



Topic: **Phase 2 (2019) Reservoir Committee** **2018 Mar 22**  
**Agenda Item 4.5**

Subject: **Consulting Services 2019 Task Order – Katz and Associates, Inc.**

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**Requested Action:**

Consider approval of a recommendation to the Sites Project Authority to approve the Katz and Associates Phase 2 (2019) task order and budget for communications services from April 1, 2019 through December 31, 2019.

**Detailed Description/Background:**

Staff has worked with Katz and Associates to develop a Phase 2 2019 task order utilizing funds from the approved Phase 2 (2019) Work Plan and Budget to provide communications support from April 1, 2019 through December 31, 2019.

**Prior Reservoir Committee Action:**

On August 16, 2018, the Reservoir Committee approved the release of the Project Development Support Services RFQ-18-04.

On November 16, 2018, the Reservoir Committee approved a recommendation to the Authority Board for the selection of Katz and Associates for Service Area C – Communications.

Also, on November 16, 2019 the Reservoir Committee separately made a recommendation to the Authority Board to approve the 2019 Phase 2 Work Plan and Budget.

On January 18, 2019 the Reservoir Committee made a decision to recommend to the Authority Board the approval of the Katz and Associates Consulting Services Agreement and task order. The Work Group subsequently made that recommendation to the Authority Board followed by a status update at the Phase 1 Reservoir Committee’s February 21, 2019 meeting.

**Fiscal Impact/Funding Source:**

Funding for this task order has been assigned from the Phase 2 2019 Work Plan and Budget, which has been approved by the Authority Board of Directors and the Reservoir Committee.

**Staff Contact:**

Joe Trapasso

**Attachments:**

Attachment A – Task Order #2



## **Sites Reservoir Project**

# **Sites Project Authority Communications Task Order**

## **Consultant: Katz and Associates**

### **Task Order No. 2**

Task Order No. 2 provides work activities for CONSULTANT on their Consulting Agreement with the Authority for communications services for the period of performance from April 1, 2019 through December 31, 2019.

### **Scope of Services**

This task order scope of services which includes tasks, deliverables and assumptions for these tasks are also provided in Attachment 1.

### **Labor Rate Table**

The CONSULTANT labor rate table for this task order is provided in Attachment 2.

### **Budget**

The total not to exceed budget amount for this task order is \$625,365.00. Budgets for each individual task within the scope of services may be further refined in the early stages of the task order as the priorities for each task are further defined by the Authority Staff. The budget is provided in Attachment 3.

### **Schedule**

The period of performance for this task order is April 1, 2019 through December 31, 2019. The schedule is provided in Attachment 4.

### **Funding Agreement**

The Sites Project is funded by several funding sources. The CONSULTANT agrees they will comply with fund reporting requirements and with supporting Program reporting requirements. As not all funding agreements have been executed; reporting requirements continue to develop. In general, record-keeping and invoicing shall comply with Generally Accepted Accounting Principles and as implemented in established Program procedures and documentation.

Random internal audits of all Service Areas will be conducted by Project Controls during the project period of performance. These audits will be conducted to review internal controls for the fair presentation of record keeping and invoicing.

The Project will be subject to state and/or federal audits besides the standing annual project audits which will be conducted by an external CPA. It is the intention of Project Controls to develop reports which will satisfy these audits, however, the CONSULTANT will be required to provide support.

## Commercial Terms

Annual salary increases shall not be related to any specific Consumer Price Index, applied summarily to all staff. Allowable increases shall be based, at this time, on individual merit increases plus GSA FAR approved overhead (where available) and 10% profit. Each firm will be allowed to submit their revised, updated rate sheet on an annual basis. The new rates should be submitted 30 days prior to the effective date of increase.

The only exception to this annual increase restriction is a merit increase related to the acquisition of Professional Engineer licensure or acquisition of other professional, technical licensure related to the work they are providing under this task order. The Program will honor salary increases related to acknowledgement of competency in the form of professional, technical licensure based on their effective date.

The Authority will reimburse non-labor/other direct cost only at the CONSULTANT's actual cost

This Task Order, incorporating the above Attachments and Additional Contract Documents, is hereby executed by duly authorized representatives of the parties.

