WBSH to discuss the project and their ideas for the new Web pages and review the project schedule. In addition we will review any issues, concerns, or specific technical requirements with the existing website.
- The History Workshop Web developer will set up a new hosting server, copy the existing WBSH website to the new host, and acquire the site files and database (backups).
- The History Workshop Web developer will update the Wordpress software and all plugins.
- The History Workshop Web developer will use the existing website's graphic theme to develop the two new pages for the existing website.

- The client will provide all new content, downloads, digital newsletters, and images necessary for incorporation into the new pages.
- The History Workshop Web developer will incorporate a link to previously published WBSH quarterly electronic newsletters into the website.
- The History Workshop Web developer will create the two new pages and provide a private link to the client and its designated stakeholders for review and comment. We will address all client comments to the new designs.
- The History Workshop Web developer will complete final preparation of the revised website with a final troubleshooting review and cross-browser compatibility check.
- Upon completion of the final website preparation and approval of the new pages by the County and WBSH, the History Workshop Web developer will point the domain name to the new host site.
- Once the website with the new pages and links goes live, the History Workshop will provide monthly site maintenance and technical assistance at the rate of two hours per month for two years.

### Project Deliverables

- Two new pages for the existing WBSH website
- New links to previously published WBSH quarterly electronic newsletters
- Ongoing technical support for two (2) years at the rate of two (2) hours per month

### Preliminary Project Schedule (from Notice to Proceed)

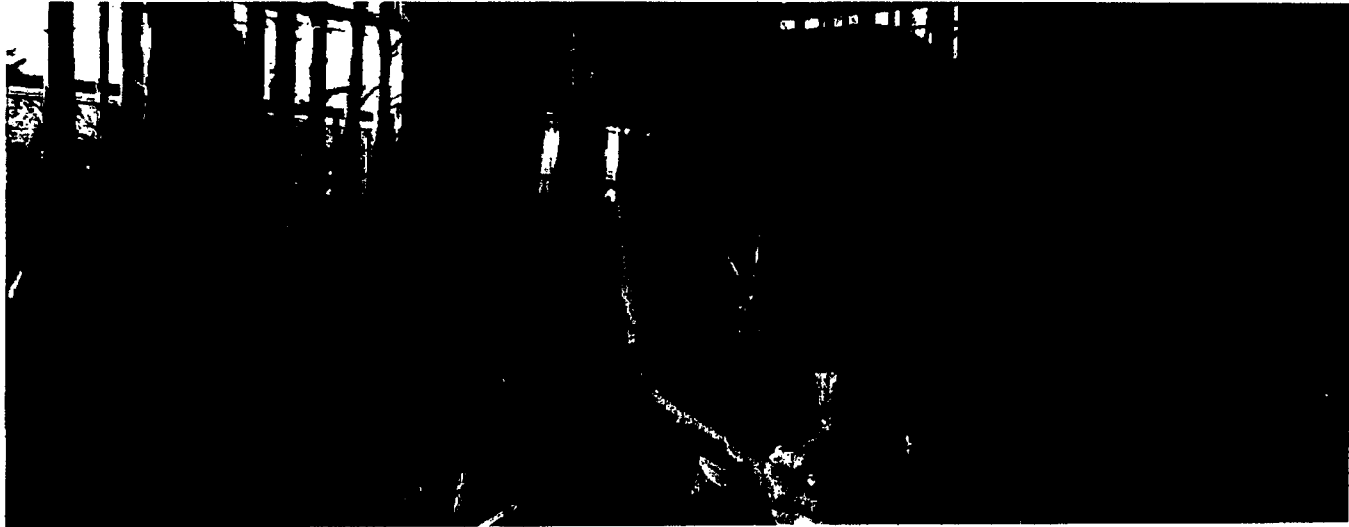
Existing website updates and backups completed	Week 4
Drafts of two (2) new pages completed	Week 8
Revised website completed and live	Week 16
On-call technical assistance	Up to 24 months from revised website launch

## **4.0 References for Recently Completed Projects**

Brockington is pleased to present five specific examples of our work that highlight our ability to perform the tasks set forth in the RFQ. These examples demonstrate our experience with developing websites, writing Web-based content, and designing interactive games and maps for Web platforms. Each example presents a brief summary of the project.

# VOICES OF THE SANDHILLS

FAYETTEVILLE, NORTH CAROLINA



Fort Bragg Cultural Resources Management Program;  
US Army Corps of Engineers, Savannah District

Video documentary  
Web site

Voices of the Sandhills is a multimedia educational program about the history and archaeology of the Sandhills region of North Carolina, especially the history of the Native Americans who hold the Fort Bragg area as part of their ancestral homelands.

The 30-minute video features interviews with representatives from several of these groups: the Catawba, the Tuscarora, the Lumbee, and descendants of the Goins and Walden families. In addition, the video includes interviews with archaeologists and wildlife biologists working at Fort Bragg.

The website ([www.voicesofthesandhills.com](http://www.voicesofthesandhills.com)) discusses the archaeology and history of the region in depth, including a discussion of the Native American tribes who have lived in the area. Pictures, activities, and video clips illuminate these histories.

## Voices of the Sandhills

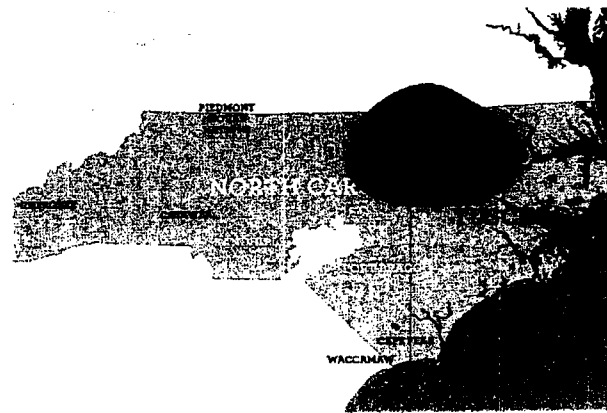
HOME ABOUT US CONTACT US

- Home
- About Us
- Archaeology
- History
- Education
- Activities
- Wildlife
- Video
- Photo
- Links
- Privacy Policy
- Contact Us



**Tuscarora Migration**

The Tuscarora were the last of the five major Native American groups to migrate to the Sandhills region of North Carolina. They arrived in the area in the late 17th century, and their migration is a key part of the region's history. The Tuscarora were a powerful tribe, and their migration to the Sandhills was a significant event in the region's history. They were joined by other tribes, and together they formed the Lumbee people. The Lumbee people are a unique blend of Native American, African, and European ancestry, and they have a rich and complex history of their own.



