



Topic: **Reservoir Committee Agenda Item 4-3.3** **2020 February 21**

Subject: **Contract Amendment for Professional Services (Katz and Associates, Inc.)**

Requested Action:

Consider approval of a recommendation to the Sites Project Authority to approve an amendment to Katz and Associates, Inc.'s (Katz) (Communications) contract and task order scope of work, budget and period of performance (Attachment A).

Detailed Description/Background:

Katz's contract and task order were approved on December 19, 2019 through June 30, 2020 which was the anticipated end date for Phase 2 (2019). The Reservoir Committee approved Amendment 1B Work Plan on January 17, 2020 (refer to the below Prior Action) that included deliverables with target budgets for Katz. The Katz scope of work and budget has remained the same as in the approved "Amendment 1B" Work Plan.

The proposed budget for the task order amendment is \$199,930 for the period of January 1, 2020 through August 31, 2020.

The proposed amendment would also extend the task order period of performance from June 30, 2020 through August 31, 2020.

Prior Action:

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

Status:	Final	Preparer:	Trapasso	Phase:	2	Version:	A
Purpose:	Staff Report	QA/QC:	Watson	Date:	2020 February 21		
Caveat:	Approval Action	Authority Agent:	Trapasso	Ref/File #:	12.221-210.018		
Notes:				Page:	1	of	2

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.

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

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

Fiscal Impact/Funding Source:

No change to the approved Amendment 1B Work Plan total budget.

Staff Contact:

Joe Trapasso

Attachments:

Attachment A: Task Order Amendment.



Sites Reservoir Project

Sites Project Authority Communications Task Order Amendment

Consultant: Katz and Associates, Inc.

Task Order No. 2.3

Task Order No. 2.3 supports the scope of services, budget, and schedule outlined in the Sites Project Authority's (Authority's) approved Amendment 1B to the Work Plan.

Task Order No. 2.3 amends the Consultant's Task Order scope of work, budget, and schedule as presented below. Reconciliation of the scope of work, budget, and schedule for the previous task order amendment (Task Order 2.2) will be conducted through another process. Thus, Task Order 2.3 is intended to be a "standalone" document for scope, budget, and schedule through the subject January 1, 2020 through August 31, 2020 performance period.

Scope of Services

This task order amendment scope of services, which includes tasks, deliverables and assumptions needed to support the Authority from January 1, 2020 through August 31, 2020 is provided in Attachment 1.

Budget

The budget for the scope of work in Attachment 1 is \$199,930. Budget details are provided in Attachment 2. Budgets for each individual task within the scope of services may be further refined in the early stages of the task order amendment as the priorities for each task are further defined by the Authority. All changes must be approved by the Authority in writing prior to proceeding with any changes.

The total budget for the task order is increased to \$526,937. The accounting for the task order budget change is provided in the below table.

Budget Component	Amount (\$)
Prior Approved Task Order Budget	\$505,365
Task Order Actual Spend through December 31, 2019	\$327,007
Task Order Budget January 1, 2020 through August 31, 2020 (Attachment 2)	\$199,930
Task Order Total Budget	\$526,937
Amendment Budget Change (total budget – prior approved)	\$21,572

Schedule

The period of performance for this task is extended from June 30, 2020 through August 31, 2020. A detailed schedule will be developed at a later time and will be included as Attachment 3 once finalized.

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: _____

Attachment 1

Scope of Services for Task Order C001 – Initial Services for Communications

This scope of services involves initial Communications efforts needed to support the Sites Project Authority (Authority) through the completion of work through August 31, 2020. In general, this scope includes activities in support of the scope outlined in the Authority's Request for Qualifications (RFQ) No. 18-04 and the Statement of Qualifications (SOQ) prepared by Katz & Associates.

Task C1—Stakeholder Engagement/Community Outreach

Task C1.1—Local/Landowner Outreach Efforts

Katz & Associates will perform the following tasks:

- **Landowner Engagement**
Develop and distribute two landowner newsletters, both electronically and in hard copy as needed, and conduct up to two meetings for/with landowners to support ongoing project refinements and compliance with environmental regulations. Newsletters may serve as the invitation to community or scoping meetings. This task will include the development of meeting plans and presentation materials, along with management of all meeting logistics.
- **Local Agency/Organization Outreach**
Attendance at select 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 may include select coordination with other local organizations, such as the Sacramento Valley Museum, on Sites-related projects and requests for information.
- **General Stakeholder Engagement/Public Outreach Support**
Provide general public outreach support, on an as needed basis or as directed by the Authority Agent including ; responding to public request for project information, public information materials distribution, and public engagement.

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: One update in 2020.

- Landowner Engagement: Landowner engagement plan and as-needed materials to support project definition and other regulatory requirements.
- Landowner Engagement: Two (2) landowner newsletters distributed electronically and hard copy distribution to the landowner distribution list.