### CONSULTANT

### Sites Project Authority

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

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

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

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

Date: \_\_\_\_\_

Date: \_\_\_\_\_

March 18, 2019

## Sites Reservoir Phase 2A Scope of Services Summary

The following services and deliverables will be provided by Katz & Associates in Phase 2A for a period of performance from April 1, 2019, to December 31, 2019.

### Task C1 – Stakeholder Engagement/Community Outreach

#### Task C1.1 Local/Landowner Outreach Efforts

Task C1.1 will include the following tasks:

- *Database Management*

Actively manage project-area and Sac Valley stakeholder databases for dissemination of hard copy and electronic communications.

- *Landowner Engagement*

Develop and distribute two newsletters, both electronically and in hard copy as needed, and conduct up to three meetings for/with landowners (e.g. quarterly). Newsletters will serve as the invitation to community meetings. This task will include the development of meeting plans and presentations materials, along with management of all meeting logistics.

- *Community Open House*

Plan considers one open house for interested stakeholders. This task would include development and distribution of a meeting notification, development of a meeting plan and presentation materials, and management of all meeting logistics.

- *Local Agency/Organization Outreach*

Attend Board or other organized meetings of Sac Valley water agencies and interested organizations (e.g. Family Water Alliance) as a representative of the Sites Reservoir project team. This task will include the identification of project-related information needs and opportunities and with recommendations for follow up. This task will also include coordination with other local organizations, such as the Sacramento Valley Museum, on Sites-related projects and requests for information.

- *Presentations*

Increase the number of presentations to business, civic and other community groups in the Sac Valley. This task will include development of a presentation calendar, securing speaking dates, speaker training (if needed), development of presentation materials, A/V support and note taking.

- *Community/Special Events*

Identify local events for inclusion on the event management calendar. Assist with event promotion as needed, registration and logistics (securing booth space), event set up, staffing and other logistics.

- *General Stakeholder Engagement/Public Outreach Support*

Provide support to capitalize on unanticipated opportunities for information sharing and address community concerns and issues.

**Assumptions:**

- K&A will have access to Authority Agents for direction and decisions as it relates to Local/Landowner Outreach and respective priorities.

**Deliverables:**

- Database Management: Two updates in 2019.
- Landowner Engagement: Landowner engagement plan, two newsletters, and as-needed materials.
- Community Open House: Open house plan, meeting materials and summary report.
- Presentations: Presentation summary reports.
- Community/Special Events: Event calendar (combined with statewide) and summary of events.

**Task C1.2 Statewide Outreach**

Task C1.2 will include the following tasks:

- *Content Distribution*

Distribute E-News updates, press releases, new infographics, materials and other new information regularly to statewide distribution list.

- *Stakeholder Toolkit*

Provide sample materials such as sample newsletter article, social media content, sample op-ed and other materials for stakeholder groups to disseminate through their own communications channels.

- *Industry Outreach*

Request and secure opportunities to inform audiences about Sites Reservoir through industry newsletters and publications – for example, Ag Alert, ENR, ACWA, Brown & Caldwell and others.

- *Presentations*

Identify and secure select presentation opportunities to educate and engage key organizations throughout California – including both statewide groups and regional associations. Prepare presentation materials and speakers as needed. Coordinate with Sites project staff, board members and government affairs team as appropriate for key presentations and provide staffing for presentations.

- *Outreach Calendar*

Create and maintain an outreach calendar to track and plan for industry events, presentations, board meetings and statewide conferences. Calendar will include both local and statewide events.

- *Third Party Ambassadors*

Identify and collaborate with third party organizations and individuals to help further educate and inform audiences about Sites Reservoir, its benefits and the latest project news. Third party ambassadors may participate in presentations, media relations and other outreach activities. Examples include, NCWA, Family Water Alliance, ACWA.

- *Quotes/Testimonials*

Draft and secure quotes and testimonials from local and statewide stakeholders about the importance of Sites Reservoir. Quotes may be displayed on the Sites website, through social media channels, included in infographics and other collateral materials.

