

**FIRST AMENDMENT TO  
AGREEMENT BETWEEN THE  
BROWARD METROPOLITAN PLANNING ORGANIZATION  
AND  
HDR ENGINEERING, INC.  
FOR  
LET'S TALK TRANSPORTATION PUBLIC OUTREACH:  
SPEAK UP BROWARD - PHASE 2  
SURTAX OUTREACH ASSISTANCE**

**FIRST AMENDMENT TO AGREEMENT**  
**BETWEEN**  
**THE**  
**BROWARD METROPOLITAN PLANNING ORGANIZATION**  
**AND**  
**HDR ENGINEERING, INC.**  
**FOR**  
**LET's TALK TRANSPORTATION PUBLIC OUTREACH:**  
**SPEAK UP BROWARD - PHASE 2**  
**SURTAX OUTREACH ASSISTANCE**

This First Amendment to Agreement (“Amendment”) is made and entered into the 26<sup>th</sup> day of July, 2016, by and between the **BROWARD METROPOLITAN PLANNING ORGANIZATION**, with its principal business address located at Trade Centre South, 100 West Cypress Creek Road, Suite 850, Fort Lauderdale, FL 33309, hereinafter referred to as (“BMPO”),

And

**HDR ENGINEERING, INC.**, a foreign corporation, authorized to do business in the State of Florida, with its principal address located at 3250 West Commercial Boulevard, Suite 100, Fort Lauderdale, FL 33309-3459 (hereinafter referred to as “CONTRACTOR”) for Let’s Talk Transportation Public Outreach: SPEAK UP BROWARD - PHASE 2 (the “Project”). References in this Agreement to “Executive Director” shall be meant to include his/her designee.

WITNESSETH:

**WHEREAS**, the BMPO, pursuant to Section 287.055, Florida Statutes, solicited offers from firms to perform Transportation Planning Services in connection with the Project. The Project is a grassroots educational/outreach effort that was designed to engage the residents of Broward County in the transportation decision making process; and

**WHEREAS**, on September 10, 2015, the Board of the BMPO ratified the ranking of Offers received in response to RFQ No. 15-02 and authorized the appropriate BMPO officials to execute an agreement with the CONTRACTOR; and

**WHEREAS**, the original Agreement between the BMPO and CONTRACTOR for the Project is dated and effective as of September 10, 2015 (the “Agreement”); and

**WHEREAS**, pursuant to the terms of the Agreement, CONTRACTOR was to assist the BMPO to identify and develop a local transportation funding plan and to provide public outreach and education should a referendum be scheduled for November, 2016, in connection with the Project as more particularly specified in the approved Scope of Services; and

**WHEREAS**, Broward County (the "County") and the Broward municipalities have negotiated a Transportation System and Infrastructure Surtaxes Interlocal Agreement, which includes agreed upon ballot language for a half penny transportation sales surtax and a half penny infrastructure sales surtax and provides for the terms, conditions and implementation of their compromise sales surtaxes proposal (the "Surtaxes Interlocal Agreement"); and

**WHEREAS**, in addition to the regional transportation system and projects to be funded with the half penny transportation sales surtax proceeds, the Surtaxes Interlocal Agreement also provides that the Broward municipalities have a goal to spend between thirteen percent (13%) and twenty-five percent (25%) of the infrastructure sales surtax proceeds on transportation, transit and mobility projects; and

**WHEREAS**, in accordance with the Surtaxes Interlocal Agreement, the half penny levies and a brief general description of planned projects will be placed on the November 8, 2016 countywide election ballot (the "Ballot Measures"), and the Broward municipalities and the County have pledged to work to educate the electorate as to the significance of the Ballot Measures and the transportation and infrastructure projects to be funded if the Ballot Measures are adopted; and

**WHEREAS**, the Ballot Measures provide that both sales surtaxes must be approved at the November 8, 2016 election in order for either sales surtax to take effect, and if one surtax Ballot Measure fails, so does the other; and