# HISTORY OF INLAND RICE PRODUCTION

CHARLESTON COUNTY, SOUTH CAROLINA

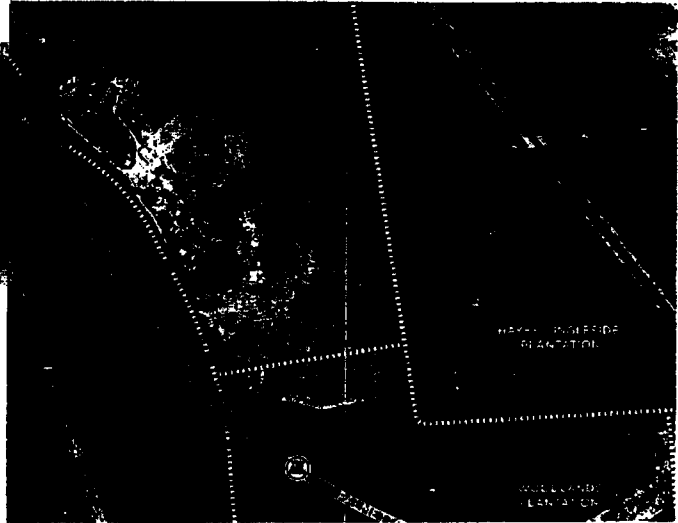
## ANCIENT INLAND RICE FIELDS



Depiction of an inland rice field, circa 1800.

ARCHAEOLOGISTS FOUND remnants of a system of inland rice fields that once were part of two early 18<sup>th</sup> century plantations: Windsor Hill Plantation and Woodland Plantation. Archaeologists used a global positioning system (GPS) device to record the

Rice drove the economy of Charleston and much of the Lowcountry from 1700 until the end of the Civil War in 1865. Nearly 300 years after the first rice fields were constructed, we can still see nearly intact embankments and canals in the wooded swamps and marshes of the Lowcountry.



11/1/17

Charleston County, South Carolina

11/1/17

Web site

Outdoor sign

Video documentary

Photographic documentation

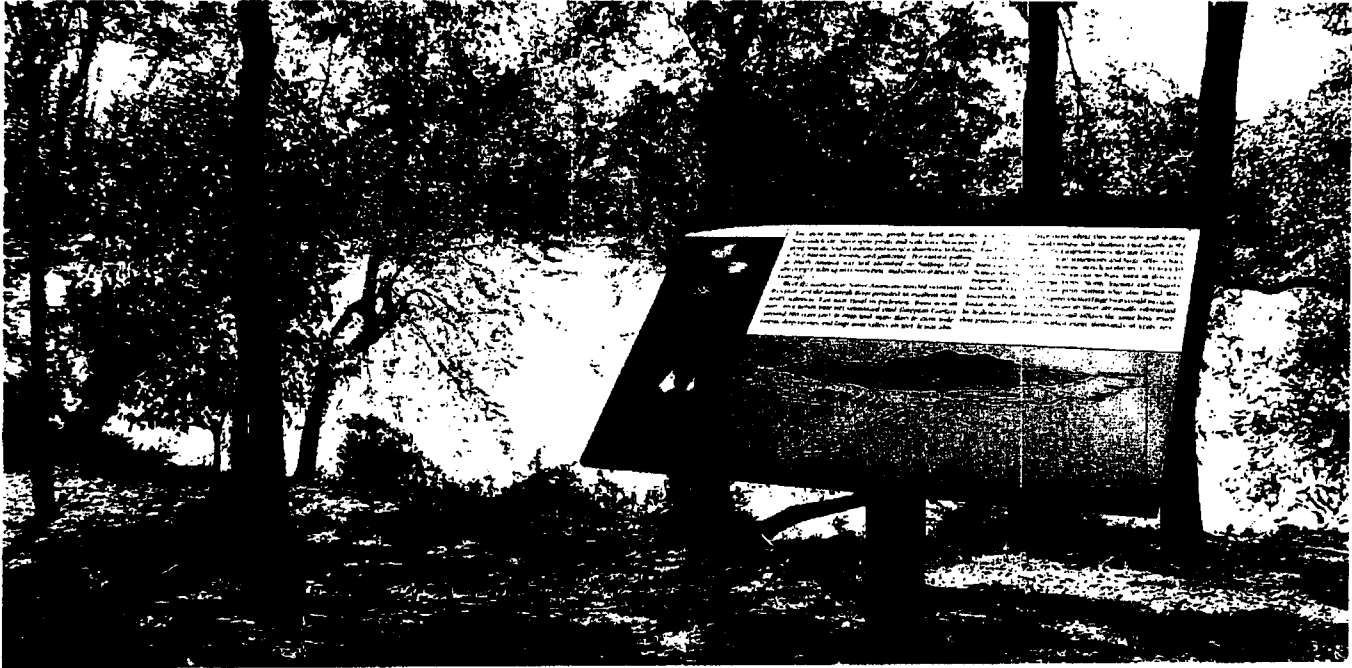
During archaeological survey of Palmetto Commerce Parkway Extension, archaeologists found an important 18th-century inland rice field system associated with two early plantations. Brockington and Associates documented these unique landscape features and created a methodology for studying and assessing their historical and archaeological significance.

The History Workshop created a Web site, a documentary video, and an outdoor panel to share information with the public about the importance of rice to the development of South Carolina. We used 15 professional photographs to create a traveling photographic exhibit about these unique landscape features.