- *Tours*

Plan and provide support for one half-day tour of the Sites Project area. The event may include presentations by industry experts on environmental benefits, precipitation and water supply reliability/flexibility. Invitations will be directed to leaders in business and labor, agriculture and NGOs. This task will include development of an invitation database, development of the tour plan, coordination with potential speakers, and direct outreach to invitees. It will also cover all event day logistics. Tours will be prioritized based on needs of project and direction provided by Authority Communications Agent.

- *Event Participation*

Identify industry opportunities for Sites to participate in, such as ACWA, CSAC, RCRC, California Farm Bureau Federation, CalChamber and others. May include securing booths/tables at statewide conferences and other opportunities to inform and engage target audiences.

**Assumptions:**

- K&A will have access to Authority Agents for direction and decisions as it relates to Statewide Outreach and respective priorities.

**Deliverables:**

- Database: Two updates in 2019.
- Content Distribution: Could include two e-news updates, new graphics and content, ICYMIs.
- Stakeholder Toolkit: Could include sample newsletter article, fact sheets, sample blog, sample social media content.
- Industry Outreach: Outreach calendar.
- Presentations: Presentation summary reports.
- Outreach Calendar: Calendar updated, as needed, to highlight key events and presentations etc.
- Tours: Abbreviated Tour plan and summary/report.
- Event Participation: Event summary reports.

**Task C1.3 NGO Outreach**

Task C1.3 will include the following tasks:

- *Meetings and Roundtable Discussions*

Facilitate meetings between Sites Reservoir representatives and NGOs regarding governance, includes coordinating with participants, developing agendas and meeting logistics.

- *Targeted Informational Materials and Updates*

Provide informational materials to support Sites project objectives with NGOs.

- *NGO Engagement Support*

Provide support to capitalize on unanticipated opportunities for information sharing and address community concerns and issues.

**Assumptions:**

- K&A will have access to Authority Agents for direction and decisions as it relates to NGO Outreach and respective priorities.

**Deliverables:**

- Meetings/Roundtable Discussions: Meeting agendas, meeting materials and summary report.
- Targeted Materials/Updates: Could include, as directed, special fact sheet(s), letters, PowerPoint slides, maps and other materials.

## Task 2C – Strategic Communications and Message Development

### Task C2.1 Strategic Communications

Task C2.1 will include the following tasks:

- *Strategic Communications and Messaging*

Support Sites Board, Reservoir Committee and staff by supplying message direction, talking points and communications services on an as-needed basis.

### Task C2.2 Message Development and Training

Task C2.2 will include the following tasks:

- *Message Platform Refinement*

Update and refine message platform to reflect direction and status of the project.

- *Speaker Training*

Katz & Associates will use the updated message platform for Phase 2 to provide media/speaker training to identified spokespeople. We will hold half-day to full day training session, including one-on-one trainings and individual feedback.

**Assumptions:**

- K&A will have access to Authority Agents for direction and decisions as it relates to Strategic Communications priorities and needs.

**Deliverables:**

- Strategic Communications and Messaging: Could include drafting of materials, refinement of message platforms, review of documents, copywriting, facilitation and public engagement/affairs counsel.
- Message Platform: Updated message platform.
- Speakers Training: Materials for presentations and summary of two (2) speaker training sessions.

## Task 3C – Informational Materials/Distribution

### Task C3.1 Information Materials Development

Task C3.2 will include the following tasks:

- *Branding/Templates*

Develop/design an updated look and feel for fact sheets, infographics and other materials. Includes graphic design services.

- *Collateral Materials*

Develop content and design new collateral materials for Sites Reservoir, including infographics, FAQs, fact sheets, graphics, posters, signs and other event materials. Includes writing/messaging and graphic design services.

- *Email Blasts and Electronic Communications*

Draft and distribute quarterly email blasts to statewide and local distribution lists. Email blasts will include most recent news and updates, new collateral materials, Sites “In the News,” and other updates for readers.

- *Master PowerPoint Presentation*

Develop content for and design a master PowerPoint presentation for local and statewide outreach. Master PowerPoint will be built around core messaging and can be customized for individual audiences. Edits and updates to the master PowerPoint are included.

- *Specialized Materials*

Year in Review, briefing binder updates, talking points and other targeted assignments to support government affairs, legislative outreach and industry outreach may be employed during Phase 2A. Direction provided by Authority Communications Agent.