**WHEREAS**, as an established agency with a Board comprised of municipal and County elected officials, the BMPO has the mechanisms in place to facilitate a coordinated educational outreach effort on behalf of the municipalities and the County, including the existing Agreement with CONTRACTOR that contemplated an educational outreach program for a November 2016 referendum; and

**WHEREAS**, the municipalities and the County have requested that the BMPO oversee educational outreach services on behalf of the municipalities and the County in connection with the Ballot Measures and amend the Agreement to the extent necessary to provide for such services; and

**WHEREAS**, the municipalities and the County have approved the amended Scope of Services and related compensation, as specified in this Amendment, and the BMPO on their behalf has provided for the collection of the funds required to pay for these amended services; and

**WHEREAS**, on July 14, 2016, the BMPO Board authorized the appropriate BMPO officials to execute an amendment to the Agreement with CONTRACTOR; and

**WHEREAS**, the BMPO and CONTRACTOR desire to enter into this Amendment whereby the duties and obligations of each party to the other are set forth herein to amend the previously approved Scope of Services and compensation accordingly.

NOW THEREFORE, in consideration of the mutual terms, conditions, promises, covenants and payments hereinafter set forth, BMPO and CONTRACTOR agree as follows:

**1. Incorporation of “Whereas” Clauses.** The truth and accuracy of each “Whereas” clause set forth above is acknowledged and is incorporated herein as if set forth in its entirety.

**2. Section 1 of the Agreement, entitled “Scope of Services”,** is hereby amended to include the Sales Tax Outreach and Education Support Scope of Services, attached hereto and made a part hereof, as Exhibit “A” (the “Sales Tax Scope of Services”), and to include the following provisions:

A. Prior to beginning the performance of any services under the Sales Tax Scope of Services or the Amendment, CONTRACTOR must receive a Notice to Proceed. CONTRACTOR shall perform the services described in the Sales Tax Scope of Services within the time periods specified therein, said time periods shall commence from the date of the Notice to Proceed for such Services; however, **the Agreement shall terminate no later than October 31, 2017**, unless terminated earlier pursuant to Section 4 of the Agreement.

B. Consistent with the terms and conditions of the Agreement, the CONTRACTOR must meet the requirements and perform these amended additional services as identified and specified in the Sales Tax Scope of Services, attached as Exhibit “A”.

**3. Section 3 of the Agreement, entitled “Compensation”,** is hereby amended to include the following provisions:

A. In consideration for the Sales Tax Scope of Services to be performed by CONTRACTOR pursuant to the Amendment, the BMPO agrees to pay CONTRACTOR, in the manner specified in the Sales Tax Scope of Services, **the total amount not to exceed FIVE HUNDRED FIVE THOUSAND ONE HUNDRED EIGHTY-EIGHT AND 07/100 Dollars (\$505,188.07)**. The amount of compensation payable by the BMPO to CONTRACTOR shall be based upon the amounts negotiated between the parties as indicated on Speak Up Broward Phase 2 for Cities Fee Estimate by Task and Firm, which is a part of the attached Sales Tax Scope of Services (Exhibit “A”), which amount shall be accepted by CONTRACTOR as full compensation for all such work performed under this Amendment. It is acknowledged and agreed by CONTRACTOR that these amounts are the maximum payable and constitute a limitation upon BMPO’S obligation to compensate CONTRACTOR for its Services related to this Amendment. This maximum amount, however, does not constitute a limitation of any sort, upon CONTRACTOR’S obligation to perform all items of work required by or which can be reasonably inferred from the Sales Tax Scope of Services.

B. Consistent with the terms and conditions of the Agreement, the CONTRACTOR must meet the requirements and perform these amended additional services as identified and specified in the Sales Tax Scope of Services, attached as Exhibit "A".

