

**Regional Stormwater Monitoring Program
Preliminary Scope of Work
Presented by the Association of Washington Cities
TIMELINE: May 2016—December 2017**

I. Produce materials to establish consistent Regional Stormwater Monitoring Program (RSMP) brand

Working with members of the Regional Stormwater Monitoring Program (RSMP), AWC will lead the effort to establish a clear brand. This will include meetings and discussions with RSMP leadership to identify brand direction. Based on this information, AWC will lead the production of the RSMP logo, marketing and communications strategy, and baseline language describing RSMP, and its value to partners and the broader Puget Sound area community.

Timeline: Complete by end of second quarter of contract.

Deliverable	Notes	Hours/Total
Establish RSMP brand	<ul style="list-style-type: none"> Collect input from RSMP about ideas relating to brand (one facilitated meeting) 	12 hours
Design RSMP logo	<ul style="list-style-type: none"> Provide three logo options Two revisions Final logo production 	24 hours design/production 4 hours review
Establish marketing/ communications strategy	<ul style="list-style-type: none"> Collect input from RSMP about marketing/communications strategy Present draft plan/ideas (based on preliminary scope of work) Update/refine plan Final plan 	40 hours
Produce succinct RSMP “About us” verbiage	<ul style="list-style-type: none"> Review RSMP current strategy documents Present draft verbiage Update/refine verbiage Final verbiage 	16 hours
Evaluation of existing RSMP program knowledge	<ul style="list-style-type: none"> Develop pre and post evaluation component/surveys for target audiences, administer and verify ID existing gaps and best strategies to reach audiences; develop recommendations report 	100 hours

II. Develop RSMP marketing and communications strategy and work plan to share and promote research findings, best practices, program value and accomplishments

Working with the RSMP and its partners, AWC will develop an integrated marketing campaign to include:

- Communication materials describing the RSMP and its efforts;

- Targeted communications and outreach materials delivered to specific audiences;
- Broad marketing about the value of the RSMP and the partnership model;
- Presentation materials/templates for use at regional group and association meetings;
- Educational materials for events/sessions at conferences/trainings; and
- Opportunities for face-to-face discussion at conference exhibits.

Timeline: Start work in third quarter of contract.

Targeted communications plan for various audiences			
Audience	Goal	Deliverables	Hours/Total
Stormwater managers of entities participating in RSMP	Based on research findings, share scientific knowledge, recommended action steps, and best practices, in an easy-to-read and understandable way.	Research briefs	80 hours
		<ul style="list-style-type: none"> • Develop standard research brief template incorporating best practices and strategies – one per research study • Edit research findings for research brief, working with RSMP coordination staff (six research briefs) • Coordinate proofing process, and adapt as necessary 	
		Targeted outreach	
		<ul style="list-style-type: none"> • Develop stand template and produce quarterly newsletter highlighting news and articles (four newsletters for contract duration, does not include material generation) • Develop exhibit flyer and PPT for APWA, planning conferences, etc. (print expenditures not included) 	90 hours 50 hours
Primary: City/county managers & administrators, strong mayors of entities participating in RSMP Secondary: County commissioners, councilmembers of entities participating in RSMP	Understand the purpose of the RSMP, its relationship to the entity, and the value of the RSMP partnership.	Understanding of RSMP and partnership	26 hours
		<ul style="list-style-type: none"> • Write text for one <i>Cityvision</i> magazine article; WSAC Insider (subject to WSAC approval) • Create 3-5 minute video segment (one-day onsite filming) • Create story map/GIS product highlighting research findings 	32 hours 36 hours
		Targeted outreach	
		<ul style="list-style-type: none"> • Quarterly articles <i>CityVoice</i> electronic newsletter (repurposed content from research briefs); WSAC publications (subject to WSAC approval) • Exhibit fee for AWC Annual Conference and WSAC conference (subject to WSAC approval) 	20 hours \$5000 (both conferences)

III. Host an annual RSMP conference to showcase findings

Working with members of the RSMP, AWC will lead the effort to host an annual one-day conference dedicated to sharing the most recent RSMP findings and products. This will include developing the agenda, locating and securing an appropriate venue, arranging for catering, inviting target audiences, developing and managing the online and on-site registration and sign-in process, and facilitating the conference and on-site mechanics.

Timeline: First conference Mid Oct.-Mid Nov. 2016 (Estimated attendance 150 persons with morning snack, coffee service and lunch/beverage).

Deliverable	Notes	Hours/Total
Proposed agenda	<ul style="list-style-type: none"> Collect input from RSMP about priorities and sequencing Contacts with presenters and confirmation of availability for conference date 	20 hours
Copies of contracts for services; making all arrangements	<ul style="list-style-type: none"> Venue selection Caterer selection and menu logistics arrangements Facilitator (if not AWC personnel) day of event 	30 hours
Marketing/ communications	<ul style="list-style-type: none"> Publication and distribution of invitation to conference; Create on-line and on-site registration instructions and RSMP badge materials/packets; coordination on registration reports prior to event 	22 hours
Conference materials	<ul style="list-style-type: none"> Copies of presentations posted on website Reconciling list of registrants, affiliations, emails, phone numbers; providing to RSMP coordinator Receipts for venue, caterer 	10 hours

Exhibit fees for AWC and WSAC Annual Conferences:	\$5,000.00
RSMP Annual Conference Fall 2016 expenses:	\$500-\$1500 (facility rental)
Total:	\$5250-\$8250 (\$35-\$55/person for food and refreshments)

Additional items to spell out in contract materials: Approval process – Contract lead (AWC and RSMP) and Project team (AWC and RSMP)

Total blended managerial rate hours: 160 hours @ \$76/hour:	\$12,160.00
Total blended staff rate hours: 526 hours @ \$46/hour:	\$24,196.00
Sum staff costs: \$36,356 plus 20% indirect rate (\$7,271.00):	\$43,627.00
Exhibit fees for Annual conferences:	\$5,000.00
RSMP Annual conference projected range of expenses:	\$5,750-\$9750

Grand Total for Project:	\$54,377 - \$58,377	Approximately 1 year duration
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