# NORTH AUGUSTA OUTDOOR SIGN AND EDUCATION PROGRAM

NORTH AUGUSTA, SOUTH CAROLINA



1 1/2 Miles

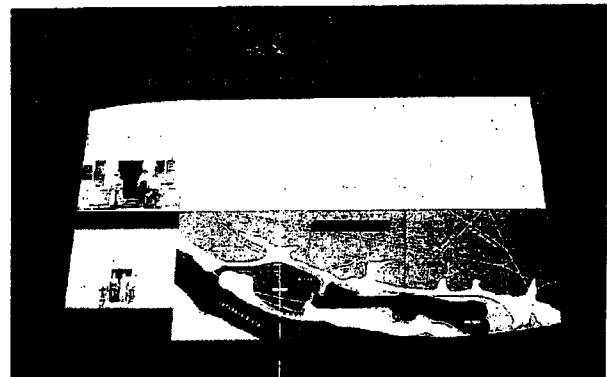
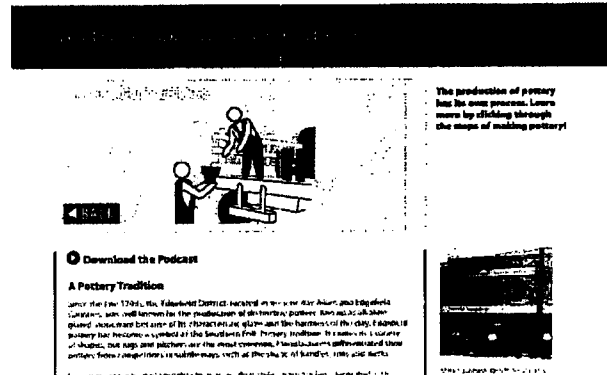
City of North Augusta

1 1/2 Miles

- Outdoor signs
- Web site
- Audio
- Educational program

In 2005, the City of North Augusta established a paved trail, called the North Augusta Greenway, which stretches for more than seven miles around the city. To enhance the trail, the city contracted the History Workshop to produce a series of outdoor signs, each interpreting the history of specific areas along the trail. The History Workshop also designed a Web site with information about the Greenway, its history, and archaeological excavations in the area. The Web site includes interactive activities, audio podcasts, and a lesson plan.

<http://www.northaugustaheritage.org/>



# THE IMMORTAL 600 TEACHING PACKAGE

GEORGIA



Georgia Department of Transportation

- Educational program
- Video

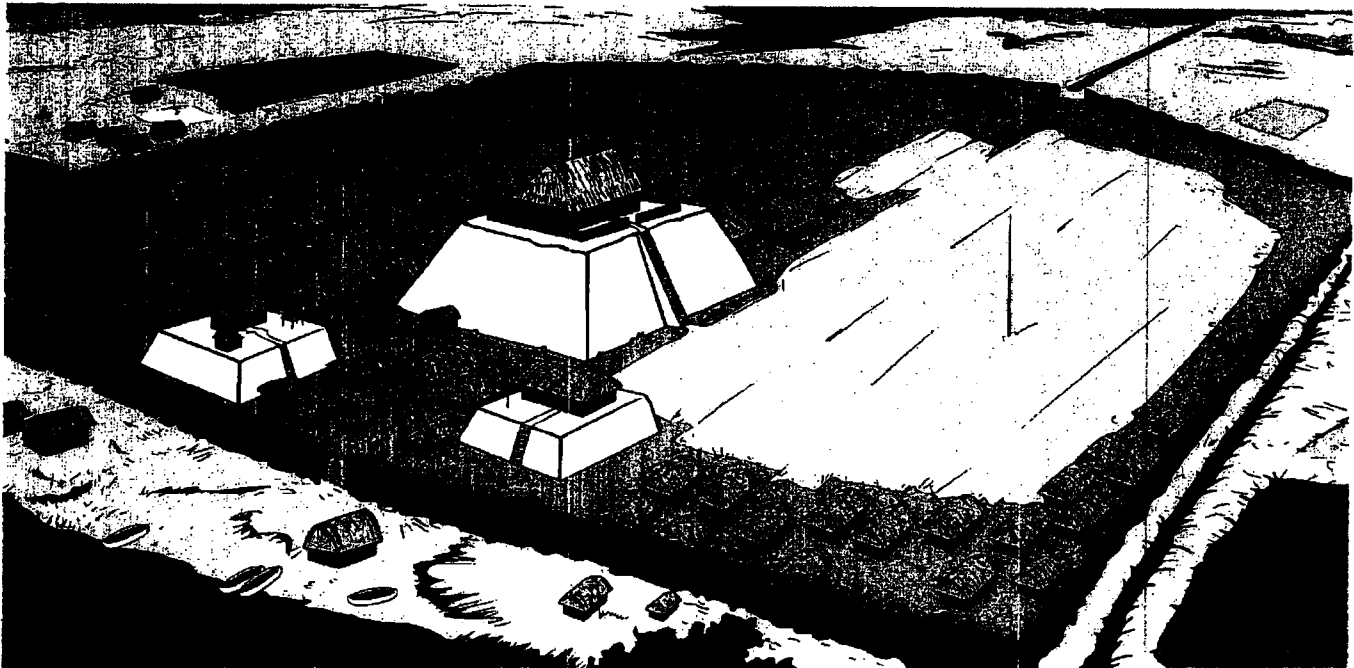
During the Civil War, more than 700,000 Union and Confederate soldiers were taken prisoner. The conditions on both sides were almost unbearable. At some camps, it was typical for one out of every four prisoners to die. The Immortal 600 was a group of Confederate POWs held in the Morris Island stockade in South Carolina, where they were exposed to cannon fire from the Confederate and Union armies.

The History Workshop worked with the Georgia Department of Education, the Federal Highway Administration, and the Georgia Technology Authority to develop the Immortal 600 teaching package, which tells the stories of these Civil War POWs and details the information about the Abandoned Cemetery Act.

