



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

**TASK WORK ORDER
NO. 5**

BETWEEN

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

and

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

for

Infrastructure Week Including University Drive Event

Task Work Order Start Date: Upon Written Notice to Proceed

Task Work Order End Date: June 30, 2026

Total Not to Exceed Amount: \$22,400.00

Pursuant to and as provided in the attached Consultant's TASK WORK ORDER NO. 5 FEE SHEET (Exhibit "A")

Pursuant to Task Work Order No. 5 (and Exhibit A, attached hereto) and included Scope of Services, the Consultant shall perform the following task 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 Procurement Officer or designee.

If allowable pursuant to the Scope of Services of this Task Work Order, direct expenses must be negotiated and agreed upon by both parties. Any unanticipated direct expenses that may arise must be approved by the BMPO Task Work Order Project Manager prior to being incurred. Any expenses not pre-approved will not be reimbursed. Non-reimbursable direct expenses will not be paid to the Consultant.

SCOPE OF SERVICES INFRASTRUCTURE WEEK INCLUDING UNIVERSITY DRIVE EVENT

PURPOSE

This task work order includes the planning, coordination, and execution of a five-day Infrastructure Week initiative, scheduled for May 24–29, 2026, designed to engage stakeholders, showcase completed and upcoming transportation projects, and highlight Broward’s commitment to improving road safety for all users.

The initiative will feature four virtual project spotlight events, each highlighting a transportation improvement in a different location throughout the county. These online events will demonstrate the tangible benefits of the projects—including enhanced safety, economic development, connectivity, and mobility—while building awareness among residents, elected officials, and partner agencies. Each event will highlight the project’s key features and offer its benefits to the surrounding community.

Infrastructure Week will culminate with an in-person signature celebration at Pembroke Pines City Hall on May 27, 2026, marking the groundbreaking of the University Drive project. This milestone event will include participation from local and federal officials and will recognize the collaborative efforts of the City of Pembroke Pines, Broward MPO Board members and leadership, FDOT partners, and other project collaborators. In addition to the ceremonial groundbreaking, the event will serve as a high-visibility opportunity to communicate the project’s scope, highlight its anticipated safety and mobility benefits, and reinforce the region’s commitment to creating a safer, more connected transportation corridor.

Task 1: Project Management

This task includes overall project management, coordination, and administrative oversight to support the planning and execution of Infrastructure Week activities. The consultant will provide ongoing coordination with Broward MPO staff, the City of Pembroke Pines, and project partners to ensure timely implementation of all program components, including four online project spotlight events and one in-person celebration for the University Drive project.

Activities

- a. Conduct project kickoff meeting with Broward MPO staff.
- b. Provide ongoing coordination with MPO staff and partner agencies through weekly progress meetings.
- c. Develop and maintain project schedule and milestone tracking.
- d. Facilitate regular progress meetings and status updates.
- e. Coordinate internal review and approval of materials and deliverables.
- f. Ensure alignment between program strategy, communications, and event execution.

Deliverables

1. Project kickoff meeting summary – due no later than May 15, 2026
2. Project schedule and milestone tracker – due no later than May 18, 2026
3. Weekly progress updates or coordination summaries – ongoing through June 15, 2026
4. Final project management summary – due no later than June 15, 2026

Total anticipated amount for Task 1: \$1,850.00

Task 2: Program Strategy & Event Planning

This task includes assistance with project identification, development of the overall strategic framework, event concept, and coordinated program structure for Infrastructure Week. TBA will ensure consistency across the four online neighborhood project spotlight events while developing an expanded, formal program for the University Drive signature event at Pembroke Pines City Hall. Infrastructure Week theme is to be consistent with this year's annual report theme "Turning Opportunity into Impact".

Activities

- a) Develop Infrastructure Week theme and unified messaging framework.
- b) Establish standard format and template for the four online spotlight events.
- c) Develop detailed run-of-show and program structure for the University Drive groundbreaking event.
- d) Coordinate with City of Pembroke Pines staff and construction teams regarding site access, staging, and safety for each location.
- e) Develop media relations kit including graphics package.
- f) Develop social media toolkit.
- g) Develop recommended speaking order and program agendas for all events.

