

**FIRST AMENDMENT  
TO  
AGREEMENT NO. 21-01  
BETWEEN THE  
BROWARD METROPOLITAN PLANNING ORGANIZATION  
AND  
GOODMAN PUBLIC RELATIONS, INC  
FOR  
WEBSITE SERVICES**

This First Amendment to the Agreement ("First Amendment") is made and entered into the \_\_\_ day of \_\_\_\_\_, 2025, by and between the BROWARD METROPOLITAN PLANNING ORGANIZATION, with its principal business address located at Trade Centre South 100 West Cypress Creek Road, Suite 650, Fort Lauderdale, FL 33309, hereinafter referred to as "BMPO,"

AND

GOODMAN PUBLIC RELATIONS, INC, located at 1995 E. Oakland Park Boulevard, Suite 100, Fort Lauderdale. FL 33306, hereinafter referred to as "CONTRACTOR."

**WITNESSETH:**

**WHEREAS**, the original agreement between the BMPO and CONTRACTOR for Website Services is dated and effective as of November 4, 2021, with an original termination date of November 30, 2024, in an amount not to exceed **ONE HUNDRED FIFTY THOUSAND AND NO/100 DOLLARS (\$150,000.00)** (the "Agreement"); and

**WHEREAS**, on August 14, 2024, the BMPO exercised the first one-year option to extend the contract through November 30, 2025, and,

**WHEREAS**, on July 21, 2025, the BMPO exercised the second one-year option to extend the contract through November 30, 2026, and,

**WHEREAS**, the BMPO and CONTRACTOR mutually agree to amend the Scope of Services to add additional services for Tasks 1, 3, 5, 6 and 7, as further specified in the Revised Scope of Services, "Attachment A" to this amendment; and,

**WHEREAS**, for these additional services, the CONTRACTOR will require the BMPO to pay additional compensation in the not to exceed the amount of **NINETY-EIGHT THOUSAND FIVE HUNDRED TWENTY-SEVEN AND NO/100 DOLLARS (\$98,527.00)** for a total not to exceed of **TWO HUNDRED FORTY-EIGHT THOUSAND FIVE HUNDRED TWENTY-SEVEN DOLLARS AND NO/100 (\$248,527.00)**.

**NOW THEREFORE**, in consideration of the mutual terms, conditions, promises, covenants and payments hereinafter set forth, BMPO and CONTRACTOR agree as follows:

1. Incorporation of "Whereas" Clauses. The truth and accuracy of each "Whereas" clause set forth above is acknowledged and is incorporated herein as if set forth in its entirety.

2. Section 1, "Scope of Services" of the agreement is amended to add additional services to existing tasks for the duration of the agreement.

3. Section 3, "Compensation," of the Agreement is amended to provide for the BMPO to pay additional consideration to the CONTRACTOR in the not to exceed amount of **NINETY-EIGHT THOUSAND FIVE HUNDRED TWENTY-SEVEN AND NO/100 DOLLARS (\$98,527.00)** pursuant to this First Amendment. Pursuant to this First Amendment, the total amount to be paid by BMPO to CONTRACTOR shall be a total amount, not to exceed **TWO HUNDRED FORTY-EIGHT THOUSAND FIVE HUNDRED TWENTY-SEVEN DOLLARS AND NO/100 (\$248,527.00)** for the entire Term of the Agreement, contingent upon the appropriation of funds.

4. Except as amended herein all other terms and conditions of the Agreement shall remain in full force and effect.

5. To the extent of any conflict between the language of the Agreement, this First Amendment shall govern.

**[Signature Page Follows]**

**IN WITNESS WHEREOF**, the parties hereto have made and executed this First Amendment on the respective dates under each signature: BMPO, signing by and through its Chair and Executive Director, attested to and duly authorized to execute same, and CONTRACTOR, signing by and through its \_\_\_\_\_, attested to and duly authorized to execute same.

**BROWARD METROPOLITAN PLANNING ORGANIZATION**

By: \_\_\_\_\_  
Gregory Stuart, Executive Director

By: \_\_\_\_\_  
Yvette Colbourne, Chair

This \_\_\_\_ day of \_\_\_\_\_, 2025

This \_\_\_\_ day of \_\_\_\_\_, 2025

**APPROVED AS TO FORM AND LEGAL SUFFICIENCY FOR THE USE OF AND RELIANCE BY THE BMPO ONLY:**

By: \_\_\_\_\_  
Alan L. Gabriel, BMPO General Counsel  
Weiss Serota Helfman Cole & Bierman, P.L.