4. Except as amended herein, all other terms and conditions of the Agreement shall remain in full force and effect.


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**FIRST AMENDMENT TO AGREEMENT BETWEEN THE BMPO AND HDR  
ENGINEERING, INC. FOR LET'S TALK TRANSPORTATION PUBLIC OUTREACH:  
SPEAK UP BROWARD - PHASE 2 -- SURTAX OUTREACH ASSISTANCE**

IN WITNESS WHEREOF, the parties hereto have made and executed this Amendment on the respective dates under each signature: BMPO, signing by and through its Chair and Executive Director, attested to and duly authorized to execute same, and CONTRACTOR, signing by and through its Vice President, attested to and duly authorized to execute same.

**BMPO**

BROWARD METROPOLITAN PLANNING  
ORGANIZATION


By:   
\_\_\_\_\_  
Gregory Stuart, Executive Director

By:   
\_\_\_\_\_  
Richard Blattner, Chair

This 26 day of July 2016.

This 26 day of July 2016.

APPROVED AS TO FORM AND LEGAL  
SUFFICIENCY FOR THE USE OF AND  
RELIANCE BY THE BMPO ONLY:

By:   
\_\_\_\_\_  
Alan L. Gabriel, BMPO General Counsel  
Weiss Serota Helfman Cole & Bierman, P.L.

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**CONTRACTOR**

WITNESSES:

**HDR ENGINEERING, INC.,**

a foreign corporation authorized to do  
business in the State of Florida

By: *Phil J. Quigley*  
Print Name: Phil J. Quigley

By: *Christine S. Keenan*  
Print Name: Christine S. Keenan  
Title: Vice President  
Address: 3250 W. Commercial Blvd  
Suite 100  
Fort Lauderdale, FL 33309

By: *SB*  
Print Name: Sofia Diaz

This day 26<sup>th</sup> of July, 2016.

**FIRST AMENDMENT TO AGREEMENT BETWEEN THE BMPO AND HDR  
ENGINEERING, INC. FOR Let's Talk Transportation Public Outreach:  
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**EXHIBIT "A"**

**Sales Tax Outreach and Education Support  
Scope of Services**

The following Scope of Services is for the provision of educational support to the municipalities of Broward County regarding the Infrastructure Sales Surtax on the November 8, 2016 ballot. This Scope includes the creation of digital materials for use by the Broward municipalities, but does not include the printing or other hard-copy production of these materials. This Scope and associated Fee Estimate (Attachment A) assumes the participation of the 31 Broward municipalities. A Workplan/Timeline is also provided as Attachment B. The goal is to have the support materials available beginning the week of Labor Day, which is September 5, 2016.

**Task 1 - Branding & Messaging**

This task includes the development of a theme, logo and tag line concepts to brand the Sales Tax educational effort. A critical component of this theme is the need for voters to recognize that both the Transportation and Infrastructure Sales Tax items have to pass; that one cannot be implemented on its own and that portions of the Infrastructure Surtax proceeds will be used to fund transportation, transit and mobility projects. The CONTRACTOR will develop an initial set of themes, logos and tag line concepts and will test these with informal focus groups (comprised of colleagues, friends, and family). These initial concepts will be reviewed with the Cities Working Group, including the findings of the informal focus groups. Based on feedback from both the focus groups and the Cities Working Group, a preferred concept will be selected and revised as needed. The revised preferred concept will be reviewed with the Cities Working Group prior to being finalized.

As part of this task, messaging to different audiences (employers, young voters, lower income, etc.) will be developed. These messages will be incorporated into the Website, the different items being developed as part of the Tool Kit, the Speakers Bureau/Meeting in a Box, and Video. An important part of this exercise will be evaluating different ways to present the numbers for these different audiences.

Deliverables: Theme, logo and tag line concepts and final versions  
Tag line for each city, if necessary



## Task 2 - Website

A Website will be created using the theme developed as the address. The purpose of this website is to provide a single location where the public can find information about the projects planned in each city if the Sales Taxes pass. For purposes of the Fee Estimate, it is assumed that this Website will contain up to 10 different pages, such as the Home page, the Interactive Map page, a More Information page, etc. The key feature of this Website will be the Interactive Map that allows the public to choose their city and then see the different projects that are planned. This map will use symbols for the different types of projects and the viewer will click on the symbol, which will be geocoded to the planned improvements' location, and information about the project will appear. The Website will be provided in both English and Spanish. If necessary, Creole and Portuguese versions will also be created.

