



Topic: **Authority Board Agenda Item 1.5**

**2021 March 24**

Subject: **Task Order Amendment for Professional Services (Katz and Associates)**

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**Requested Action:**

Consider approval of a consulting agreement amendment with Katz and Associates' related to the Communications task order for additional scope of work in the amount of \$224,499 bringing the not to exceed total contract amount to \$624,999 for the period of September 1, 2020 through December 31, 2021.

**Detailed Description/Background:**

On February 19, 2021 the Authority Board approved a revised Amendment 2 Work Plan that included additional communications scope of work for Environmental Impact Report (EIR) outreach with a budget of \$225,000. The additional Communications scope of work for the Katz task order amendment includes the below scopes and budgets to Task C55. This additional scope of work increases the Katz's task order budget from \$400,000 to \$624,999.

- **Task C55.1 Team Preparation** - Development of key messages, talking points, and FAQs for high-interest Draft EIR/S topics and resource areas, planning sessions, and meeting participation. (\$50,499)
- **Task C55.2 Expanded Notification** - Develop eblasts, radio public service announcements, media release, flier, and social media postings to announce Draft EIR/S and public engagement opportunities for distribution throughout 60-day comment period. Includes distribution and placement. (\$36,131)
- **Task C55.3 Collateral Materials** – Develop Community Guide to the Draft EIR/EIS public review processes (in multiple language formats as appropriate), high-interest video segments, mini podcast/audio recording stories. In addition, fact sheet development, information poster development, and audio PowerPoint presentation. (\$99,784)
- **Task C55.4 Public Meetings** - Plan and implement open-house/poster station, development of printed materials for public meetings, development of all outreach activities performed for the Administrative Record. (\$38,585)

**Prior Action:**

August 26, 2020: Approved the Katz's (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.

**Fiscal Impact/Funding Source:**

The funds for this amendment were included in the Authority approved February 19, 2021 Revised Amendment 2 Work Plan.

**Staff Contact:**

Joe Trapasso

**Attachments:** None.