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WEBSITE SERVICES**

**CONTRACTOR**

WITNESSES:

**GOODMAN PUBLIC RELATIONS, INC**

By: \_\_\_\_\_

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Name: \_\_\_\_\_

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

By: \_\_\_\_\_

Address: \_\_\_\_\_

Print Name: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

This \_\_\_\_ day of \_\_\_\_\_, 2025

# BrowardMPO.Org Website Enhancement Proposal 2025

Revised Scope

## One-Time Project Costs

#	Scope Item	Description	Task Total
1	Project Management	Admin	\$ 1,800.00
3.1	Interactive Visual Sitemap	Design and build an interactive sitemap tool linking MPO programs and resources, including 2 design review cycles. (This task is covered in the existing contract.)	incl
5.1	Knowledge Library & Training Materials	Update site documentation and training guides reflecting new features and workflows.	\$ 2,680.00
	Training Sessions (Remote or in-person)	Conduct live training sessions for MPO staff with Q&A and practical demonstrations.	
6.4	Design Consulting & UX Guidance	Provide art direction, accessibility guidance, and design reviews to ensure cohesive, user-friendly layouts.	\$ 71,200.00
	Theme Integration	Apply new theme and styles across website pages to align with MPO design standards.	
	Improve Mobile Experience	Optimize layouts, navigation, and search for mobile devices. Ensure all pages, menus, and interactive elements are responsive, fast-loading, and touch-friendly. Conduct QA testing across multiple devices (iOS, Android, tablets) to confirm accessibility and usability.	
	Site Optimization & Infrastructure	Implement performance enhancements and infrastructure improvements to ensure fast load times and reliable performance across web and mobile. Tasks include caching configuration, image optimization, code minification, database tuning, and CDN (if applicable). QA testing will confirm improved speed scores and stability.	
	Navigation Update	Implement approved navigation structure with responsive behavior and SEO-friendly breadcrumbs.	
	Homepage Redesign	Build new homepage layout with improved visual hierarchy and featured content sections.	
	Program Overview & Landing Pages	Create 10 program pages with provided content, visual assets, and cross-linking to related initiatives.	
	Enhanced Search Implementation	Configure advanced search with filters and PDF indexing in staging and production.	
	Elastic Search Custom Plugin	Develop a plugin to integrate Joomla with Elasticsearch, enabling robust filtering and user-friendly search UI.	
	Content Catalog	The central repository that organizes and normalizes all searchable materials across the website. It consolidates Joomla pages, uploaded documents (PDFs, Word files, etc.), and approved third-party web pages into a unified structure	
	Metadata Optimization	Add structured metadata across content for better internal and external search visibility.	
	Archive Area	Build organized archive section for retired content with filtering by category and date.	
7	Website Services	Ongoing Development & Design Support for Page building as needed	\$ 10,633.00

## Additional Hosting and Support for New Features

6.2	Additional Hosting & Maintenance for Search Server		\$ 12,214.00
	Search Server Hosting		
	Mobile Performance Optimization Infrastructure		
	Monthly Maintenance & Support for Search Server		

*The above hosting costs for the new enhanced infrastructure are in addition to the current hosting contract costs for the Browardmpo.org website.*

**Total for BROWARD MPO WEBSITE ENHANCEMENTS** \$ **98,527.00**

# Website Enhancement Proposal

## Broward Metropolitan Planning Organization

Proposal Date: September 03, 2025

### Executive Summary

This proposal outlines a comprehensive modernization of the Broward MPO website to better reflect the organization's updated theme, improve navigation, and provide an optimized user experience. The enhancements will ensure visual consistency, improve content discoverability through advanced search functionality, and add interactive elements to better connect visitors with MPO programs and initiatives.

Our approach focuses on creating a more accessible, user-friendly platform that serves both MPO staff and the public while maintaining the professional standards expected of a metropolitan planning organization.

### Expected Benefits

#### For MPO Staff

- Efficiency Gains: 60-80% reduction in time spent searching for documents
- Better Decision Making: Easy access to historical data and reports
- Improved Collaboration: Quick discovery of related projects and studies
- Content Management: Insights into content gaps and usage patterns

#### For Public Users

- Enhanced Transparency: Easy access to transportation plans and meeting minutes
- Better Engagement: Quick finding of public participation opportunities
- Improved Service: Faster response to information requests
- Accessibility: Better tools for users with disabilities

### Broward MPO Responsibilities

Assumptions clarify what inputs and resources Broward MPO will provide to support project delivery.

