

**Agreement No. 26-04 Between the Broward
Metropolitan Planning Organization and
Cunningham Communications Consulting Company,
D/B/A The Brand Advocates, Incorporated, for
Government Public Involvement Services
in the Not to Exceed amount of \$5,000,000
and
Task Work Orders No. 1, 2, 3 & 4**

PIO Outreach Support

Purpose:

The Broward Metropolitan Planning Organization (BMPO) will retain a Contractor for one (1) contract for services that will advance the public involvement and relations outlined in the BMPO Board adopted public Participation Plan (PPP).

Task Work Order:

This contract is to be performed on a Task Work Order (TWO) basis to meet the evolving needs of the organization.

Scope of Work:

- *Project Management*
- *Communications Outreach*
- *Community Engagement*
- *Stakeholder Involvement*
- *Review and Assessment*
- *Market Study*
- *High Visibility Event Support*
- *2055 MTP Outreach*
- *Training*
- *E-Town Halls*
- *Project Support*

PIO Outreach Support



PIO Outreach Support



PIO Outreach Support

- The term of the Agreement shall commence upon issuance of a Notice to Proceed and shall remain in effect for a three-year term with the MPO having the option to renew the Agreement for two one-year renewal periods.
- The total compensation amount for the services is not to exceed \$5,000,000 for the full five-year term.

Task Work Orders

TWO 1: Contract Project Management — This task is for the purpose of planning, coordinating, and executing strategic communications initiatives that enhance the Broward MPO's public information and outreach program. *Not to exceed: \$40,060.00*

TWO 2: Communications and Content Creation — This task work order will continue and build upon the MPO's digital outreach strategies. Under this task, the MPO's social media, newsletter, and public relations efforts will be expanded. *Not to exceed: \$99,575.00*

TWO 3: Market Study — This study aims to explore and understand the lived experiences, perceptions, and meanings that individuals or groups associate with transportation infrastructure and systems. The primary objective of this study is to conduct a statistically significant, data-driven market analysis of transportation infrastructure and systems, identifying current trends, future demand projections, investment gaps, and user preferences. *Not to exceed: \$124,125.00*

TWO 4: State of the Region — Provide comprehensive strategic and operational support to plan, manage, and execute the MPO's State of the Region event. *Not to exceed: \$25,425.00*

Questions?

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