

PSOMAS

Task Order # 07-1421-03-00

Budgeted Amount: \$260,709.60

Invoiced to date: \$13,617.89

Scope of Work:

7) Public Relations

Consultant, through its subconsultant, The Hoyt Company, and with assistance from its subconsultant, Mendoza & Associates, shall provide public relations services throughout the duration of this Task Order, including but not limited to the following:

- a) Continue to establish and maintain the Project stakeholder database/ mailing list and Project internet website and continue to maintain the construction information telephone line described in Task Order # 07-1421-01-00.
- b) When appropriate, Consultant shall have its public relations specialists attend weekly meetings with Contractor so as to have a clear understanding of upcoming activities.
- c) Plan, schedule, and facilitate meetings and open houses with the public and local businesses.
- d) Develop and mail Project newsletters to Project stakeholders at an interval determined by CA or CA's designee.
- e) Develop and issue press releases as directed by CA or CA's designee.
- f) Plan, schedule, and facilitate a grand opening ceremony at Project completion.
- g) Consultant should provide immediate notification to CA or CA's designee should any problems arise with the Project stakeholders.

Deliverables: Consultant shall place all data and correspondence pertaining to public relations in the Project files within 5 working days of creating or receiving said data or correspondence. Consultant's monthly progress report to CA as required by Article V of Agreement for Services # AGMT 07-1421 shall include a narrative describing Consultant's public relations work performed over the past month. Consultant shall implement modifications to the Project website within one working day of receiving written or verbal instructions for modifications from CA or CA's designee.