



Topic: **Authority Board Agenda Item 2-1.3**

2020 August 26

Subject: **Task Order for Professional Services (Katz and Associates, Inc.)**

Requested Action:

Consider approval of a recommendation to the Sites Project Authority and approve Katz and Associates' (Katz) (Communications) Amendment 2 Task Order No. 3.0 scope of work with a not to exceed contract authority of \$400,000 for the period of September 1, 2020 through December 31, 2021.

Detailed Description/Background:

On April 17, 2020 the Reservoir Committee approved a work plan for the Amendment 2 period of performance September 1, 2020 through December 31, 2021 which included communication activities. Katz has satisfactorily performed these services for the Authority since 2019. The below summary of the scope of services contained in the proposed Katz Task Order No. 3 was negotiated and is recommended by the Authority Agent's to achieve the required deliverables and milestones for Amendment 2.

The scope contains the following tasks:

- **Outreach Support (Local, State, Industry and Non-Governmental Organization [NGO]):** Support outreach activities and engagement with landowners, local agencies/organizations, stakeholders, NGO's and the general public. (\$120,000)
- **Strategic Communications and Message Development:** Strategic counsel and communications planning support for the project including message development and strategy, message platform refinement, risk communications and communications training. (\$59,998)
- **Informational materials and Media:** Development of project collateral materials including factsheets and graphics, electronic communications, website content and maintenance and other specialized materials as required. (\$79,830)
- **Authority/Reservoir Committee engagement/Public Affairs support:** Providing program level outreach and public affairs support to Authority Board and Reservoir Committee members and their agencies. (\$40,435)
- **Environmental process Public Involvement Support:** Providing outreach support for the required public participation activities associated with the revised Draft EIR in support of the Environmental Planning team. (\$39,406)
- **Project Management:** Participation in required program management meetings, coordination with other service area providers, and project controls reporting requirements. (\$39,978)

- **Expenses:** Costs associated with hosting the project website, cost associated with producing collateral materials and other outreach materials, travel and other miscellaneous expenses. (\$20,353)

Prior Action:

February 21, 2020: Approved an amendment to Katz and Associates, Inc.'s (Communications) contract and task order scope of work, budget and period of performance.

January 17, 2020: Approved Amendment 1B Work Plan for the period of January 1, 2020 through August 31, 2020 as part of a no cost time extension to the then current Participation Agreement. The Amendment included summary-level descriptions of the deliverables with estimated Reservoir Committee budgets. Each deliverable budget was further defined in the document by the level of effort required to complete each deliverable by consultant for use in developing amended consultant task orders intended to be submitted for approval to the Reservoir Committee and Authority Board in February 2020.

December 19, 2019: Approved a recommendation to the Sites Project Authority to approve an amendment to Katz and Associates, Inc.'s (Katz) (Communications) contract period of performance by extending their task order from December 31, 2019 through June 30, 2020 with no change in their cost

March 22, 2019: Approved 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.

January 18, 2019: Approved a recommendation to the Sites Project Authority to approve the consulting agreement with Katz for Service Area C – Communications and to approve an initial task order.

November 16, 2018: Approved a recommendation to the Sites Project Authority to accept the evaluation panel's selection of Katz for Service Area C – Communications.

August 16, 2018: Approved the release of the Project Development Support Services RFQ-18-04.

Fiscal Impact/Funding Source:

Sufficient funds are Included in the revised Amendment 2 Work Plan. Consultant activity will be monitored closely to ensure quality, timely deliverables and to ensure a positive project cash balance is always maintained

Staff Contact:

Joe Trapasso

Attachments:

None.