- *Photography*

Obtain professional photography to capture high-quality images of Sites location.

**Assumptions:**

- K&A will have access to Authority Agents for direction and decisions as it relates to Information Materials development, priorities and confirmation regarding distribution targets and expenses.

**Deliverables:**

- Branding/Templates: Upgraded graphics and new templates.
- Collateral Materials: Final collateral materials could include infographics, FAQs, fact sheets, posters, signs and other materials.
- Email Blasts and Electronic Communications: Two (2) email blasts.
- Master PowerPoint Presentation: Master PowerPoint Presentation (Two (2) versions, one programmatic and one topic specific, e.g. environmental benefits).
- Specialized Materials: Final materials for example, specialized/targeted talking points and topic-specific fact sheets.
- Photography: Photographs for digital and print use.

## Task 4C – Website Modifications and Management



### **Task C4.1 Website Modifications and Management**

Task C4.1 will include the following tasks:

- *Website*

Katz & Associates will implement changes to the website pending direction from Sites Reservoir project staff. Changes may include interim recommendations outlined in the website audit conducted in Phase 1B and/or extend to include a prioritized upgrade for the website, based on available budget. Katz & Associates will develop content and produce any new graphic elements, and will also manage ongoing hosting and website maintenance, such as text edits and uploading new materials and graphics.

- *Video*

Shoot video footage of the Sites location and interviews with key stakeholders and/or board members. Includes post-production.

**Assumptions:**

- K&A will have access to Authority Agents for direction and decisions as it relates to Information Materials development, priorities and confirmation regarding distribution targets and expenses.

**Deliverables:**

- Website: Updated website and hosting with priorities provided by Authority Agent Staff.
- Video: New video footage to be used based on budget availability, B-roll footage, editing, and production of up to two (2) video vignettes.

## **Task 5C – Authority/Reservoir Committee Engagement and Public Affairs Support**

### **Task C5.1 Authority/Reservoir Committee Engagement and Public Affairs Support**

Task C5.1 will include the following tasks:

- *Board/Reservoir Committee Meetings*

Assumes travel and participation by K&A team member in monthly board meetings and/or Reservoir Committee meetings. Priorities for which meetings to attend will be discussed with the Sites Reservoir team. Also allows for a limited level of effort for meetings, calls and general support for various public affairs issues/needs.

- *PIO/Member Agency Coordination*

Conduct calls quarterly, or more frequent if necessary, with agency PIOs (or staff member in charge of communications) to update communications staff on latest news and a forecast of upcoming activities.

**Assumptions:**

- K&A will have access to Authority Agents for direction and decisions as it relates to Authority Board and Reservoir Committee participation and follow-on assignments.

**Deliverables:**

- PIO/Agency Coordination: Agendas, summary minutes and meeting materials.

## Task 6 – Media Relations

### Task C6.1 Media Relations

Task C6.1 will include the following tasks:

- *Media List*

Maintain media list with reporter and editorial board contacts.

- *Press Releases*

Draft and finalize press releases to announce project news and milestones. Distribute to media list and stakeholder lists.

- *Reporter Briefings*

Educate and inform news media about Sites' reservoir, its benefits, progress points and project milestones. Establish regular communications with press who cover water and environmental issues, and conduct briefings with Sites project staff, board members and reporters as appropriate/needed.

- *Editorial Board Outreach and Meetings*

Identify opportunities to meet with editorial boards leading up to project milestones. This task includes overall strategy, initial discussions with editorial writers, scheduling, identifying participants and prep for editorial board meetings – briefing packets and prep call with participants – and participation in meetings.

- *Letters to the Editor/Rapid Response*

Lead rapid response efforts to correct the record as needed. Includes calls to reporters/editors and drafting and placing letters to the editor. Third party stakeholders will also be identified to sign letters to the editor.

**Assumptions:**

- K&A will have access to Authority Agents for direction and decisions related to local/statewide/industry media relations, priorities and confirmation regarding distribution targets.

**Deliverables:**

- Media list: Updated media list with as-needed maintenance.
- Press Releases: Press releases and associated coverage.
- Reporter Briefings: Summary of outreach to media.
- Editorial Board Outreach and Meetings: Summary of editorial board outreach.
- Letters to the Editor/Rapid Response: Letters to the editor.

