Description of Project and Scope of Services

Upper Neuse River Basin Association: Communications Support

Task 1: Project Management

This task includes staff coordination and development of a project schedule and monthly progress reports. HDR will set up project financial tracking, provide staff management, invoicing, and budget control. Monthly invoicing will have an accompanying progress report.

Deliverables

- *Monthly progress reports and invoices.*
- *Up to twelve (12) one-hour coordination calls and/or update emails, monthly or as needed, to coordinate project logistics and deliverables.*
- *HDR attendance at four (4) UNRBA meetings to provide updates on Strategic Communications deliverables.*

Assumptions

- *Assume twelve (12) progress reports and invoices from March 2019 through February 2020.*
- *Assume coordination calls will be conducted via conference call; HDR to provide a conference telephone call-in number and screen sharing technology as needed.*
- *Assume one (1) HDR staff will be present for each conference call.*
- *Assume one (1) HDR staff will attend Board meetings unless the Project Manager and Executive Director agree otherwise.*
- *All documents will be delivered electronically.*

Task 2 – Online Engagement

HDR will continue to enhance UpperNeuse.org and provide recommendations for UNRBA.org to meet the needs of the Association. HDR will provide content and graphics that represent key messaging developed and designed for this effort. Website updates will be managed throughout the year to execute the Communication Plan and support the reexamination process.

Deliverables:

- *One (1) MS Word content document for each of two (2) semiannual website updates.*
- *Implementation of approved content on SquareSpace for each of the two (2) website updates.*
- *Troubleshooting and support for the SquareSpace website, including search engine optimization.*
- *Management of the info@unrba.org inbox, including receipt and tracking of SquareSpace contact form submissions.*
- *Two (2) email blasts updating interested parties on the UNRBA's progress and activities.*

Assumptions:

- *The semiannual updates will encompass approximately 500 words of revisions to existing website content and/or the creation of novel content. As of Dec. 2018, total website word count was approximately 2,000; four 500 word updates represents either a doubling or complete refresh of content*
- *Updates may include the creation of new graphics, up to one (2) per round.*
- *Assume eight (8) hours total of website troubleshooting and support.*
- *HDR will forward info@unrba.org messages that require a response to the Executive Director. Comment and inquiry response is not included in this scope of work.*
- *HDR will be responsible for distributing the stakeholder email blasts through Campaigner or a similar platform. New graphics will not be produced for the emails.*
- *Stakeholder email blasts will be sent to those who have submitted their email addresses to the UNRBA through an UpperNeuse.org contact form. The Executive Director will be responsible for providing HDR with email addresses for any additional recipients.*
- *Three (3) rounds of revision will be allowed for each content document. These include a pre-review by the Executive Director, a Communications Workgroup review, and a Path Forward Committee review. The Executive Director may elect to include a technical consultant reviewer in any one of the three steps.*
- *Final deliverables may receive one minor round of additional revisions based on UNRBA Board feedback.*

Task 3 – UNRBA Stakeholder Summit

HDR will plan and facilitate an UNRBA Stakeholder Summit for non-technical stakeholders to the reexamination process. The purpose of the summit will be to foster understanding of and consent for the UNRBA's reexamination process among key audiences who have rarely or not yet become involved.

Deliverables:

- *Venue identification and negotiation.*
- *One (1) meeting and facilitation plan.*
- *One (1) handout with content based on existing Fast Facts.*
- *One (1) introductory PowerPoint presentation, adapted from existing presentation template.*
- *Materials for two (2) breakout or tabletop exercises.*
- *One (1) invitation list.*
- *One (1) invitation email and one (1) event reminder email.*
- *Day-of collateral (program, name tags, table tents, table top activities).*
- *One (1) post-meeting survey.*
- *One (1) meeting summary.*

Assumptions:

- *The date and time of the Summit will be decided in coordination with the Communications Workgroup, Path Forward Committee, and UNRBA Board.*
- *Assume eighty (80) invitees.*
- *Assume programs and name tags for fifty (50) attendees.*

- *Assume one hundred (100) handouts.*
- *Assume up to five (5) copies of materials (e.g., a roll-plot sized printout) for each breakout or tabletop exercises, ten (10) total.*
- *UNRBA will assist in the identification and recruitment of attendees.*
- *HDR will manage the registration process using EventBrite or SurveyMonkey.*
- *HDR is responsible for coordination of Summit logistics including venue, meeting supplies and AV equipment.*
- *HDR and the Executive Director will be jointly responsible for speaker identification and coordination.*
- *HDR will provide three (3) staff for meeting facilitation. UNRBA will provide three (3) individual to assist with breakout or tabletop facilitation.*
- *Three (3) rounds of revision will be allowed for each content document. These include a pre-review by the Executive Director, a Communications Workgroup review, and a Path Forward Committee review. The Executive Director may elect to include a technical consultant reviewer in any one of the three steps.*
- *Final deliverables may receive one minor round of additional revisions based on UNRBA Board feedback.*

Task 4 – Media Management

HDR will develop a media management protocol and informational packets to send to members of media to inform them about the UNRBA and the reexamination effort.