*Winner of the 2010 Exemplary Human Environment Initiatives award from The Federal Highway Administration and the Georgia Historical Records Advisory Board's 2009 Award for Excellence in the Educational use of Historical Records.*

# GEORGIA FLASHBACK

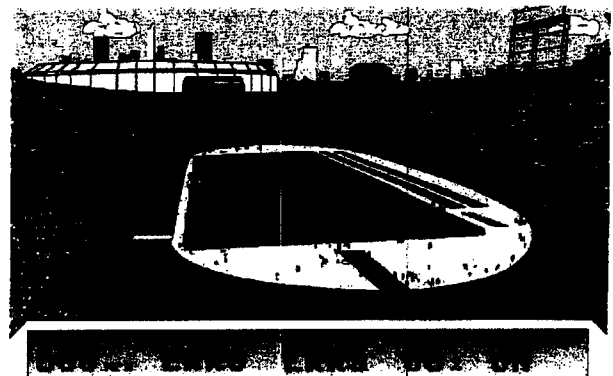
## ATLANTA, GEORGIA



Georgia Department of Transportation

- Educational program
- Web site

The History Workshop created an educational Web-based game in partnership with the Georgia Department of Transportation, with assistance from the Georgia Department of Education. The Web-based game introduces students to significant people, places, and events in Georgia's history. Lesson plans created to complement the game focus on Georgia history, cultural geography, and architectural history. All materials generated for the project are designed for eighth grade students and meet Georgia Department of Education curriculum standards. The web-based game and accompanying unit of study are available to teachers throughout the state via <http://www.georgiaflashback.org/>



**Appendix A:  
Project Team Resumes**

**JEFFREY W. GARDNER, RPA**  
**SENIOR ARCHAEOLOGIST/HISTORIAN**

**EDUCATION**

M.A. in Anthropology (1987) University  
of Tennessee

B.A. in Anthropology (1978) The Ohio State  
University

**AREAS OF SPECIALIZATION**

- Cultural Resources Management &  
Section 106 Compliance
- Archaeological Investigations
- Historic Cemetery Investigations
- Urban Archaeology
- Historic Sites Archaeology
- Historic Records Research

**PROFESSIONAL SOCIETY MEMBERSHIP**

Register of Professional Archaeologists (RPA)  
Society for Historical Archaeology (SHA)  
Society for Georgia Archaeology (SGA)  
Georgia Council of Professional Archaeologists (GCPA)  
Southeastern Archaeological Conference (SEAC)  
Tennessee Council for Professional Archaeology (TCPA)

**PROFESSIONAL POSITION [1987 - PRESENT]**

Brockington and Associates, Inc., Archaeologist, Historian, Program and Project Manager/Principal Investigator; Florida Offices Branch Manager

**EXPERIENCE**

**Utility Corridors** for Georgia Power Company (Atlanta), Savannah Electric and Power Company, Duke Power Company (Charlotte), Oglethorpe Power Corporation (now Georgia Transmission Corporation, Atlanta), ANR Pipeline Company (Detroit), and Transco Pipeline Company (Houston)

**Transportation Corridors** for Georgia and South Carolina Departments of Transportation, Georgia Power Company, and Savannah Electric and Power Company (railroads)

**Development Tracts** for St. Johns River Water Management District, USDA Forest Service (SC), Mobile and Memphis District/USACE, Duke Power Company, Georgia Power Company, Savannah Electric and Power Company, Georgia, Tennessee, Alabama, and South Carolina Departments of Transportation, Consolidated Government of the City of Columbus/Muscogee County (GA), South Carolina Department of Parks Recreation and Tourism, Chatham County (GA), City of Griffin (GA), Clemson University (SC), Corporation for Olympic Development in Atlanta (CODA), Housing Authority of the City of Atlanta, Transco Energy Ventures Company, Norfolk Southern Railroad, and other private developers

**Department of Defense Installations** for US Army Garrison Japan (Honshu and Okinawa), Fort Benning, and the US Army Reserve, 88th Regional Support Command

**Archaeological Data Recovery (Phase III)**

Late nineteenth through early twentieth century house site in Lincoln County, NC

Eighteenth century Stono River plantation near Charleston, SC  
Nineteenth century brickyard complex in Mount Pleasant, SC  
Late nineteenth through middle twentieth century urban lots, downtown Atlanta, GA  
Early to middle nineteenth century farmstead, Williamson County, TN  
Middle nineteenth century slave residence turned tenant farmstead in Effingham County, GA

#### **Program Manager for Cultural Resources Investigations at Palmetto Bluff, in Bluffton, SC**

Archaeological survey and site evaluation of approximately 7,000 acres of the May River Neck in three development phase.  
Archaeological data recovery at 11 sites on Phase I tract  
Development of MOAs, management plans, and preservation covenants

#### **Program Manager for Archaeological Evaluations at Fort Benning, GA**

Background research and archaeological test excavations at 70 sites in Chattahoochee and Muscogee Counties, Georgia

#### **Program Manager for Cultural Resources Investigations at US Army Garrison, Japan**

Management of architectural survey and evaluation, archaeological reconnaissance, cultural resources model development, and HABS/HAER documentation for 10 US Army facilities in Kanagawa and Hiroshima Prefectures, Japan  
Management of archaeological testing investigations at two sites, Torii Station, Okinawa

#### **Cultural Resources Investigations for FERC Hydroelectric Relicensing**

Georgia Power Company (Riverview and Langdale, Lloyd Shoals, North Georgia, Flint River, and Middle Chattahoochee Hydroelectric Projects)  
Carolina Power & Light Company (Walters Hydroelectric Project)  
Duke Power Company (Buzzard Roast Hydroelectric Project)  
Crisp County Power Commission (Lake Blackshear Project)

#### **Architectural and Historical Documentation**

Historic American Buildings Survey (HABS) of a late nineteenth through middle twentieth century mill complex in Troup County, GA for the USACE, Mobile District

#### **Historic Cemetery Location and Delineation/Preparation of Cemetery Disturbance Permit Applications/Cemetery Relocation**