Broward MPO will provide:

- Finalized branding guidelines and assets.
- Navigation structure and sitemap.
- Homepage design files.

- Content for program landing pages.
- Review Data Catalog Content; Proposed Meta-Data, Categorization & Tags
- Provide all documents/content that are to be included in search
- Review Interactive Site Map Layout

## Project Scope

### Task 1.0

#### Project Management

Provide administrative oversight and coordination to keep the project aligned with Broward MPO's objectives.

- Track milestones and deliverables
- Provide regular updates to stakeholders
- Ensure contract compliance and oversight
- Manage quarterly billing and other administrative tasks.

### Task 5.1

#### Knowledge Library & Training Materials

Update site documentation and training guides reflecting new features and workflows.

#### Training Sessions

Conduct live training sessions for MPO staff with Q&A and practical demonstrations.

### Task 6.1

#### Design Consulting & UX Guidance

Provide art direction, accessibility guidance, graphic design where needed and design reviews to ensure cohesive, user-friendly layouts.

#### Website Services

Ongoing Development & Design Support for Broward MPO Staff as needed.

### Task 6.4

#### Design Consulting & UX Guidance

Provide strategic design and user experience direction to ensure the website is visually cohesive, accessible, and user-friendly.

- Art direction and graphic design support where needed
- Guidance on accessibility and ADA compliance
- Recommendations on typography, color, and layouts
- Design reviews at key milestones to confirm brand alignment and intuitive navigation

## Theme Integration

Apply Broward MPO's new theme across all 237 website pages to create a cohesive, professional appearance that aligns with your organization's visual standards.

- Update color palette, typography, and graphic elements
- Ensure consistent styling across headers, footers, and navigation
- Apply the new theme to program pages, landing pages, and subpages
- Update buttons, icons, and UI components

## Improved Mobile Experience

Optimize layouts, navigation, and search for mobile devices.

- Confirm responsiveness across all pages, menus, and interactive elements
- Ensure fast-loading, touch-friendly performance
- Conduct QA testing across iOS, Android, and tablets
- Address refinements and adjustments to homepage, landing pages, and search functionality
- Provide holistic mobile polish beyond navigation and homepage redesign

## Site Optimization & Infrastructure

Implement performance enhancements and infrastructure improvements to ensure fast load times and reliable performance across web and mobile.

- Configure caching layers, image optimization, and code minification
- Tune the database for faster queries
- Implement a CDN if appropriate
- Conduct QA testing to confirm improved load times and stability across desktop and mobile

## Navigation Update

Implement the approved navigation structure with responsive behavior and SEO-friendly breadcrumbs to improve user experience across all devices.

- Configure top-level menus and submenus per approved site map
- Apply responsive behavior for mobile and tablet devices
- Update breadcrumb navigation for usability and SEO

## Homepage Redesign

Build new homepage layout with improved visual hierarchy, featured content sections, and prominent search functionality.

- Implement a new homepage design provided by Broward MPO
- Make search functionality more prominent in layout
- Optimize for quick access to programs and resources
- Feature news, events, and updates prominently

## Program Overview & Landing Pages

Create 10 program pages with provided content, visual assets, and cross-linking to related initiatives for better content organization.

- Build dedicated landing pages for each program
- Include overview content and key messages
- Implement cross-linking between related programs
- Add visual assets and graphics

## Enhanced Search Functionality

### Revolutionary Search Experience

Transform how visitors find information on your website with an intelligent, fast search system that indexes all content types including PDFs, documents, and web pages.

The screenshot displays an 'Advanced Search' interface with a purple header. A search bar contains the text 'project management best practices'. Below the search bar, the results are shown for the query 'project management best practices' (0.043 seconds), sorted by 'Relevance'. The results list three items:

- Complete Guide to Project Management Best Practices** (Article, March 15, 2024, 12 pages, John Smith). Description: Learn the essential project management best practices that successful teams use to deliver projects on time and within budget. This comprehensive guide covers methodology selection, team communication, risk assessment, and stakeholder management techniques... URL: <https://yoursite.com/articles/project-management-guide>
- Agile Project Management Framework** (PDF Document, February 28, 2024, 24 pages, Sarah Johnson). Description: A detailed overview of agile project management methodologies, including Scrum, Kanban, and Lean principles. Includes best practices for sprint planning, daily standups, and retrospectives. Perfect for teams transitioning to agile workflows... URL: <https://yoursite.com/documents/agile-framework.pdf>
- Project Management Templates and Checklists** (Resource Pack, January 10, 2024, 8 files, Mike Davis). Description: Download our collection of proven project management templates including project charters, risk registers, and status reports. These tools follow industry best practices and can be customized for any project type... URL: <https://yoursite.com/resources/pm-templates>

On the left side, there are filters for Content Type (Articles: 847, Documents: 156, PDF Files: 89, Images: 234), Category (Business: 45, Technology: 78, Training: 34, Policies: 23), Date Range (Last Week: 12, Last Month: 67, Last Year: 445), and File Size (Small < 1MB: 234, Medium 1-10MB: 89, Large > 10MB: 23).

