

FIRST AMENDMENT
TO THE AGREEMENT BETWEEN
BROWARD METROPOLITAN PLANNING ORGANIZATION
AND
ALFRED BENESCH & COMPANY
FOR
2050 METROPOLITAN TRANSPORTATION PLAN UPDATE
RFQ NO. 22-03

This First Amendment to the Agreement ("First Amendment") is made and entered into the ___ day of _____, 2023, by and between the **BROWARD METROPOLITAN PLANNING ORGANIZATION**, with its principal business address located at Trade Centre South 100 West Cypress Creek Road, Suite 650, Fort Lauderdale, FL 33309, hereinafter referred to as "BMPO," and

ALFRED BENESCH & COMPANY, an Illinois corporation authorized to do business in the State of Florida, with its principal business address located at 1000 N. Ashley Drive, Suite 400, Tampa, FL 33602, hereinafter referred to as "CONTRACTOR."

WITNESSETH:

WHEREAS, the original agreement between the BMPO and CONTRACTOR for THE 2050 METROPOLITAN TRANSPORTATION PLAN UPDATE is dated and effective as of September 8, 2022 with a termination date of December 31, 2025, in an amount not to exceed ONE MILLION THREE HUNDRED THOUSAND AND NO/100 DOLLARS (\$1,300,000.00) (the "Agreement"); and

WHEREAS, the BMPO and CONTRACTOR mutually agree to amend the Scope of Services to include additional Task 16 for Additional Outreach Support through June 30, 2024, as further specified in the Revised Scope of Services, "Attachment A" to this amendment; and

WHEREAS, for these additional services, the CONTRACTOR will require the BMPO to pay additional compensation in the not to exceed amount of **ONE HUNDRED THOUSAND AND NO/100 DOLLARS (\$100,000.00)**, thus the parties now desire to amend the Compensation to allow for these increased funds; and

WHEREAS, on _____, 2023, the BMPO Board authorized the appropriate BMPO officials to execute this First Amendment with the CONTRACTOR, (the Agreement together with the First Amendment, shall hereinafter be referred to as the "Agreement, as amended").

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, "Scope of Services," of the Agreement is amended to provide the Revised Scope of Services as "Attachment A" to this amendment to be incorporated into the Agreement, for the inclusion of Task 16 for Additional Outreach Support services through June 30, 2024.

3. Section 3, "Compensation," of the Agreement is amended to provide for the BMPO to pay additional consideration to the CONTRACTOR in the not to exceed amount of **ONE HUNDRED THOUSAND AND NO/100 DOLLARS (\$100,000.00)** for the additional services provided pursuant to this First Amendment. Pursuant to this First Amendment, the total amount to be paid by BMPO to CONTRACTOR, in the manner specified in the Scope of Services, shall be a total amount, not to exceed, **ONE MILLION, FOUR HUNDRED THOUSAND, AND NO/100 DOLLARS (\$1,400,000.00)** for the entire Term of the Agreement, contingent upon the appropriation of funds.

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

5. To the extent of any conflict between the language of the Agreement and this First Amendment, the terms of this First Amendment shall govern.

IN WITNESS WHEREOF, the parties hereto have made and executed this First 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 _____, attested to and duly authorized to execute same.

BMPO

**BROWARD METROPOLITAN
PLANNING ORGANIZATION**

By: _____
Gregory Stuart, Executive Director

By: _____
Frank C. Ortis, Chair

This __ day of _____, 2023

This __ day of _____, 2023

**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.

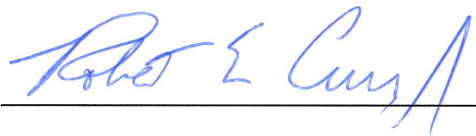
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CONTRACTOR

WITNESSES:

By: 

Print Name: Elisabeth Schuck

By: 

Print Name: Robert E. Cursey, Jr.

**ALFRED BENESCH & COMPANY, an
Illinois corporation**

By: 

Name: Bill Ball, AICP

Title: FL Division Manager/Sr. Vice President

Address: 100 W. Cypress Creek Rd.

Suite 980

Fort Lauderdale, FL 33309

This 25th day of September, 2023

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**"ATTACHMENT A"
REVISED SCOPE OF SERVICES**

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ROUTE TO 2050

Metropolitan Transportation Plan

Amendment No. 1: Task 16 Additional Outreach

Following completion of the first phase of public outreach for Route to 2050, the MTP team determined that additional outreach efforts were required to sufficiently engage the community in the MTP process. Although broad engagement is desired, these additional efforts should include underserved areas that were not included in the initial outreach efforts. In addition to increasing engagement, this effort will develop messaging and a story for Route to 2050 that will make the purpose of the MTP more accessible to the public and be incorporated into the final document. The intent of this scope is to establish objectives to be met by this effort while allowing for flexibility in implementation to ensure engagement is achieved in the most effective manner.