Georgia Power Company, and private developers in Chatham, Clayton, Gwinnett, and McIntosh counties, Georgia and Beaufort County, South Carolina

#### **Historic Context Development**

Phase II archaeological investigations of a late nineteenth through early twentieth century farmstead and plantations in Middle Tennessee for the Tennessee Department of Transportation

#### **Development of Agreement and Management Documents (MOA, PA, HPMP, CRMP, ICRMP)**

Duke Power, Georgia Power, Marshall Space Flight Center (NASA; Alabama), Stennis Space Center (NASA; Mississippi), Fort Benning (Georgia), Fort Buchanan and 1st Mission Support Command (Puerto Rico), NAS Key West (Florida), 88<sup>th</sup> and 96<sup>th</sup> Regional Readiness Commands (now 88<sup>th</sup> RSC), US Army Reserve

**CAROL J. POPLIN**  
**SENIOR PROJECT MANAGER**  
**LEAD INTERPRETER**  
**ARCHAEOLOGIST**

**EDUCATION**

M.A. with Merit in Museum Studies (2007), University of Leicester, England  
B.A. in Archaeology (1982) University of Calgary, Alberta, Canada

**AREAS OF SPECIALIZATION**

Interpretation and Exhibit Development  
Historical Archaeology  
Archaeology of Slavery  
Material Culture Studies

**PROFESSIONAL SOCIETY MEMBERSHIP**

Society for Historic Archaeology  
Society for American Archaeology  
Southeastern Archaeological Conference  
SC Museums Federation  
Southeastern Museums Conference

**PROFESSIONAL POSITIONS**

Interpreter/Archaeologist, Brockington and Associates, Inc., (1988-present).  
Laboratory Director (1988-1994)  
Graphics Specialist (1990-2000)  
Editor (2000-2005)  
History Workshop Project Manager 2005-present  
Archaeologist, R. Christopher Goodwin & Associates, Inc., New Orleans (1986-1988).  
Technician/Graphics Specialist, Lifeways of Canada, Ltd., Calgary, Alberta (1980-1985).  
Field School, Dolores Archaeological Project, Colorado with Washington State University

**EXPERIENCE**

- Ongoing Lead Interpreter. **Voices of the Sandhills Video/Web Site.** A multimedia presentation about the archaeology of the North Carolina Sandhills for Fort Bragg.
- Ongoing Project Manager/Lead Interpreter. **Center for African American History, Art, and Culture.** Developing an exhibit plan for a 3000 sq. ft. history hall in Aiken, South Carolina.
- 2011 Project Manager/Lead Interpreter. **City of Charleston, Demetre Park.** Outdoor exhibit including eight interpretive panels about the history and ecology of Charleston Harbor, SC.
- 2011 Project Manager/Lead Interpreter. **Thomson Park Revolutionary War Site.** Outdoor exhibit including three interpretive panels about the Revolutionary War battle at Breach Inlet on Sullivan's Island, SC.

- 2010 Project Manager/Lead Interpreter. **Aiken Railroad Depot Exhibit Plan and Design/Build.** Developed an exhibit plan to interpretive a series of railroad dioramas at the new Aiken Railroad Depot, Aiken South Carolina. We implemented the plan which included the development, design, and fabrication of a series of interpretive panels and hands-on interactives.
- 2010 Project Manager/Lead Interpreter **Cypress Gardens Heritage Room.** Developed a multi-component exhibit about the archaeological investigations of Dcan Hall Plantation. Particular emphasis was placed on telling the stories of enslaved community.
- 2009 Project Manager/Lead Interpreter. **Rosenwald Schools Initiative Traveling Exhibit.** Developed a traveling exhibit about Rosenwald Schools for the National Trust for Historic Preservation.
- 2009 Project Manager/Lead Interpreter. **History Exhibition at the Colleton River Plantation.** Developed exhibits about the history of Colleton River for the Pete Dye Clubhouse at Colleton River Plantation, Bluffton, South Carolina
- 2009 Project Manager/Lead Interpreter. **History Exhibition at the Dataw Welcome Center.** Developed exhibits about the history of Dataw Island for their new Welcome Center, Dataw Island, South Carolina
- 2009 Project Manager/Lead Interpreter.. **Sweetgrass Basket Pavilion.** Developed an interpretive program for the Sweetgrass Basket Cultural Arts Pavilion at the new waterfront park in Mt. Pleasant, SC.
- 2008 Lead Interpreter. **Historic Battlefield Parks at Folly and Morris Island.** Developed an interpretive program for the cultural sensitive and significant Civil War battlefields on Folly and Morris Islands, South Carolina.
- 2008 Project Manager. **Charleston Heritage Federation.** Managed the development and installation of a large advertising display for the Charleston Heritage Federation in the Charleston, SC visitor center.
- 2008 Project Manager/Lead Interpreter.. **Cherokee County History and Arts Museum.** Developed exhibits for a 3000 square foot museum dedicated to the history of Cherokee County, SC.
- 2007 Project Manager/Lead Interpreter.. **Charleston City Hall Exhibits.** Developed interpretive panels and artifact exhibits for the newly restored City Hall.
- 2007 Project Manager. **Charleston Slave Mart Museum.** Created a display system for exhibits. Worked with staff to select and arrange artifacts for display
- 2007 Project Manager/Lead Interpreter.. **Marine Corps Air Station Beaufort, Public Outreach Program** Created a multi-component interpretive program that included a traveling exhibit, website, educational lesson plans, and permanent exhibits.
- 2007 Project Manager/Lead Interpreter.. **P'On Artifact Display.** Developed artifacts exhibits about the history of P'On for the community elementary school.
- 2006 Project Manager/Lead Interpreter.. **Camden Towers Courtyard.** Outdoor exhibit including six interpretive panels about the history of the railroad in Charleston, SC.
- 2006 Project Manager/Lead Interpreter.. **Daniel Island History Trail.** Outdoor exhibit including eight interpretive panels about the history and archaeology of Daniel Island, SC.
- 2006 Project Manager/Lead Interpreter.. **Cemochechobee at George Bagby State Park.** Indoor exhibit including interpretive panels and artifact exhibits.
- 2004 Lead Interpreter/Designer. **Plantation Archaeology, Miss Ruby Forsythe, Joseph Rainey at The Rice Museum, Georgetown, SC.** Indoor exhibit including interpretive panels and artifact exhibits.
- 2003 Designer. **The Archaeology of Slavery, Boone Hall Plantation, SC.** Designed interpretive panels, artifacts exhibits, and created an archaeology diorama.
- 2003 Designer. **Slave Cabins, Historic Columbus Foundation, GA.** Designed interpretive panels for their slavery exhibit.

