

**Proposed Scope of Work  
For Project Management, Public Outreach,  
Advertising, Social Media and  
Communication Services for 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**

For the past four months, 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 the Monterey Peninsula Groundwater Replenishment Project. The project, at its core, is a partnership between the MPWMD and the MRWPCA with the majority of the funding coming from the District, yet until the initiation of the GWR's Joint Public Outreach Committee, the bulk of the work had been initiated by the MRWPCA with little or no input from the MPWMD.

As of 1/28/14, the MPWMD is assuming Project Lead Status and consequently will be assuming a much greater project responsibility from not only a managerial but also from a production standpoint.

To properly insure that the District's needs are met, TBC is proposing an additional contract that will retroactively cover the out of scope work that has already been accomplished and any and all work related to this project going forward.

Since the Water Management District is just now transitioning into a project management role, a complete list of current and upcoming items will be provided as soon as they become available.

## **Deliverables**

Upon the agreement of both parties to the Scope of Work, a schedule of deliverables can be developed that will include the project components already being completed and any and all additional District needs with regards to the GWR Project plan. Deliverable specifics can be discussed at the discretion of the MPWMD.

## Scope of Work:

### Including but not limited to:

- **Project Management of the GWR Public Outreach Project**
- **Update and Execution of the Strategic Outreach Plan**
- **Complete rebranding of the project to Pure Water Monterey**
- **Update to current and creation of a new logo**
- **Review, editing and final production of all items produced by MRWPCA team**
- **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
  - 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 Orange County
- **Public Outreach/Education Campaign**  
Manage Public Outreach and Education campaign with agency staff and Regional Water Authority 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
- **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 retainer for 5 months of \$12,500 or \$2,500 per month, based upon hours 25 hours per month with an option to continue starting with the 2014-2015 fiscal year. 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 \$50.00.

Upon the approval of the of the agreed upon contract and any additional budget stipulations, work will start immediately and from that point forward, the client will be invoiced on the 1<sup>st</sup> of each month, payable within 15 days unless otherwise agreed to by both parties. Additionally, a "lump-sum" payment of 7,000.00 for services already rendered will be invoiced.

## **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 GWR Project. Thank you for the opportunity to submit our proposal, we truly look forward to assuring that the MPWMD is properly represented in this process and ultimately creating a sustainable water source for the Monterey Peninsula.

## **Acceptance of Proposal:**

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*David J. Stoldt*  
*Monterey Peninsula Water Management District*

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*Date*

\_\_\_\_\_  
*Stephen C. Thomas*  
*Thomas Brand Consulting, LLC*

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*Date*