Deliverables:

- *One (1) media management protocol.*
- *One draft and final (1) distribution list for physical and electronic mailing, informed by an analysis of local online influencers on topics of water and environmental quality.*
- *One (1) informational packet for members of the media containing up to four pages of new content.*
- *Up to three (3) quarterly updates to media information packets to ensure currency of information.*

Assumptions:

- *The media management protocol will articulate roles, responsibilities, and procedures related to UNRBA media interactions, including strategies for proactive and reactive media outreach.*
- *In addition to new content, informational packets may include already-approved communication tools.*
- *UNRBA members will provide recommendations and contact information for the media distribution list based on their experience with local reporters.*
- *HDR will be responsible for email delivery of the packet and for the printing and mailing up to thirty (30) print copies to the parties identified in the distribution list.*
- *Except as noted above, three (3) rounds of revision will be allowed for each content document. These include a pre-review by the Executive Director, a Communications*

Workgroup review, and a Path Forward Committee review. The Executive Director may elect to include a technical consultant reviewer in any one of the three steps.

- *Final deliverables may receive one minor round of additional revisions based on UNRBA Board feedback.*

Task 5 – Elected Official Orientation Packets

HDR will adapt the material developed for the media information packet for distribution to local, regional, state, and federal elected officials.

Deliverables:

- *One draft and final (1) email contact list.*
- *One draft and final (1) elected official orientation packet.*

Assumptions:

- *UNRBA members will provide feedback on and contributions to the draft email distribution list.*
- *The elected official orientation packet will be an adaptation of the media information packet in Task 4. Adaptation will include primarily text editing to frame the informational material per the key audience guidance in the UNRBA Communication Plan.*
- *HDR will be responsible for email delivery of the packet. The UNRBA will be responsible for printing or printing costs if hard copies are requested.*
- *One (1) round of review and revision will be allowed.*
- *Final deliverables may receive one minor round of additional revisions based on UNRBA Board feedback.*

Task 6 – Communication Tool Tracking and Analytics

The UNRBA Communication Plan establishes use tracking and analytics standards. HDR will produce a quarterly report containing use and analytics information for each tool it has developed for the Association.

Deliverables:

- *A total of four (4) reports presenting Google Analytics information for the SquareSpace website and use tracking survey results for other tools.*

Assumptions:

- *HDR will deliver the reports electronically to the Executive Director. The Executive Director will be responsible for distributing the reports to UNRBA members.*
- *UNRBA members will be responsible for completing the communication tool use tracking survey on a regular basis. New tools will be included in the report as they are launched.*

Fee Summary

The following fee summary has been prepared for the Scope of Services described above. HDR's fee for the services described above in tasks 1 through 5 shall be based on lump sum compensation, not to exceed the total of the following amounts without written approval from the Upper Neuse River Basin Association.

ESTIMATED DIRECT LABOR		
TASK	TOTAL HOURS	LABOR COST
1 Project Management	62	$ 6,724
2 Online Engagement	93	$ 8,520
3 Stakeholder Summit	161	$ 15,553
4 Media Management	53	$ 4,943
5 Elected Official Orientation Packets	16	$ 1,359
6 Communication Tool Tracking and Analytics	16	$ 1,428
TOTAL	**385**	**$ 38,526**
OTHER DIRECT COSTS		
Hotel		$ 150
Rental car and gas		$ 100
Travel per diem		$ 100
Website subscription and domain		$ 236
11x17 full color print front and back		$ 240
Roll-plot printing		$ 600
TOTAL		**$ 1,426**
TOTAL ESTIMATED COST		**$ 39,952**

Schedule

Unless the HDR Project Manager and UNRBA Executive Director agree otherwise, the tasks in this scope will be completed in line with the schedule below.

Task	Timing
1: Project Management	Ongoing
2: Online Engagement	Updates launch in June and December
3: Stakeholder Summit	Fall 2019 (tentative; date will be decided in coordination with UNRBA members)
4: Media Management	Winter/Spring 2019 with quarterly updates as needed
5: Elected Official Orientation Packet	Winter/Spring 2019
6: Tracking and Analytics	Quarterly reports in March, June, September, and December