To develop this Website, the following steps are required.

- A coordination meeting with the Cities Working Group to define the desired site content.
- The CONTRACTOR will develop a spreadsheet to capture consistent information from each city about their proposed projects. The spreadsheet will be distributed to each city with a deadline for return.
- Given short life span of this site, the CONTRACTOR team will determine the most appropriate platform based on the requirements.
- The CONTRACTOR will develop graphic concepts and draft text for the Website. The CONTRACTOR will present the initial concept and text at a Cities Working Group meeting. Revisions will be made based on the feedback from that meeting and a second draft will be produced. The Cities Working Group will review this revised material and then the graphics and content will be finalized.
- One week prior to the Website going live, the Cities Working Group will be provided an opportunity to test the site to be sure it meets their needs.
- The CONTRACTOR will provide for hosting of the Website for a period of 6 months (July to December, 2016), which will include any necessary maintenance.
- Following the election, the Website's Home page will be updated with the election results and an appropriate message to the public.

Deliverables: Website with up to 10 pages of content, including an interactive map that provides information about each city's projects.  
Hosting and maintenance of the Website for 6 months

### **Task 3 - Tool Kit**

The CONTRACTOR will develop a Tool Kit for the cities to use in their education efforts. This Tool Kit will include the following items that will include the theme, logo, tagline and messaging developed in Task 1:

- Press release template (English & Spanish)
- Talking points for elected officials and staff
- FAQ and answers
- Logos, taglines and other graphics
- Social media content (English & Spanish), including a suggested schedule for releasing the content
- Digital and print ads (English & Spanish)
- Brochures/flyers/rack cards (English & Spanish)
- Templates for signs/posters that can be placed at city facilities to inform residents what half penny will provide (English & Spanish)

If necessary, based on voter research, these materials will also be provided in Creole.

Deliverables: Digital versions of the above bulleted list.

### **Task 4 - Speakers Bureau Presentation/Meeting in a Box**

The CONTRACTOR will prepare a PowerPoint presentation that incorporates the results of Task 1 that the cities can use for different outreach efforts such as homeowner association meetings, at Commission/Council meetings, and other similar events. This PowerPoint presentation will be customizable based on the audience, incorporating the messaging developed in Task 1. It will be designed to be 10 minutes or less in length. In addition to the PowerPoint file, talking points and all of the items necessary for holding a speaking engagement will be provided. Both English and Spanish versions will be developed. If necessary, Creole and Portuguese versions will also be created.

The CONTRACTOR will offer up to five training sessions to familiarize the cities with the presentation content and recommended approach. One training session will be offered in each of the MPO's five districts to encourage participation by the maximum number of city staff.

Deliverables: PowerPoint presentation with talking points  
Handout template  
Sign In Sheet  
Comment Form

### **Task 5 - Rapid Response**

Once the educational efforts begin, and possibly even before, opposition to the referenda will develop. As a way to counteract this conflicting messaging, the CONTRACTOR will provide a rapid factual response to any information produced by the opposition. Initially, the CONTRACTOR will provide, as part of the Tool Kit's FAQ, typically opposition comments and responses. This service will continue up until the week of the election. The responses developed will be used as part of the Social Media and can be incorporated into the Speakers Bureau/Meeting in a Box materials. Both English and Spanish versions of the responses will be created; Creole responses will be developed if deemed necessary. The mechanism for coordinating this service will be determined during one of the Cities Working Group meetings.