PROJECTS, PUBLICATIONS, AND PAPERS

2010 (Paper)

*Let Me Tell You About the Very Rich: A Gilded Age Family at Palmetto Bluff, South Carolina.* Society for Historical Archaeology, Amelia Island, Florida.

2008 (Paper)

*As a Living Part of Our Community: Sharing the Past with the Public through CRM.* Southeastern Archaeological Conference, Charlotte, North Carolina.

2007 (Masters thesis)

*Magnolias, Masters, and the Myth of the Old South: Searching for Signs of a New Narrative at Charleston's Antebellum Plantation and House Museums.* Submitted to the Department of Museum Studies, University of Leicester.

2007 (contributor)

*Hip Waders at High Tide, A Field Methodology for the Intertidal Zone, Combahee Ferry Historic District.* Poster presented at the 2007 Southeastern Archaeological Conference.

2005 (contributor)

*"Meet, O Lord, On the Milk-White Horse" Archaeological Data Recovery at Rephrain Plantation Sites 38BU1385 and 38BU1803, Palmetto Bluff, Beaufort County, South Carolina.* Prepared for Palmetto Bluff, LLC, Bluffton, SC.

2005 (editor)

*Cherokee Removal: Forts Along the Trail of Tears.* For the National Park Service and Georgia Department of Natural Resources, Historic Preservation Division.

2004 (with Charles F. Philips)

*"So Goes the Corps," A Look at Change Inside an Entrenched Government Agency, US Army Corps of Engineers, Mobile District.* Prepared for the US Army Corps of Engineers, Mobile, Alabama.

2004 (with Joshua Fletcher and Eric C. Poplin)

*"Let Me Tell You About the Very Rich," Archaeological Data Recovery at 38BU1804 and 38BU1788, Palmetto Bluff, Beaufort County, South Carolina.* Prepared by Palmetto Bluff LLC, Bluffton, SC.

2004 (with Ralph Bailey, Jr.)

*Archaeological Data Recovery at 38CH1473, A Christ Church Slave Row, Charleston County, South Carolina.* Prepared for Lutheran Homes of South Carolina.

2003 (Poster Session)

*The Gilded Age at Palmetto Bluff, South Carolina.* Presented at the 60<sup>th</sup> Southeastern Archaeology Conference, Charlotte, NC.

2003 (Poster Session)

*Presenting Ethnically Sensitive Issues to the Public: Examples from Roswell and Columbus, GA.* Presented at the 2003 Society for Historic Archaeology Conference, Providence, RI.

THE HISTORY  
WORKSHOP  
STORIES OF THE LAND AND THE PEOPLE

2003 (with Tina M. Rust, Ralph Bailey, and Eric C. Poplin)

*Archaeological Data Recovery at Site 38CH1511, The Ellis Tract, Charleston County, South Carolina.* Prepared for Van Smith Concrete, North Charleston, SC

2000 (contributor)

*Archaeological Data Recovery at 38CH1402 and 38CH1405, Park West Tract, Charleston, County, SC.* Prepared for Land Tech Charleston, LLC, Charleston, SC.

**JOHN CASON**  
**LEAD DESIGNER**

**EDUCATION**

Bachelor of Fine Arts in Graphic Design, Savannah College of Art and Design, Savannah, Georgia, 2003.

**AREAS OF SPECIALIZATION**

Exhibit Design  
Print Media  
Installation Graphics  
Corporate Identity

**EXPERIENCE**

2012 Limestone College "Winnie Davis Hall" Exhibit, Graphic Design and Exhibit Design.  
2012 Old Exchange Building "Prisoners & Provosts" Exhibit, Graphic Design.  
2011 Thomson Park Outdoor Exhibits, Graphic Design.  
2011 Carters Lake Visitors Center, Graphic Design and Exhibit Design.  
2011 Demetre Park Outdoor Exhibits, Graphic Design.  
2011 USACE Fort Bragg Video and Website, Graphic Design.  
2011 A History of Nike Missile Site PI-62 and Oakdale Army Air Defense Base, Graphic Design.  
2010 Inland Rice Exhibit Outdoor Exhibit and Website, Graphic Design.  
2010 Cypress Gardens History Hall, Graphic Design and Exhibit Design.  
2010 Avery Research Center for African American History and Culture, Graphic Design.  
2009 Rosenwald Traveling Exhibit, National Trust for Historic Preservation. Graphic Design  
2009 Dock Street Theater, Graphic Design  
2009 Sweetgrass Cultural Arts Pavilion, Graphic Design  
2009 Colleton River Plantation History Exhibits, Bluffton, SC. Graphic Design  
2008 Berry College Hall of Sports History. Graphic Design and Exhibit Design  
2008 Camden County Way-finding Development. Graphic Design.  
2008 Charleston Heritage Federation Display. Graphic Design.  
2008 Cherokee County History Museum. Graphic Design. Exhibit Design.  
2007 Charleston Historic Slave Mart Display. Graphic Design.  
2007 F'On School Display. Graphic Design.  
2007 Kingsland Visitor Center. Graphic Design. Exhibit Design.  
2007 Naval Air Station Pensacola Display. Graphic Design.  
2007 Poplar Grove Display. Graphic Design.  
2007 Charleston City Hall. Graphic Design. Exhibit Installation.  
2007 South Carolina Archaeology Month Poster. Graphic Design.  
2007 Sunbury Road Outdoor Exhibits. Graphic Design.