Deliverables

1. Infrastructure Week messaging framework document – due no later than May 15, 2026
2. Virtual event template and messaging toolkit – due no later than May 18, 2026
3. University Drive event detailed run-of-show – due no later than May 20, 2026
4. Program agendas and speaking order documentation – due no later than May 22, 2026
5. Draft media advisory and press release – due no later than May 22, 2026
6. Initial graphics package and branding look and feel – due no later than May 19, 2026
7. Social Media toolkit – due no later than May 21, 2026

Total anticipated amount for Task 2: \$7,350.00

Task 3: Stakeholder and VIP Coordination

This task includes coordination with Board members, municipal partners, FDOT, stakeholders, and federal representatives to ensure appropriate participation throughout Infrastructure Week through social media campaigns, with expanded coordination for the culminating University Drive signature event.

Activities

- a) Develop invitation list for the University Drive celebration.
- b) Draft and distribute invitations in addition to invitations sent directly from Broward MPO staff.
- c) Manage RSVP tracking and confirmations.
- d) Coordinate speaker participation and scheduling; Broward MPO staff will coordinate directly with Congresswoman Debbie Wasserman Schultz's office.

Deliverables

1. Final invitation list and approved invite copy – due no later than May 18, 2026
2. RSVP tracking summary – due no later than May 27, 2026
3. Speaker confirmation summary – due no later than May 27, 2026
4. Speaker briefing materials and talking points – due no later than May 29, 2026

Total anticipated amount for Task 3: \$5,725.00

Task 4: Production, Logistics & On-Site Management

This task includes coordination of production, equipment, and event management for all Infrastructure Week activities. The four online project spotlight events will require virtual event coordination, while the University Drive celebration will require expanded on-site production and logistical support to accommodate a formal event ceremony and federal participation.

Activities

- a. Coordinate virtual platform setup and technical support for the four online spotlight events.
- b. Develop visual presentation materials or graphics for online events, as needed.
- c. Coordinate staging, sound system, and ceremonial materials for the University Drive celebration.
- d. Ensure ADA accessibility compliance for the in-person event.
- e. Coordinate photography and/or videography coverage.
- f. Provide on-site event management and timing oversight for the University Drive celebration

Deliverables

1. Virtual event run-of-show – due no later than May 22, 2026
2. Site layout and staging plans – due no later than May 27, 2026
3. On-site event management summary – due no later than June 5, 2026
4. Photographic and/or video documentation of all events – ongoing, through June 15, 2026

Total anticipated amount for Task 4: \$5,725.00

Task 5: Communications & Post-Event Documentation

This task includes development of cohesive branding and communications materials for Infrastructure Week, media coordination focused on the University Drive event, and preparation of post-event documentation summarizing the week's outcomes.

Activities

- a) Develop Infrastructure Week visual identity and graphic package, as appropriate.
- b) Draft a minimum of two (2) social media posts per day over three platforms for each of the four project spotlight events as well as the University Drive event.
- c) Draft media advisory and press release for the University Drive signature event.
- d) Prepare press kit materials for the culminating event.
- e) Distribute press release and manage media coordination for the University Drive event.

Deliverables

1. Infrastructure Week graphic package – due no later than May 20, 2026
2. Final Social media toolkit and content package – due no later than May 22, 2026
3. Final media advisory and press releases (up to four) – no later than May 27, 2026
4. Press kit materials – due no later than May 27, 2026
5. Infrastructure Week recap summary report – due no later than June 15, 2026
6. University Drive event recap report – due no later than June 15, 2026
7. Media coverage and social media performance summary – due no later than June 15, 2026
8. Organized digital photo library – due by June 15, 2026
9. Attendance summaries for all events: social media engagement for Infrastructure Week events and University Drive attendance summary – due no later than June 15, 2026.

Total anticipated amount for Task 5: \$1,750.00

Direct Expenses. No direct expenses are allowable under this Task Work Order.

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AGREEMENT NO. 26-04 TASK WORK ORDER NO. 5 BETWEEN THE BROWARD METROPOLITAN PLANNING ORGANIZATION AND CUNNINGHAM COMMUNICATIONS CONSULTING COMPANY D/B/A THE BRAND ADVOCATES, INCORPORATED FOR INFRASTRUCTURE WEEK INCLUDING UNIVERSITY DRIVE EVENT

IN WITNESS WHEREOF, the parties hereto have made and executed this Task Work Order No. 5 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: TRISHA CUNNINGHAM

PRINT: Yvette Colbourne

Title: MANAGING PARTNER

DATE: _____

DATE: APRIL 14, 2026

Broward Metropolitan Planning Organization Executive Director

Broward Metropolitan Planning Organization General Counsel

BY: _____

BY: _____

PRINT: Gregory Stuart

PRINT: Alan L. Gabriel

DATE: _____

DATE: _____