

PSOMAS

Task Order # 07-1421-01-00

Budgeted Amount: \$42,317.13

Invoiced to date: \$29,486.38

Scope of Work:

1. Stakeholder Database (Authorized Subconsultant: The Hoyt Company)

Consultant, through its subconsultant, The Hoyt Company, shall work with the County to establish and maintain a Project stakeholder database/ mailing list of up to 2,500 contacts, including but not limited to the following:

- Property owners/tenants
- Business owners
- Elected officials and staff
- Community and regional planning organizations
- County staff
- Business associations
- Community organizations and neighborhood associations
- Developers
- Caltrans
- Environmental groups
- Transportation advocacy groups
- Commuter groups and other advocacy groups
- Other relevant agencies and interested stakeholders

Deliverables: Consultant shall place contact information for stakeholders in a database and shall email to County's CA or CA's designee the contact information in Microsoft Excel format by June 1, 2007. Consultant shall place a hard copy of the contact information in the Project files by June 1, 2007.

2. Public Relations Initial Outreach (Authorized Subconsultant: The Hoyt Company)

Consultant, shall ensure that Consultant's public relations representative from The Hoyt Company attend the pre-construction meeting and weekly meetings with the Contractor. Consultant shall schedule one public meeting focusing on impacts to local businesses and commuter traffic for late May 2007. Consultant shall prepare the agenda for the meeting and shall prepare meeting minutes after the meeting. Consultant shall also prepare a list of meeting attendees. Consultant shall develop a Project newsletter that will introduce the Project, provide contact information, describe planned construction activities, and focus on educating the public of what to expect during construction (future newsletters will be developed under future Task Orders). Consultant shall design a masthead, Project logo, and graphics for the newsletter. The newsletter shall be 8.5" x 14", one-page, two-

sided, full-color, self-mailers. After County's CA or CA's designee reviews, provides comments and approves the draft newsletter, Consultant shall mail the newsletter to all Project stakeholders.

Deliverables: Consultant shall mail the public meeting agenda to County's CA or CA's designee within 10 days after the pre-construction meeting. Consultant shall deliver the minutes from the public meeting to County's CA or CA's designee via email within two days after the meeting. Consultant shall deliver a list of attendees to County's CA or CA's designee via email within two days after the meeting. Consultant shall place hard copies of the agenda, minutes, and attendee list in the Project files within two days after the meeting. Consultant shall email the draft newsletter to County's CA or CA's designee for review by May 11, 2007. Consultant shall mail the newsletter to the public within one week of Consultant's receipt of County's comments and approval of the draft newsletter. Consultant shall place a hard copy of the newsletter in the Project files within two days of the newsletter being mailed.

3. Groundbreaking Ceremony (Authorized Subconsultant: The Hoyt Company)

Consultant, through its subconsultant, The Hoyt Company, shall plan, coordinate, execute, and administer a groundbreaking ceremony at the Project site with a specific location to be approved by County's CA or CA's designee. The ceremony shall take place in mid-May 2007 with a specific date to be set by County's CA or CA's designee. Consultant shall work with the County's CA or CA's designee to develop the list of invitees. Consultant shall produce two sided, 8.5" x 5.5" full-color postcards as invitations and mail to the list of invitees as directed by County's CA or CA's designee. Consultant shall ensure that the Project website and Project construction information telephone number are listed on the invitations. Consultant shall develop a press release and ceremony agenda for County's CA's or CA's designee's review, comment and approval. After County's CA or CA's designee reviews, provides comments and approves the press release, Consultant shall distribute the press release to the appropriate media organizations, as approved by County's CA or CA's designee. Consultant shall facilitate media coverage and coordinate with vendors for equipment needs and refreshments.

Deliverables: Consultant shall email a ceremony agenda and list of invitees to County's CA or CA's designee by May 4, 2007. Consultant shall submit a press release via email to County's CA or CA's designee for approval by May 4, 2007. Consultant shall distribute the press release at least one week prior to the ceremony. Consultant shall produce two sided, 8.5" x 5.5" full-color postcards as invitations and shall mail the invitations at least one week prior to the ceremony.

4. Internet Website (Authorized Subconsultant: The Hoyt Company)

Consultant, through its subconsultant, The Hoyt Company, shall design, set up, and maintain an internet website solely devoted to the Project. The internet

address shall be approved by County's CA or CA's designee prior to Consultant printing the invitations referenced in #9 above. Consultant shall promote the website in all emails and correspondence to the public. The website must contain data including but not limited to the following:

- Ability for visitors to sign up for an email newsletter
- Project status
- Digital renderings of completed Project
- Analysis of benefits of Project
- Descriptions, pictures, and videos of construction activities
- Schedule of upcoming lane or road closures and corresponding detours
- Project archive page (past newsletters, events, traffic alerts, etc.)
- Link to County home page
- Phone number for construction information telephone line

Deliverables: Consultant shall ensure that the test website is operational by May 11, 2007. Consultant shall implement modifications to the test website within one week of receiving comments from County's CA or CA's designee. Consultant shall release the Project website to the public by May 25, 2007.

5. Construction Information Telephone Line (Authorized Subconsultant: Mendoza & Associates)

County shall provide a telephone line dedicated to providing the public with updates on construction activities and allowing the public to leave voice mail messages. Consultant, through its subconsultant, Mendoza & Associates, shall set up and maintain outgoing messages and monitor messages left by callers. Consultant shall notify County's CA or CA's designee via email within one business day of Consultant making changes to the outgoing message. When a return call is warranted, Consultant shall make the return call within one business day after conferring with the County's CA or CA's designee. Consultant shall log all incoming phone calls and return phone calls. Consultant shall promote the telephone number in all emails and correspondence to the public.

Deliverables: Consultant shall deliver the logs of the previous week's incoming and return phone calls to County's CA or CA's designee via email before noon every Monday. Consultant shall place hard copies of the logs in the Project files on a weekly basis.