Task C1.2 Statewide Outreach

Katz & Associates will perform the following tasks:

- **Content Distribution**
Distribute e-news updates, press releases, new infographics, materials and other new information to statewide distribution list on a as need basis.
- **Industry Outreach**
Request and secure opportunities to inform audiences about Sites Reservoir through providing content for industry newsletters and publications – for example, Ag Alert, ENR, ACWA, WEF, Brown & Caldwell and others.
- **Presentations**
Identify and secure select presentation opportunities to educate and engage key organizations throughout California – including both statewide groups, regional associations, at conferences or to current and potential Sites investor entities. 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.
- **Event Participation**
Identify select industry opportunities for Sites Leadership 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. Key out of pocket expenses/ODC's will be paid for directly by Sites Project.

Deliverables:

- **Content Distribution:** Could include two e-news updates, new graphics and content, ICYMLs.
- **Event Participation:** Event summary reports.

Task C1.3 NGO Outreach

Katz & Associates will perform the following tasks:

- Targeted Informational Materials and Updates

Provide informational materials to support Sites project objectives with NGOs as directed by the Authority Agent

- NGO Engagement Support

Provide engagement support to Sites Project Team members 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:

- Targeted Materials/Updates: May include, as directed, special fact sheet(s), letters, PowerPoint slides, maps and other materials.

Task C2 – Strategic Communications and Message Development

Task C2.1 Strategic Communications

Katz & Associates will perform 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

Katz & Associates will perform the following tasks:

- Message Platform Refinement & Speaker Training
Update and refine message platform to reflect direction and status of the project. Assumes two (2) updates in 2020. The updated message platform will be used to provide message/speaker training session to identified Sites spokespeople. Speakers training sessions may be scheduled at the direction of the Authority Agency as appropriate.

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: Two updated message platforms.

Task C3 – Informational Materials/Distribution

Task C3.1 Information Materials Development

Task C3.2 will include the following tasks:

- Collateral Materials
Update content and design as needed for new collateral materials for Sites Reservoir, which may include infographics, FAQs, fact sheets, graphics, posters, signs and other event materials. Includes writing/messaging and graphic design services. Priorities to be provided by Sites Authority Agent.
- Email Blasts and Electronic Communications
Draft and distribute two email blasts to statewide and local distribution lists (assumes lists provided by Sites Authority Agent or previous service provider). Email blasts may include most recent news and updates, new collateral materials, Sites “In the News,” and other updates for readers.
- Specialized Materials
Year in Review, briefing updates, talking points and other targeted assignments to support government affairs, legislative outreach and industry outreach may be employed. Direction provided by Authority Communications Agent and must fit within approved budgets.

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:

- 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.
- Specialized Materials: Final materials for example, specialized/targeted talking points and topic-specific fact sheets.

Task C4 – Website Modifications and Management

Task C4.1 Website Modifications and Management

Katz & Associates will complete the following tasks:

- Website
Katz & Associates will continue maintaining the project website, and will continue making updates to meeting materials, news clips, and informational materials, to ensure the website is up-to-date.

Assumptions:

- Assumes Board and Reservoir Committee meeting materials provided by Sites Authority staff.
- Assumes no structural changes or major redesign to website.

Deliverables:

- Regular content updates to website.

Task C5 – 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 one K&A team member to select Board and 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.

- Member Agency Coordination

Conduct select calls with agency staff or PIOs (or staff member in charge of communications) to provide updates 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:

- Agency Coordination: If developed, agendas, summary minutes and meeting materials (if Coordination meetings are conducted) will be provided.

Task C6 – Media Relations**Task C6.1 Media Relations**

Task C6.1 will include the following tasks:

- Media List

Refine and maintain the Sites Project Authority media list with reporter and editorial board contacts.

- Press Releases

Draft and finalize up to three 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 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 media engagement undertaken with local/statewide/industry media, including priorities assignments and confirmation regarding distribution targets.

Deliverables:

- Media list: Media list with as-needed maintenance.
- Press Releases: Up to three 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 C7 – Social Media

Task C7.1 Social Media

This task 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:

- Summary of Social Media Engagement.

Task C98 - 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.
- 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. Assumes monthly conference calls with two K&A team members participating.
- 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.
- Weekly time spend reports.
- Monthly progress reports.
- Monthly invoices.

Task C99 – Expenses

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

This task includes:

- Airfare and accommodations.
- 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, event fees, other “participation” costs or promotional expenses).

Attachment 2 Fee Table

Task ID	Task Name	Fee
1.1	Local/Landowner Outreach	\$13,770.00
1.2	Statewide Outreach	\$22,760.00
1.3	NGO Outreach	\$12,120.00
2.1	Strategic Communications	\$19,720.00
2.2	Message Development/Training	\$11,340.00
3.1	Informational Materials Distribution	\$38,160.00
4.1	Website Modifications and Management	\$17,940.00
4.2	Video and Photography	
5.1	Authority/Reservoir Committee Public Affairs Support	\$15,360.00
6.1	Media Relations	\$12,830.00
7.1	Social Media	\$5,510.00
98	<i>Project Management</i>	\$30,420.00
99	<i>Expenses</i>	
	Total Fee	\$199,930.00

Note: Period of performance for tasks listed here is January 1, 2020 through August 31, 2020