Enhanced search with filtering, highlighting, and fast results across all content types

## Enhanced Search Implementation

Configure advanced search with filters and PDF indexing in both staging and production environments.

- Full-text search across web pages, PDFs, and documents
- Filtering and highlighting features for refined results
- Fast, user-friendly search interface for the public and staff

## Elasticsearch Custom Plugin Development

Develop a custom plugin to integrate Joomla with Elasticsearch, enabling robust filtering and user-friendly search interface.

- Configure plugin in staging and production environments
- Deliver advanced filtering options and a user-friendly interface
- Ensure performance and stability for long-term use

## Content Catalog

The central repository organizes and normalizes all searchable materials across the website.

- Consolidate Joomla pages, uploaded documents (PDF, Word, etc.), and approved third-party resources
- Normalize content into a unified structure for easier navigation

## Metadata Optimization

Add structured metadata across content for better internal and external search visibility.

- Enhance internal search functionality
- Improve visibility in external search engines

## Archive Area

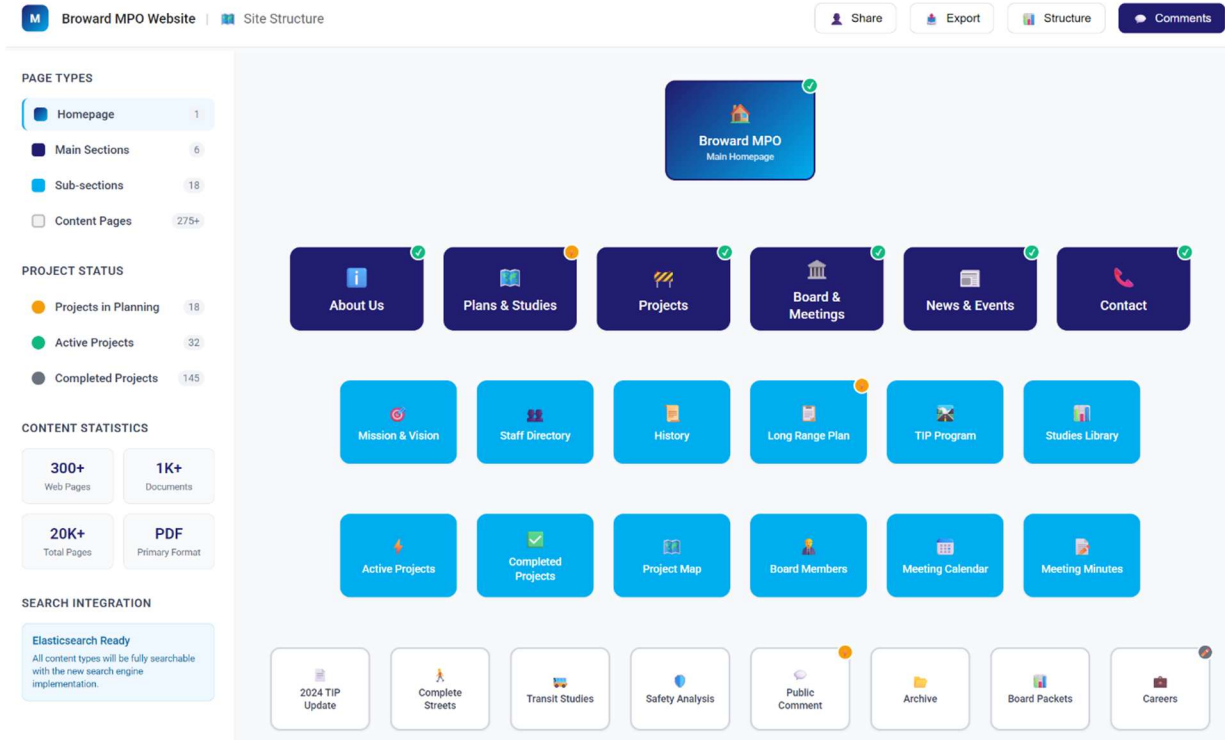
Build organized archive section for retired content with filtering by category and date.

