



Requested Action:

Consider approval of the Executive Director to authorize Katz and Associates (Katz) Amendment 3 Task Order No. 4 scope of work for communications support with a not-to-exceed contract authority of \$1,398,285 for the period of January 1, 2022 through December 31, 2024.

Detailed Description/Background:

In September 2021, the Reservoir Committee and Authority Board approved a work plan for the Amendment 3 period of performance of January 1, 2022 through December 31, 2024 which included Communications 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's Task Order No. 4 was negotiated and is recommended by the Authority Agents to achieve the required deliverables and milestones for Amendment 3.

The Board is reminded that this contract will be managed to the total authority and the annual authorized expenditures (by calendar year) reflected in the approved annual budget. An annual Notice to Proceed will be issued to the consultant reflecting these conditions. The proposed agreement amendment contains the following subtasks with estimated costs as shown:

- **Outreach Support (Local, Statewide, Industry, NGO):** Provide outreach and public engagement support services for local, statewide, industry, and NGO audiences including landowner coordination activities, community meetings, project presentations and tours, and event participation. (\$380,215)
- **Strategic Communications and Message Development:** Provide strategic counsel, communications planning, and message platform refinement support for the Authority Board, Reservoir Committee, and the Sites Management Team. (\$163,665)
- **Informational Materials and Media:** Development and distribution of informational materials for print and online, proactive media relations, website maintenance and social media implementation. (\$287,371)
- **Authority Board/Reservoir Committee Engagement/Public Affairs Support:** Provide support for communication activities for Authority Board and Reservoir Committee meetings and members, and support of the Authority public affairs activities. (\$128,858)

- **Environmental Public Involvement:** Provide support for the public involvement, public outreach, and communication aspects of the environmental review process in 2022. (\$116,882)
- **Permitting Support:** Provide support for the public involvement, public outreach and communication aspects of the permitting processes. (\$86,016)
- **Project Management:** Activities associated with project management and integration assignments, as well as necessary quality control in support of the Communications and Outreach efforts. (\$127,407)
- **Project Expenses:** Expenses related to Direct Costs including travel, materials printing, web hosting costs, mailing, event fees, etc (\$107,870)

The Authority's Standard Consulting Services Agreement was approved on July 16, 2018. Staff recently conducted a review of the Agreement to ensure it meets the growing needs of the Project. Minor changes were identified mostly related to clarification of provisions and updating Exhibits and other minor items. Staff is working with Authority counsel on these changes. An amended standard Agreement will be provided to the Authority in December for review and approval. The amended agreement will be used to amend the key consultants' agreements with the Authority. The agreement amendments will not impact scope, budget, and schedule included in the key consultants' Amendment 3 task orders.

Prior Action:

September 2021: Approved the Amendment 3 Project Agreement and Work Plan with a period of performance of January 1, 2022 to December 31, 2024 for the purpose of initiating Participant home board review, deliberation and execution of the agreement.

Fiscal Impact/Funding Source:

Sufficient funds are included in the Amendment 3 Work Plan. Consultant activity will be monitored closely to ensure quality, timely deliverables, and to ensure a positive project cash balance is always maintained. Key consultant contract authority will be approved for 36 months, however, task order scope and budgets will be reviewed and authorized on an annual basis.

Staff Contact: Joe Trapasso/Marcus Maltby

Primary Service Provider: Katz and Associates

Attachments: None