Deliverables: Initial list of frequently encountered opposition comments with responses  
On-going responses as opposition develops up until the election

### **Task 6 – Video**

As part of the Speak Up Broward effort, the CONTRACTOR has developed an animated video that explains the need for additional transportation funding and explains how the Transportation Sales Tax works to raise funds. This original video is designed to last for between one and two minutes and to be divided into smaller segments. The final segment that focuses on the need for funding and how much the Sales Tax could provide will be modified to address the Infrastructure Sales Tax. It is anticipated that this video would be between 15 and 30 seconds. English and Spanish versions of the video will be produced, with the option of Creole and Portuguese versions if necessary. The video will be incorporated into the Website, Social Media content, and Speakers Bureau/Meeting in a Box materials.

Deliverable: A 15-30 second video that explains the need for Infrastructure funding

### **Task 7 – Program Guidance and Compliance**

The CONTRACTOR will develop a Program Guidance document that provides information about how to educate the public about the referenda and will include a checklist to ensure that materials prepared by the cities fall within the requirements for education. It is recommended that the materials provided be reviewed for compliance with state regulations concerning educational materials. The CONTRACTOR is not able to provide this service but the MPO may be able to assist by offering its attorneys to conduct this review.

Deliverables: Program Guidance Document  
Educational-compliant materials in Tool Kit

## **Task 8 – Cities Working Group and On-Going Coordination**

A Cities Working Group will be created to coordinate with the CONTRACTOR. The cities will be responsible for establishing this group and identifying meeting locations, when a physical meeting is desired. The CONTRACTOR will support up to 6 meetings of this group for the purpose of review of deliverables and on-going coordination. The CONTRACTOR is able to conduct these meetings virtually, using web-based meeting software and a conference call line. A suggested schedule for the Cities Working Group meetings is provided in Attachment B.

This task also includes day-to-day coordination, as needed, with the cities as the educational effort progresses. This will allow the cities to reach out to the CONTRACTOR with any questions or needs outside of the Working Group meetings.

There is no defined Deliverable for this task outside of the Cities Working Group meetings.

### **Compensation**

The compensation for this scope is maximum limiting amount based on the Fee Estimate shown as Attachment A. Labor and direct expenses will be invoiced on a time and materials basis. Monthly progress reports will be submitted with each invoice to document the level of effort and work completed.

### **Schedule**

The work will be completed as requested and needed according to the Workplan/Timeline shown in Attachment B.

EXHIBIT A

Attachment A

Speak Up Broward Phase 2 Sales Tax Outreach and Education Support Fee Estimate by Task and Firm

Task	Firm									Totals by Task	
	HDR	MRG	GPR	ACG	WG	BTC	Kenney	High Street	Daruma	Hours	Fees (Labor Only)
1 - Branding & Messaging	91	45	163	42	-	13	16	16	14	387	\$ 58,192.59
2 - Website	241	53	128	54	-	1	1	-	202	479	\$ 80,523.93
3 - Tool Kit	154	359	216	138	-	4	4	4	-	879	\$ 97,344.95
4 - Speakers Bureau/Meeting in a Box	118	108	84	146	-	2	7	4	-	469	\$ 57,074.81
5 - Rapid Response	65	41	-	19	-	48	22	4	-	200	\$ 50,685.76
6 - Video	96	25	6	13	-	-	-	-	-	140	\$ 15,819.49
7 - Program Guidance	10	53	-	-	58	2	-	-	-	122	\$ 14,542.80
8 - Coordination	396	204	96	85	96	9	9	9	10	904	\$ 122,653.74
<i>Subtotal - Hours</i>	1,170	888	694	498	154	80	59	37	226	3,579	
<i>Subtotal - Fees</i>	\$ 169,724.69	\$ 72,254.60	\$ 69,204.00	\$ 71,604.00	\$ 25,543.28	\$ 42,157.50	\$ 18,150.00	\$ 7,440.00	\$ 20,760.00		\$ 496,838.07
<i>Directs</i>	\$ 2,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ 1,350.00		\$ 8,350.00
<b>TOTAL - FEES</b>	<b>\$ 172,224.69</b>	<b>\$ 73,754.60</b>	<b>\$ 70,704.00</b>	<b>\$ 73,104.00</b>	<b>\$ 25,543.28</b>	<b>\$ 42,157.50</b>	<b>\$ 18,150.00</b>	<b>\$ 7,440.00</b>	<b>\$ 22,110.00</b>		<b>\$ 505,188.07</b>
<b>DBE Percentages</b>		14.6%		14.5%							
<b>Total Fees (Prime &amp; Subs)</b>	<b>\$ 505,188.07</b>										

