

**Proposed Scope of Work
For Project Management, Public Outreach,
Advertising, Social Media and
Communication Services for
Pure Water Monterey
(Monterey Peninsula Ground Water Replenishment Project)**

Prepared for:
Monterey Peninsula Water Management District

Submitted by:
Thomas Brand Consulting, LLC

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Introduction to the Proposed Scope of Work

Since 2013, TBC has been working under the direction of the MPWMD to assure that the District's Branding, Communication and Public Outreach needs are met with regards to Pure Water Monterey, a groundwater replenishment project. As of 1/28/14, the MPWMD assumed Project Lead Status and consequently will be assumed a much greater project responsibility from not only a managerial but also from a production standpoint.

With the project fully engaged in the local, state and federal agency approval process, additional public presence at levels is necessary coupled with an increase in local media and organizational outreach. This scope of work supports the previously approved Fiscal Year 2016-2017 July 16- Dec 16 Pure Water Monterey Outreach Budget.

Since the public outreach strategic plan will now include an increased effort to reach the Salinas Valley, and a continued effort to promote the project at the state and national level, additional opportunities as they become available and while not specifically listed, would be included in this scope on the approval of both parties.

Previously Approved Pure Water Monterey Budget:

Pure Water Monterey
 Draft Budget
 FY 16-17 July-Dec Only

No.	Platform	Line Item	Cost	Notes
1	Online Outreach			
1a		Website Updates	\$2,500	Ongoing update to purewatermonterey.org to create a more user-friendly interactive informational source
1b		<u>E-Blast & Data Capture</u>	<u>\$1,000</u>	Licence and Management of data capture modal and implementation of e-blasts
			\$3,500	
2	Events			
		OC Tours	\$0	Previously approved business & hospitality industry tours
2a		Promotional	\$3,000	Local Fairs, Home & Garden Shows, Water Centric Events
2b		Informational/Media	\$1,500	Media Receptions, Town Hall Meetings
2c		<u>Water Purification Summit</u>	<u>\$0</u>	Special Event for Local and OC IPW Electeds and Officials
			\$4,500	
3	Collateral Development			
3a		Collateral Design	\$5,000	Design of or updates to all collateral including brochures, Powerpoints, mailers, banners, advertisements, etc.
3b		Printing	\$10,000	Printing Costs for collateral items
3c		<u>Mailing</u>	<u>\$0</u>	Mailing costs to all ratepayers for various items
			\$15,000	
4	Outreach Team			
4a		Thomas Brand Consulting	\$36,000	Project Lead overseeing all Public Outreach activities related to the project
4b		Data Instincts	\$18,000	Providing strategic input and recommendations. Extensive experience with water supply projects
4c		<u>Outreach Coordinators</u>	<u>\$0</u>	<u>Boots on the ground individuals to staff and provide support at events and person to person outreach as needed</u>
			\$54,000	
5	Promotional Items			
5a		Tour & Event Giveaways	\$2,000	Branded giveaway items

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CONSULTING

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Scope of Work:

Including but not limited to:

- **Project Management of the Pure Water Monterey Public Outreach Initiative**
- **Update and Execution of the Strategic Outreach Plan**
- **Continuation of rebranding the project to Pure Water Monterey**
- **Review, editing and final production of all items produced by Public Outreach team**
- **Formally initiate comprehensive outreach to all Salinas Valley Interests**
- **Increase Regional, State & Federal profile of the program**
- **Brand Management & Key Message Development**
 - Work with team to continue to create a comprehensive brand and key message
- **Media/Information Kit Development**
 - Creation of separate media kits in English and Spanish including
 - Standard
 - Educational/School Focused
 - Agricultural Interests
 - Pilot Plant Visitors
- **Media Relations**
 - Manage all media and press relations including interviews, FAM tours, inquiries, and updates to local, regional and national press
- **Community Relations/Relationship Building**
 - Manage locally based stakeholder outreach
- **Social Media**
 - Initiate and manage all social media platforms including Facebook, Twitter and others as needed
- **Advertising**
 - Management including research, creative direction and placement of all advertising associated with GWR project
- **Management and Facilitation of FAM Tours**
 - Facilitation and coordination of all FAM tours to Santa Clara or Orange County
- **Public Outreach/Education Campaign**
 - Manage Public Outreach and Education campaign with agency staff and other stakeholder group representatives
- **Event Management and Coordination**
 - Manage events for project including series of local Town Hall meetings including OC representatives
- **External Public Perception Audit**
 - Perform audit as directed by team
- **External Approval Agency Outreach as Needed**
 - Creation of outreach specific plan for implementation to support specific public meetings, forums and initiatives
- **Regular attendance at Project Meetings, BOD Meetings & Relevant Events**
- **General Strategic Counsel & Regular Meetings/Communication with MPWMD Board of Directors, Staff, Shareholders, and Project Partners**