**CLARA NGUYEN**  
**WEB DEVELOPER**

**EDUCATION**

B.S. in Computer Science Engineering (Digital Arts and Sciences)(2006) University of Florida.

**SKILLS**

Web design and development  
Interactive design  
Flash/Actionscript development and animation  
Web accessibility specialization

**PROFESSIONAL POSITIONS**

*Web Developer*, Brockington and Associates, Norcross GA, (December 2009-present)

*Freelance Graphic and Web Designer*, Guthrie Enterprises, Gainesville FL, (November 2007- June 2009)

*Instructional Designer Assistant/Web Developer*, Distance Continuing Education, Gainesville FL, (May 2008- May 2009)

*IT Consultant/Web Developer*, Center for Instructional Technology and Training, Gainesville FL, (June 2006 - May 2008)

**EXPERIENCE (SELECTED)**

On Going	Online Task Information System, Web Developer
In Progress	Strickland Brockington Lewis Website and CMS, Web Developer
In Progress	Brockington and Associates Website, Web Developer
2012	<i>Heritage Sandy Springs Lesson Plans</i> , Flash Developer
2012	<i>Parris Island Museum Audio Exhibits</i> , Audio Editor
2012	<i>Inland Rice Field Context and Public Outreach Products</i> , Web Developer
2011	<i>USACE SAV Fort Bragg Web Site and Video</i> , Web Developer and Animator
2011	The History Workshop Website, Web Developer and Designer
2011	<i>Fort Campbell Interpretation</i> , Web Developer
2010	<i>Aiken County Railroad Exhibit Plan and Design</i> , Animator.

**Appendix B:  
Drug-Free Workplace Form**

## Appendix A Drug-Free Workplace Form

The undersigned firm, in accordance with Florida Statute 287.087 hereby certifies that

BROCKINGTON & ASSOCIATES, INC does:  
Name of Firm

1. 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 danger of drug abuse in the workplace, the business' policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, employee assistance programs and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the contractual services that are described in St. Johns County's request for qualifications a copy of the statement specified in paragraph 1.
4. In the statement specified in paragraph 1, notify the employees that, as a condition of working on the contractual services described in paragraph 3, 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 Florida Statute 893, as amended, 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 or plea.
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. Consistent with applicable provisions with State or Federal law, rule, or regulation, make a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs 1 through 5.

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

Carol Hopkin for Jeffrey Gardner  
Signature

10-31-12  
Date

**Appendix C:  
Certification Regarding Debarment, Suspension,  
Ineligibility and Voluntary Exclusion for  
Federal Contracts**

**CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY  
AND VOLUNTARY EXCLUSION FOR FEDERAL AID CONTRACTS**  
(Compliance with 49CFR, Section 29.510)  
(Appendix B Certification)

It is certified that neither the below identified firm nor its principals are presently suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency:

Name of Consultant:

By Carol Appleton *for Jeffrey Gardner* Date: 10-31-12  
Authorized Signature

Title: Branch Manager

**Instructions for Certification**

1. By signing and submitting this certification with the proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the Department may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted. If at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms 'covered transaction', 'debarred', 'suspended', 'ineligible', 'lower tier covered transaction', 'participant', 'person', 'primary covered transaction', 'principal', 'proposal', and 'voluntarily excluded', as used in this clause, have the meanings set out in the Definitions and Coverage sections of the rules implementing Executive Order 12549. You may contact the person to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the Department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include this clause titled "Appendix B: Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transaction", without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the Nonprocurement List.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant are not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the Department may pursue available remedies, including suspension and/or debarment.

**Appendix D:**  
**Certification for Disclosure of**  
**Lobbying Activities on Federal-Aid Contracts**

**CERTIFICATION FOR DISCLOSURE OF LOBBYING ACTIVITIES  
ON FEDERAL-AID CONTRACTS  
(Compliance with 49CFR, Section 20.100 (b))**

The prospective participant certifies, by signing this certification, that to the best of his or her knowledge and belief:

(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 any federal 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 federal 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, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities", in accordance with its instructions. (Standard Form-LLL can be obtained from the Florida Department of Transportation's Professional Services Administrator or Procurement Office.)

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.

The prospective participant also agrees by submitting his or her proposal that he or she shall require that the language of this certification be included in all lower tier subcontracts, which exceed \$100,000 and that all such subrecipients shall certify and disclose accordingly.

Name of Consultant: BROCKINGTON ASSOCIATES, INC.  
By: Carole Poplin for Jeffrey Gardner Date: 10-31-12 Authorized Signature  
Title: BRANCH MANAGER

**ATTACHMENT IV**  
(RFQ Addendum)



**St. Johns County Board of County Commissioners**

Purchasing Division

**October 23, 2012**

**ADDENDUM #1**

**To: Prospective Bidders**  
**From: St. Johns County Purchasing Department**  
**Subject: RFP #13-10 William Bartram Scenic and Historic Highway Website Additions**

This Addendum #1 is issued for clarification on the above titled project, and is hereby incorporated into the subject RFP documents. Each proposer will ascertain before submitting a proposal that he/she has received all Addenda. **Please return the signed Addendum with your proposal.**

1. Has a budget been established for this project?

Since we are advertising a RFQ instead of a RFP we are looking for the consultant's qualifications and we can not discuss cost with the consultant according to the FDOT federal National Scenic Byway requirements. After we select a consultant based on qualification we will then negotiate the cost of the project based on the FDOT standards.