Task 16.1: Develop a Communication Strategy for Phase 2 of MTP Outreach

The objectives of this task are to:

- Develop the story for Route to 2050 that makes the MTP process and document accessible to the public;
- Identify groups/communities/organizations with which to share the MTP story, with an emphasis on equity areas; and
- Identify messaging and outreach strategies for each group/community/organization.

In developing the story for Route to 2050, the focus should be on the overall goal and strategies for the plan and should tie into the long-term vision established by Vision 2100. Specific suggestions include the opportunities provided by the plan and the challenges the plan is designed to address. Other suggestions include developing a story for each community/area of Broward based on the projects included in the Cost Feasible Plan. It is important that the story includes ongoing partner (BCT, SFRTA, and Broward County MAP) efforts and explains how the plan complements these. Additional suggestions are for the story to focus on the MTP's emphasis areas (resiliency, safety, housing, and technology).

Examples of the types of groups/communities/organizations to be engaged include churches, Hispanic Unity, the Urban League, YMCA, United Way, Boys and Girls Club, Broward College, public schools, Career Source Broward, the hospitality/tourism industry, homeowners' associations, and the Museum of Discover and Science. The goal is to leverage existing partnerships as well as create new ones with the potential for long-term collaboration. In addition to identifying new engagement opportunities, attempts to re-engage with groups/communities/organizations from the initial outreach efforts will be made to follow up with them based on the initial outreach.

In identifying messaging for the community, suggestions to consider are identifying several personas that represent the county's population, for example young adult, mother with young children,

hospitality/service industry worker, business owner, and older adult, for use in determining what matters to each group and how to help these cohorts identify with Route to 2050. Up to six personas or cohort messages will be developed for this effort. These personas could also be reflected in the Route to 2050 document.

As part of the communication strategy, a “call to action” or “ask” of the groups that are engaged will be developed. Given the status of the plan at the point of these efforts, it is unlikely that feedback received during this time will result in changes to the funded projects, but the information may be able to be incorporated into the final Route to 2050 document and/or used for ongoing outreach efforts of the MPO. As part of the communication strategy, specific means of documenting this engagement will be identified.

The communication strategy will identify engagement strategies, such as discussion groups, social media, speakers’ bureau, etc., and performance measures or targets for evaluating the effectiveness of the effort. The consultant team will evaluate the feasibility of engaging a local social media influencer and related strategies for expanding the audience reached via the MPO’s social media platforms. Engagement strategies will be developed for each of the personas or cohorts identified in the strategy. A schedule for the implementation of the communications strategy will be included. Examples of the types of measures to be included are number of social media impressions, total number of people engaged, and the geographic distribution of the efforts.

Deliverables: Communication Strategy Document (Draft and Final)
Messages tailored to groups identified in the strategy document (up to six personas)
List of groups/organizations/communities to which engagement will be focused
Performance measures and target report card/dashboard

Task 16.2: Implement Communication Strategy

Once the communication strategy from task 1 is approved, the Consultant team with support from MPO staff (for graphics and participation at events or activities) will implement the effort. Specific activities included in this task are:

- Coordination with identified groups/organizations/communities to set up meeting dates and times
- Development and posting of social media content, including paid social media posts
- Development of content and graphics for engagement events (exclusive of the messaging for Route to 2050), which may include PowerPoint presentations, surveys, and other interactive techniques, including use of specific persona messages developed as part of Task 1
- Attendance by the consultant team at up to 20, four-hour engagement events and activities
- Documenting comments and feedback received at each event, including any information necessary for tracking performance measures and targets.
- Capturing of video and photographic documentation of each engagement event or activity
- Covering any required fees for event locations or activities

In addition to assisting with the engagement efforts, it is anticipated that the MPO will provide graphic design support.

Deliverables: Spreadsheet(s) for tracking engagement coordination efforts

*Social media content
Presentation materials for engagement events/activities
Summary reports from each event/activity, including photographs and videos to fit
appropriate social media platforms*

Task 16.3: Documenting Engagement Efforts

Once the outreach efforts are complete, the consultant team will document the results. This documentation will include a:

- Video compilation of engagement efforts
- Tech memo with a summary of the outreach efforts, including locations, comments received, photographs, and a list of the events and/or groups/organizations/communities engaged
- Completed performance measures and target report card

Depending upon available resources, the consultant team may provide or assist the MPO staff with the development of an ArcGIS Story Map summarizing the engagement.

*Deliverables: Part 1 of the Route to 2050 outreach video (part 2 will be completed under the existing MTP contract and will include the merging of the part 1 content into a final video)
Technical Memo (Draft and Final)
Completed report card*

Budget: The total estimated budget for this effort is \$100,000, broken down by task and consultant team member as shown below.

Task	Benesch	The Brand Advocates*	Quest*	Total by Task
1 Strategy	\$16,000	\$6,000	\$4,000	\$26,000
2 Implementation	\$31,500	\$27,500	\$1,750	\$60,750
3 Documentation	\$11,150	\$1,500	\$600	\$13,250
Total	\$58,650	\$35,000	\$6,350	\$100,000
*DBE Firms	DBE Total	\$41,350	41.35%	

Schedule: All efforts shall be completed by June 30, 2024.