HOURLY RATES BY CATEGORY

HDR	Category	Loaded		Overhead	Margin	FCCM	Directs
		Rate	Rate				
	Project Manager	\$ 65.40	\$ 185.54	N/A	157.75%		
	Project Principal	\$ 102.20	\$ 289.94	N/A	10.000%		
	Senior Advisor	\$ 113.20	\$ 321.14		0.155%		
	Senior Public Outreach Specialist	\$ 77.20	\$ 219.01		10.57%		
	Senior Engineer	\$ 75.70	\$ 214.76				
	Senior Financial Advisor	\$ 143.30	\$ 406.54				
	Senior Transit Planner	\$ 94.00	\$ 266.67				
	Urban Designer	\$ 78.90	\$ 223.84				
	Planner	\$ 27.10	\$ 76.88				
	Public Outreach Specialist	\$ 48.60	\$ 137.88				
	Engineer	\$ 54.20	\$ 153.76				
	Financial Advisor	\$ 97.10	\$ 275.47				
	Transit Planner	\$ 38.50	\$ 109.22				
	Graphic Artist	\$ 31.20	\$ 88.51				
	Freight Planner	\$ 52.50	\$ 148.94				
	Administrative Assistant	\$ 34.70	\$ 98.44				

MRG	Category	Loaded		Overhead	Margin	Directs
		Rate	Rate			
	Public Involvement Manager	\$113.00	N/A	N/A		
	Senior Public Involvement Officer	\$93.75	N/A	Mileage and other incidentals		\$1,500.00
	Public Involvement Officer	\$82.40				
	Graphics	\$82.40				
	Administrative PIO	\$56.65				

GPR	Category	Loaded		Overhead	Margin	Directs
		Rate	Rate			
	Partner	\$140.00	N/A	N/A		
	Creative Director	\$125.00	N/A	Mileage, Stock Photography/Graphics		\$1,500.00
	Graphic Designer/Account Executive	\$65.00				

Adams Consulting Group (ACG)	Category	Loaded		Overhead	Margin	Directs
		Rate	Rate			
	Principal	\$175.00	N/A	N/A		
	Senior Public Outreach Specialist	\$75.00	N/A	Mileage and other incidentals		\$1,500.00
	Public Outreach Specialist	\$50.00				
	Administrative Assistant	\$45.00				

Whitehouse Group	Category	Loaded		Overhead	Margin	Directs
		Rate	Rate			
	Principal	\$ 84.09	\$190.13		105.55%	
	Senior Planner	\$ 65.52	\$148.14		10.00%	
	Associate Planner	\$ 27.87	\$63.02		N/A	
	Administrative	\$ 19.23	\$43.48			

Boothe Transit Consulting	Category	Loaded		Overhead	Margin	Directs
		Rate	Rate			
	Principal	\$ 525.00	N/A	N/A		
				Included in rate structure.		