## Task 7 – Social Media

### Task C7.1 Social Media

Refinements to social media channels will be identified and implemented by Katz & Associates. This task also includes ongoing management – posting, audience building – of Sites’ Facebook and Twitter pages.

**Assumptions:**

- K&A will have access to Authority Agents for direction and decisions as it relates to social media, priorities and confirmation regarding distribution targets and odc expenditures.

**Deliverables:**

- Phase 2A Summary of Social Media Engagement.

## Task 98 - Project Management

This task involves work associated with project management and integration assignments, as well as necessary quality control in support of the Communications and Outreach efforts. K&A will perform the following tasks:

- Monthly (in-person/by phone depending on agenda content) meetings will be conducted with the Program Integration Team following each Board Meeting.
- Weekly conference calls will also be held with the internal/external communications team and the Authority Communications Agent to track progress on deliverables between in-person meetings.
- Weekly internal K&A team meetings to review progress, track deliverables, and identify upcoming issues and overall next steps.
- Contract compliance activities.

**Assumptions:**

- K&A will have access to Authority Agents for direction and decisions regarding participation in select Integration Team meetings, weekly conference calls, directions regarding tracking of or modifications to deliverables, as well as upcoming issues and overall next steps.

**Deliverables:**

It is anticipated the following items will be delivered in draft format as part of this task:

- Meeting agendas.
- Meeting summaries (to codify deliverables and discussion).
- Project/deliverable tracking and status updates.
- Staff assignments and updates to Authority Agent.
- Regular reports to project controls.
- Administrative functions and activities to meet Integration requirements.
- Monthly progress reports.
- Monthly invoices.

## Task 99 – Expenses

This task involves all expenses related to Other Direct Costs, travel, limited printing, event fees, etc.

This task includes:

- Airfare.
- Parking fees where applicable.
- Uber or other mass transit expenses.
- Mileage.
- Car rental expenses including gas replacement fees.
- Meals and other allowable expenses – all at cost.
- Limited printing (where noted in SOW).
- Limited materials production (where noted in the SOW).
- Limited photography (where noted in SOW).
- Limited videography support (where noted in SOW).
- Limited event fees or materials/refreshments (where noted in SOW).

**Assumptions:**

- K&A will have access to Authority Agents for direction and decisions regarding priority expenditures and will receive approval before scope of work expenditures are disbursed (i.e. printing, photography, video production, event fees, other “participation” costs or promotional expenses).

## Attachment 2, Rate Table

Firm	Employee		Billing
	Last name, First MI	Role	Office Rate (\$/hr)
Katz & Associates	Katz, Sara	Strategic Advisor/PIC	\$310.00
Katz & Associates	Newton, Ann	Sr. Project Manager	\$210.00
Katz & Associates	Floyd, Kim	Local Outreach Manager	\$175.00
Katz & Associates	Rossetto, Sarah	Asst. Project Manager	\$145.00
Katz & Associates	Bennett, Mathew	Art Director	\$145.00
Katz & Associates	Di. Giovanni, Kelsy	Graphic Designer	\$105.00
Katz & Associates	Fox, Dylan	Account Support	\$75.00

## Attachment 3, Fee Table

Task ID	Task Name	Fee
C1.1	Local/Landowner Outreach	\$62,940.00
C1.2	Statewide Outreach	\$43,920.00
C1.3	NGO Outreach	\$37,620.00
C2.1	Strategic Communications	\$31,920.00
C2.2	Message Development/Training	\$18,620.00
C3.1	Informational Materials/Distribution	\$95,430.00
C4.1	Website Modifications & Management	\$37,650.00
C4.2	Video & Photography	\$27,645.00
C5.1	Authority/Reservoir Committee Public Affairs Support	\$39,920.00
C6.1	Media Relations	\$24,310.00
C7.1	Social Media	\$22,725.00
<b>98</b>	<b><i>Project Management</i></b>	<b>\$97,165.00</b>
<b>99</b>	<b><i>Expenses</i></b>	<b>\$85,500.00</b>
	<b>Total Fee</b>	<b>\$625,365.00</b>