**The due date of November 1, 2012 @ 4:00 p.m. remains the same.**

**Sincerely,  
Bridget Mein  
Contract Specialist**

**Acknowledgment**

\_\_\_\_\_  
Signature and Date

\_\_\_\_\_  
Printed Name/Title

\_\_\_\_\_  
Printed Company Name

**End of Addendum #1**

**ATTACHMENT V**

(Evaluation Team member's individual scoring sheets)

EVALUATION SHEET  
WBSH Website Additions

*Handwritten signature and date: 11/16/12*

ST. JOHNS COUNTY, FLORIDA  
CRITERIA FOR RANKING

DATE:  
PROJECT: RFP 13-10 WBSH Website Additions

FIRM	A. Ability of Personnel 0 TO 33 POINTS	B. Experience 0 TO 32 POINTS	C. Ability to Furnish the Required Services 0 TO 30 POINTS	D. References 0 TO 5 POINTS	TOTALS
<i>Bluebird</i>	<i>25</i>	<i>27.5</i>	<i>17.5</i>	<i>4</i>	<i>87.5</i>
<i>BROOKING</i>	<i>25</i>	<i>25</i>	<i>27.5</i>	<i>4.5</i>	<i>87.5</i>

\*To avoid duplication, the Project Manager or Designee will contact and rank references.

SIGNATURE OF RATER: *Albert J. ...* PRINT NAME: *ALBERT J. ...* DATE: *11-16-12*







**ATTACHMENT VI**

(Summary of the Evaluation Team members scoring sheet)



**ST. JOHNS COUNTY  
PURCHASING DEPARTMENT**

500 San Sebastian View  
St. Augustine, Florida 32084

**AGENDA  
EVALUATION REVIEW MEETING**

**RFP 13-10 WILLIAM BARTRAM SCENIC HIGHWAY  
WEBSITE ADDITIONS/MAINTENANCE**

**THURSDAY, NOVEMBER 29, 2012 AT 9:30 A.M.**

**ST. JOHNS CONFERENCE ROOM**

The purpose of the meeting is for various staff to: discuss; finalize individual evaluations; summarize the individual evaluations; and short-list respondents to a particular request for qualifications for recommendation to the Board of County Commissioners. **This is a public meeting and will be conducted in accordance with all applicable provisions of the Florida Sunshine Law.**

- Call meeting to order
- Public comment - Please limit speaking time to five minutes per speaker
- Instructions to Evaluators
- Official ranking/scoring
- Public Comment – Please limit speaking time to five minutes per speaker
- Adjourn

If a person decides to appeal any decision made with respect to any matter considered at the meeting, he/she will need a record of the proceedings and for such purpose may need to ensure that a verbatim record of the proceedings is made, which such record includes the evidence upon which the appeal is made.

**NOTICE TO PERSONS NEEDING SPECIAL ACCOMMODATIONS AND TO ALL HEARING IMPAIRED PERSONS:** In accordance with the Americans with Disabilities Act, persons needing a special accommodation to participate in the proceedings should contact ADA Coordinator at (904) 209-0652 at the County Administration Building, 500 San Sebastian View, St. Augustine, Florida 32084. For hearing impaired individuals: Telecommunication Device for the Deaf (TDD): Florida Relay Service: 1-800-955-8770, no later than 5 days prior to the date of the meeting.

ST. JOHNS COUNTY, FLORIDA

EVALUATION SUMMARY SHEET

Date: 29-Nov-12  
 RFP: RFP 13-10  
WBSH Website Additions/Maintenance

FIRM	RATER	RATER	RATER	RATER	RATER	RATER	RATER	TOTAL	RANK	COMMENTS
Brockington & Associates	Vickie Renna	Betty Sue Stepp	Corey Bowen	Sandy Stokoy	AI Abbatiello			342	1	
	82	95	87	Sick	78					
Mary Fisher Design	100	65	71	Sick	71			307	2	

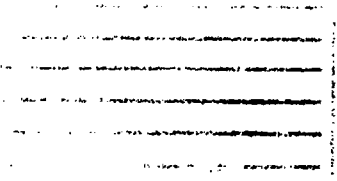
APPROVED: Purchasing Department  
 Planning Department

*[Signature]* 11-29-12  
*[Signature]* 11/29/12

NOTE: THE RANKING SHOWN ABOVE MUST BE FOLLOWED UNLESS SPECIAL CONDITIONS MERIT A CHANGER IN THE NEGOTIATING ORDER, IN THIS CASE, THE SPECIAL CONDITIONS MUST BE EXPLAINED IN DETAIL IN THE COMMENTS SECTION OR ATTACHED TO THIS RANKING SHEET.

POSTING TIME/DATE FROM 4:00 p.m. November 29, 2012, 2012 UNTIL 4:00 p.m. December 4, 2012

ANY RESPONDENT AFFECTED ADVERSELY BY AN INTENDED DECISION WITH RESPECT TO THE AWARD OF ANY REQUEST FOR PROPOSAL SHALL FILE WITH THE PURCHASING DEPARTMENT FOR ST. JOHNS, A WRITTEN NOTICE OF INTENT TO FILE A PROTEST NOT LATER THAN SEVENTY-TWO (72) HOURS (EXCLUDING SATURDAY, SUNDAY AND LEGAL HOLIDAYS) AFTER THE POSTING OF THE SUMMARY SHEET. PROTEST PROCEDURES MAY BE OBTAINED IN THE PURCHASING DEPARTMENT.



**ATTACHMENT VII**  
(Draft Contract)



**ST. JOHNS COUNTY  
PURCHASING DEPARTMENT**

500 San Sebastian View  
St. Augustine, Florida 32084

**INTEROFFICE MEMORANDUM**

**TO:** Vickie Renna, Long Range Planning Department  
**FROM:** Bridget Mein, Contract Specialist  
**SUBJECT:** RFQ 13-11 WBSH Historic Studies  
**DATE:** May 22, 2013

Attached please find a copy of the RFP Evaluation Summary Sheet for your file as recorded and verified at the Evaluation Committee Meeting.

Please review, evaluate and make a written recommendation for this project. Also, indicate the budgeted amount for this item along with the appropriate charge code and return to my attention as soon as possible.

Please let me know if I can assist your department in any other way.

Dept. Approval Spame Kond  
Date 5/23/13  
Budget Amount # 9,272.19  
Account Funding Title William Bartram Scenic & Historic Highway Project # 1166  
Funding Charge Code Consulting Services #53150 & Federal Grant #55304  
Award to Brockington  
Award Amount # 9,272.19