- Provide filtering by category and date
- Maintain transparency and easy access to historical materials

## Interactive Visual Sitemap

### Navigate Your Organization Visually

An interactive sitemap that helps visitors understand MPO programs and their connections, providing direct access to related content and resources.



Custom UX styled interface with project status tracking and professional navigation tools

## Interactive Visual Sitemap

Design and build an interactive sitemap tool linking MPO programs and resources, including 2 design review cycles.

- Show relationships between programs and resources
- Link to internal pages and external content
- Accessible via navigation menu and footer
- Mobile-responsive design

## Tentative Project Timeline

Phases may overlap as appropriate to maintain efficiency.

Duration: Nov 1, 2025 – Apr 30, 2026

Phase 1: Project Kickoff & Planning (Nov 1 – Nov 14)

- Kickoff meeting, confirm scope & resources
- Set up project tracking, communication cadence
- Deliver project plan & schedule
- Client review & approval

Phase 2: Theme Integration & Navigation Update (Nov 15 – Dec 19)

- Apply new theme across website pages
- Update navigation structure & responsive menus
- Configure breadcrumb SEO-friendly navigation
- Client review & revisions

#### Holiday Quiet Period (Dec 20 – Jan 5)

- No major deliverables scheduled during Christmas & New Year
- Development team may continue background tasks, but no client reviews expected

#### Phase 3: Homepage Redesign & Program Landing Pages (Jan 6 – Jan 23)

- Implement new homepage design
- Build up to 10 program landing pages with provided content & cross-linking
- Optimize layouts for accessibility & usability
- Client review & revisions

#### Phase 4: Mobile Experience & Site Optimization (Jan 24 – Feb 20)

- Refine mobile responsiveness, polish homepage & program pages
- Performance optimization (caching, minification, image tuning, CDN if needed)
- Cross-device QA (iOS, Android, tablets)
- Client review & adjustments

#### Phase 5: Enhanced Search & Content Catalog (Feb 21 – Mar 27)

- Elasticsearch plugin development & integration
- Full-text + PDF indexing, filtering & highlighting
- Build Content Catalog structure & metadata optimization
- Configure archive area
- Client review & revisions

#### Phase 6: Interactive Visual Sitemap (Mar 28 – Apr 10)

- Design & build interactive sitemap
- Conduct 2 design review cycles
- Ensure mobile responsiveness
- Client review & revisions

#### Phase 7: QA, Training & Launch Prep (Apr 11 – Apr 24)

- System-wide QA testing (functionality, performance, accessibility)
- Final content validation & metadata checks
- Prepare knowledge library & training materials

- Conduct staff training sessions (remote/on-site)
- Client sign-off

Phase 8: Launch & Post-Launch Monitoring (Apr 25 – Apr 30)

- Final deployment to production
- Monitoring & adjustments (stability, analytics setup)
- Wrap-up & project closeout

## Project Deliverables

The following timeline is based on receiving the Notice to Proceed on November 1<sup>st</sup>.

	<b>Delivery Date</b>
1. Updated Joomla website with new theme and navigation .....	November 14, 2025
2. Redesigned homepage with enhanced functionality .....	January 23, 2026
3. Ten (up-to 10) program landing pages with cross-linking .....	February 20, 2026
4. Advanced search system with Elasticsearch integration .....	April 24, 2026
5. Interactive visual sitemap .....	April 10, 2026
6. Organized archive area for retired content .....	April 24, 2026
7. Enhanced metadata across all content .....	April 24, 2026
8. Updated documentation and training materials .....	April 24, 2026
9. Staff training sessions (remote or on-site). .....	April 24, 2026
10. Search analytics and monitoring dashboard .....	April 24, 2026

## Investment Overview

### One-Time Project Costs

#### Scope Items

Project management & Administration

Design Consulting & UX Guidance

Theme Integration

Improve Mobile Experience

Site Optimization & Infrastructure

Navigation Update

Homepage Redesign

Program Landing Pages (up to 10)

Enhanced Search Implementation

Elasticsearch Custom Plugin	
Content Catalog	
Metadata Optimization	
Archive Area	
Interactive Sitemap	
Knowledge Library & Training Materials	
Training Sessions	
Website Services	
<b>Total Project Development</b>	<b>\$86,313</b>

### Additional Hosting & Support Infrastructure

<b>Service</b>	
“Search” Server Hosting	
Mobile Performance Optimization Infrastructure	
Enhanced Maintenance	
<b>Total Additional Annual Cost</b>	<b>Enhanced hosting and support \$12,214</b>