The Kenney Group	Category	Loaded		Overhead	Margin	Directs
		Rate	Rate			
	Principal	\$ 300.00	N/A	N/A		
				N/A		
				N/A		

High Street Consulting	Category	Loaded		Overhead	Margin	Directs
		Rate	Rate			
	Principal	\$255.00	N/A	N/A		
	Senior Financial Analyst	\$200.00	N/A	N/A		
	Analyst	\$125.00	N/A	N/A		

Daruma Tech	Category	Loaded		Overhead	Margin	Directs
		Rate	Rate			
	Web Developer	\$85.00	N/A	N/A		
	Project Manager	\$100.00	N/A	Hosting		\$ 225.00
	System Engineer	\$150.00				per month



HOURS BY CATEGORY

HDR	Category	Total Hours
	Project Manager	302
	Project Principal	18
	Senior Advisor	50
	Senior Public Outreach Specialist	61
	Senior Engineer	46
	Senior Financial Advisor	-
	Senior Transit Planner	-
	Urban Designer	-
	Planner	289
	Public Outreach Specialist	198
	Engineer	14
	Financial Advisor	-
	Transit Planner	-
	Graphic Artist	152
	Freight Planner	-
	Administrative Assistant	38
		<b>1,170</b>

MRG	Category	Total Hours
	Public Involvement Manager	46
	Senior Public Involvement Officer	174
	Public Involvement Officer	302
	Graphics	200
	Administrative PIO	165
		<b>888</b>

GPR	Category	Total Hours
	Partner	101
	Creative Director	276
	Graphic Designer/Account Executive	317
		<b>694</b>

Adams Consulting Group (ACG)	Category	Total Hours
	Principal	346
	Senior Public Outreach Specialist	142
	Public Outreach Specialist	4
	Administrative Assistant	7
		<b>498</b>

Whitehouse Group	Category	Total Hours
	Principal	125
	Senior Planner	-
	Associate Planner	29
	Administrative	-
		<b>154</b>

Boothe Transit Consulting	Category	Total Hours
	Principal	80
		<b>80</b>

The Kenney Group	Category	Total Hours
	Principal	59
		<b>59</b>

High Street Consulting	Category	Total Hours
	Principal	-
	Senior Financial Analyst	37
	Analyst	-
		<b>37</b>

Daruma Tech	Category	Total Hours
	Web Developer	144
	Project Manager	74
	System Engineer	7
		<b>226</b>

Attachment B

Workplan for Infrastructure Sales Tax Education*							
Task Name	Week Ending:						
	7/22/2016	7/29/2016	8/5/2016	8/12/2016	8/19/2016	8/26/2016	9/2/2016
Branding & Messaging	Development of Concepts		Focus Groups	Revised Concepts	Final Concepts	Final Versions	
Website	Development			Draft Graphics & Content for Review	Revised Graphics & Content for Review	Final Test	Launch
		Project Spreadsheet Provided to Cities		Project Data Needed for Map			
		Requirements Detailed					
Tool Kit			Development			Final Versions	Deployment
Speakers Bureau Presentation/Meeting in a Box	Development			Draft Version	Final Version	Trainings	Trainings
Rapid Response			Initial List of Frequently Asked Questions				Rapid Response Begins
Video	Development			Draft		Final	
Program Guidance & Compliance	Development of Program Guidance					Final Version	
			Compliance Review**				
Working Group & Coordination		Kick-Off	Initial Concepts	Revised Concepts	Final Concepts	Entire Package & Plan	Day-to-Day

\*Assumes Notice to Proceed issued during week ending 7/22; if not then plan will be compressed to the best of the consultant team's abilities.  
 \*\*To be provided by the MPO attorneys and not the Consultant.



Attachment B

Workplan for Infrastructure Sales Tax Education*											
Task Name	Week Ending:	9/9/2016	9/16/2016	9/23/2016	9/30/2016	10/7/2016	10/14/2016	10/21/2016	10/28/2016	11/4/2016	11/11/2016
Branding & Messaging	Additional effort as needed										
Website	Maintenance										Update with Results
Social Media	Social Media Deployment & Continued Development										
Speakers Bureau	Deployment by Cities										
Rapid Response	Rapid Response to Opponents Claims										
Video	No additional effort										
Program Guidance and Compliance	No additional effort										
Working Group & Coordination	Day-to-Day Coordination, as needed										
	Working Group #6, if needed										

\*Assumes Notice to Proceed issued during week ending 7/22; if not then plan will be compressed to the best of the consultant team's abilities.