

**GOVERNMENT PUBLIC INVOLVEMENT SERVICES
AGREEMENT NO. 26-04**

**TASK WORK ORDER
NO. 2**

BETWEEN

**BROWARD METROPOLITAN PLANNING ORGANIZATION
("BMPO")**

and

**CUNNINGHAM COMMUNICATIONS
CONSULTING COMPANY D/B/A THE BRAND
ADVOCATES, INCORPORATED
("Consultant")**

for

COMMUNICATIONS AND CONTENT CREATION

Task Work Order No. 2 Start Date: Upon Written Notice to Proceed

Task Work Order No. 2 End Date: June 30, 2026

Total Not to Exceed Amount: \$99,575.00

Pursuant to and as provided in the attached Consultant's TASK WORK ORDER NO. 2 FEE SHEET (Exhibit "A")

Pursuant to Task Work Order No. 2 (and Exhibit A, attached hereto) and including Scope of Services, the Consultant shall perform the following tasks to complete the requested services and deliverables in adherence with the Government Public Involvement Services Agreement Number 26-04 (hereinafter referred to "Agreement No. 26-04").

The Consultant acknowledges that all Task Work Orders are subject to availability of funds, and subject to services rendered by the Consultant along with a Written Notice to Proceed authorization by the BMPO's Project Manager or designee.

SCOPE OF SERVICES COMMUNICATIONS AND CONTENT CREATION

PURPOSE:

The Consultant will provide ongoing communications, creative development, and public relations support to advance the goals and objectives of the BMPO's Public Information and Outreach Program. The Brand Advocates (TBA) will develop and deliver consistent, high-quality content that informs and engages the public while maintaining adherence to the BMPO's established brand and messaging guidelines.

REQUIRED SERVICES:

The tasks to be performed by the Consultant include the following:

Task 1: Project Management

(Approximately 10%)

Activities under this task will include day-to-day project management including quality assurance and quality control, and the following:

- Prepare for and participate in multiple ad-hoc/weekly/monthly coordination meetings at the request of either the BMPO Task Manager or the Consultant Team to ensure concordant plan, schedule, and development of content;
- Prepare for and participate in monthly creative meetings to review editorial calendars, discuss ideas, and plan future content;
- Review of content creation including, but not limited to:
 - Articles, posts, press releases, photographs, videos, records, etc.
 - Adherence to BMPO Brand Guidelines

Task 2: Content Creation and Publication for External Communications

(Approximately 90%)

Activities under this task will include collaboration and coordination with the BMPO Task Manager, PIO Team, and the Consultant Team.

Content Creation

- Develop creative content and support multiple BMPO projects;
- Coordinate photography and videography assignments to support BMPO projects;
- Coordinate the recording and editing of various podcast episodes;
- Coordinate and deploy paid social media campaigns across multiple BMPO projects;
- Adhere to BMPO Brand Guidelines.

Weekly Newsletter

- Develop the BMPO's weekly newsletter "Mobility Monday";
 - Manage content outline for each edition via SharePoint;

- Write up to seven (7) articles each week;
- Create content for each edition one (1) to three (3) months in advance;
- Manage MailChimp account used to deploy newsletters;
- Provide monthly analytics reports;
- Make recommendations to website contractor to ensure to create a section; of the website where the Mobility Monday newsletter can be hosted, and; work with the contractor to manage content for the section.

Social Media

- Develop social media content calendar one (1) month in advance;
- Develop creative assets to support social media posts;
- Manage multiple social media platforms including Facebook, LinkedIn, X, Bluesky, Instagram, and Nextdoor;
- Create a minimum of three (3) posts per week, not to exceed seven (7) posts;
- Produce and deliver monthly analytics reports;
- Manage social media scheduling platforms including Sprout Social and Hootsuite.

Executive Director’s “Beyond the Commute” LinkedIn Newsletter

- Develop content for monthly newsletter;
- Post approved content on Executive Director’s LinkedIn profile;
- Coordinate with Executive Director to produce topics for monthly content.

Public Relations

- Develop press releases and media kits to support BMPO events, announcements, and projects;
- Coordinate media pitching;
- Work with media on-site for BMPO events and announcements;
- Write speeches, scripts, and media reports, as needed.

The services and task deliverables provided will be ongoing through the term of the Task Work Order.

Deliverables include the following:

- Project management
- Monthly content calendars
- Analytics reports
- Creative assets
- Photography and videography
- Newsletters
- Press releases
- Media kits
- Speeches
- Scripts

AGREEMENT NO. 26-04 TASK WORK ORDER NO. 2 BETWEEN THE BROWARD METROPOLITAN PLANNING ORGANIZATION AND CUNNINGHAM COMMUNICATIONS CONSULTING COMPANY D/B/A THE BRAND ADVOCATES, INCORPORATED FOR COMMUNICATIONS AND CONTENT CREATION

IN WITNESS WHEREOF, the parties hereto have made and executed this Task Work Order No. 2 on the respective dates under each signature.

Cunningham Communications Consulting Company D/B/A The Brand Advocates, Incorporated

**Broward Metropolitan Planning Organization
Chair**

BY: _____

BY: _____

PRINT: _____

PRINT: Yvette Colbourne

Title: _____

DATE: _____

DATE: _____

**Broward Metropolitan Planning Organization
Executive Director**

**Broward Metropolitan Planning Organization
General Counsel**

BY: _____

BY: _____

PRINT: Gregory Stuart

PRINT: Alan L. Gabriel

DATE: _____

DATE: _____