

12563. RESOLUTION 26-06 – AUTHORIZING AN AGREEMENT BETWEEN THE DELAWARE RIVER AND BAY AUTHORITY AND SPRUCE TECHNOLOGY, INC. TO PROVIDE WEBSITE REDEVELOPMENT SERVICES

WHEREAS, The Delaware River and Bay Authority (the “Authority”) is a bi-state Authority of the State of Delaware and the State of New Jersey, created by compact, that operates and maintains the Delaware Memorial Bridge, Cape May-Lewes Ferry, Forts Ferry Operation, five regional airports, and the adjoining facilities and infrastructure at each of those sites; and

WHEREAS, the Authority it seeks to engage a firm to provide the web development services necessary to standardize all Authority websites on the same platform for consistency, security, and ease of content management (the “Services”). The Services will be implemented in two phases and includes annual maintenance and support; and

WHEREAS, the Authority publicly advertised a Request for Proposals (“RFP”) for Website Development Services in compliance with Resolution 24-17, as amended, which governs the Authority’s procurement rules and approval thresholds; and

WHEREAS, the Authority received sixteen (16) proposals in response to the RFP, performed a preliminary evaluation of each proposal, and ranked each response in accordance with the advertised selection criteria; and

WHEREAS, following preliminary review and evaluation, the Authority created a short list of those firms with the highest ranking and held interviews with those firms.

WHEREAS, SPRUCE TECHNOLOGY, INC., was awarded the most favorable ranking following interviews and final evaluation, and the Authority subsequently negotiated an agreement with SPRUCE TECHNOLOGY, INC. to deliver the proposed services for compensation not-to-exceed One Hundred Ninety-Eight Thousand Seven Hundred Dollars (\$198,700.00), which the Authority has determined to be fair and reasonable; and

WHEREAS, with the consent of the Chairman and Vice-Chairman of the Board of Commissioners, the Authority desires to enter into a Service Agreement with SPRUCE TECHNOLOGY, INC.; and

WHEREAS, the Budget and Finance has reviewed this recommendation and concurs; and

THEREFORE, BE IT RESOLVED, that the Executive Director is hereby authorized to finalize the terms and conditions of a Services Agreement with SPRUCE TECHNOLOGY, INC., to provide the Services to the Authority, and, with the advice and consent of Counsel, to have such Service Agreement executed by the Chairman, Vice-Chairman and Executive Director.

Resolution 26-06 was moved by Commissioner Houghton, seconded by Commissioner Mehaffey, and was approved by a roll call vote of 9-0.

Resolution 26-06 Executive Summary Sheet

Resolution: Authorizes an agreement between the Authority and Spruce Technology, Inc., to provide Website Redevelopment Services.

Committee: Budget and Finance

**Committee/
Board Date:** February 18, 2026

Purpose of Resolution:

The Authority currently maintains multiple websites and has planned a two-year project to standardize all such sites on the same platform for consistency, security, and ease of content management; and it seeks to engage a firm to provide the web development services necessary to complete said project.

Background for Resolution:

The following firms submitted proposals in response to the RFP:

- ActuaDigital
- Ask the Egghead
- Bigmouth Creative*
- BluCreative
- Concourse
- Exemplifi
- GDG Media Management
- Hubspire
- Invictech
- Mighty Union
- MinoriLabs
- Norsoft
- Spruce Technology*
- Stokes Creative Group
- The Tactile Group
- Think It First

**Shortlisted/Interviewed*

The Authority performed an evaluation of each submission and utilized the advertised evaluation criteria to establish a ranked list, with Spruce Technology receiving the highest ranking. The Authority conducted an analysis of the firm's proposed fees for the Services and negotiated for costs that the Authority has determined to be fair and reasonable.

The procedures leading to this Resolution followed the requirements of Resolution 24-17, which governs the Authority's solicitation and approval thresholds for all purchases.