Budget

Per the above outlined Scope of Work on the GWR Project, Thomas Brand Consulting, LLC proposes a contractual agreement not to exceed a total of \$54,000 starting 7/1/16 and includes all necessary administrative, support, specialized outreach and sub-contracted staff needed for the continued execution of the scope of work. This agreement shall remain in effect during and following any future mid-year or fiscal year budget adjustment periods to be additionally funded as agreed upon by both parties. All out of scope work unless otherwise agreed upon in writing by both parties shall be billed at \$150 per hour. The costs of any associated media buys or collateral production that would fall under the proposed Scope of Work will be determined upon examination of current programs.

The proposed contract does not include creative expenses such as graphic design, web development, photography, video production, any and all media buys and out of pocket expenses including travel/mileage, printing, postage and items associated with the production of events. Thomas Brand Consulting requires client approval for outside expenses greater than \$150.00.

Upon the approval of the of the agreed upon contract and any additional budget stipulations, work will start immediately and the initial payment will be due immediately. From that point forward, the client will be invoiced on the 1st of each month, payable within 30 days unless otherwise agreed to by both parties.

Addendum:

INSURANCE

- A. Consultant shall obtain and keep insurance policies in full force and effect for the following forms of coverage:
 - 1. Automobile liability including property damage and bodily injury with a combined single limit of \$300,000.
 - 2. Comprehensive General Liability (CGL) with a combined single limit of \$1,000,000
 - 3. Consultant shall add to his/her Comprehensive General Liability insurance policy a severability or interest clause or such similar wording if his/her policy does not automatically have this clause already written into it. Such language shall be similar to: "The insurance afforded applies separately to each insured against whom claim is made or suit is brought, including claims made or suits brought by

any person included within the persons insured provision of this insurance against any other such person or organization."

- B. Consultant shall provide photocopies of its current Automobile insurance policy [or policies], including endorsements thereto, or current certificates of insurance in lieu thereof, to MPWMD.
- C. Consultant shall provide notice to MPWMD of any cancellation or material change in insurance coverage where MPWMD has been named as an insured, such notice to be delivered to the MPWMD in accord with Section XV of this Agreement at least sixty (60) days before the effective date of such change or cancellation of insurance.
- D. Evidence acceptable to MPWMD that Consultant has complied with the provisions of this Section VII shall be provided to the MPWMD, prior to commencement of work under this Agreement.
- E. All policies carried by Consultant shall provide primary coverage instead of any and all other policies that may be in force. MPWMD shall not be responsible for any premium due for the insurance coverage specified in this Agreement.

Summary

Thomas Brand Consulting is uniquely positioned to serve as the public outreach agency/consultant, on behalf of the Monterey Peninsula Water Management District for the Pure Water Monterey Project. Thank you for the opportunity to submit our proposal, we truly look forward to assuring that the project is a viable piece of our water supply puzzle.

Acceptance of Proposal:

David J. Stoldt or Suresh Prasad
Monterey Peninsula Water Management District

Date

Stephen C. Thomas
Thomas Brand Consulting, LLC

Date