

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

**TASK WORK ORDER
NO. 9**

BETWEEN

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

and

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

for

PROJECT SUPPORT PUBLIC OUTREACH

Task Work Order No. 9 Start Date: Upon Written Notice to Proceed

Task Work Order No. 9 End Date: June 30, 2028

Total Not to Exceed Amount: \$535.850.00

**Pursuant to and as provided in the attached Consultant's TASK WORK ORDER NO. 9 FEE
SHEET (Exhibit "A")**

Pursuant to Task Work Order No. 9 (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.

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 PROJECT SUPPORT PUBLIC OUTREACH

PURPOSE:

The purpose of this Task Work Order (TWO) is to provide the BMPO with the logistical, technical, graphic, and staffing support required to plan, publicize, conduct, and document public engagement activities, so that the public has a meaningful opportunity to be informed about and to comment on BMPO plans, studies, and projects. Specifically, this TWO is intended for the CONSULTANT to:

- Provide on-call support for pop-up events, public meeting planning, public meeting support, workshops, virtual public meetings, surveys, and social media engagement, as assigned in writing by the BMPO Project Manager.
- Extend the reach of BMPO engagement by meeting the public where they are, including traditionally underserved populations.
- Produce consistent, auditable documentation of every engagement activity, including logging of all meetings in the BMPO meeting log, so that participation can be reported and the project record supports federal and state requirements.
- Deliver all engagement activities in compliance with all applicable Accessibility requirements and guidelines such as the Section 508 of the Rehabilitation Act of 1973, Web Content Accessibility Guidelines, Language and Digital Accessibility, and with the Americans with Disabilities Act (ADA).

Log all meetings in <https://survey123.arcgis.com/share/da00528454114918b9c280e32a3defbb>

Task 1: Project Public Participation Plan Development – create a customized plan to ensure maximum public participation based on the unique geography of each project.

- Organize and Clarify Goals: Define the purpose of the engagement, assess available resources (budget, time, and staff capacity), and secure necessary facilitation skills.
- Identify Stakeholders: Map out affected residents, businesses, local organizations, and historically underrepresented groups to ensure broad and equitable representation.
- Determine Participation Levels: Decide the depth of involvement needed, ranging from simply informing the public to active consultation and consensus-building.
- Select Outreach Tools: Match specific methods to objectives and audience preferences.
- Evaluate: Outline how public feedback will be recorded, reported back to the community, and factored into final decision-making before formal adoption.

Deliverables:

- *Public Participation Plan (Submitted no later than ten (10) business days after kick off meeting)*
- *Demographic analysis of study area (Submitted no later than ten (10) business days after kick off meeting)*
- *Calendar of events (Submitted no later than ten (10) business days after kick off meeting)*

Not to exceed 12 events for the entire period of this TWO, cumulative across all assigned projects, unless increased by written authorization.

Task 2: Pop-Up Meeting – also known as “tabling,” these events are meant to engage members of the public where they are through quick, meaningful interactions

- Coordinate with municipal/event staff to secure venues, establish logistics, and schedule.
- Coordinate with internal BMPO staff for publicity materials.
- Coordinate with internal BMPO staff to schedule and assign personnel to attend the event on an as-needed basis.
- Work with BMPO staff and event staff to coordinate logistics: table, tent, activity, handouts, etc.
- Determine if a survey is appropriate for the event.

Deliverables:

- *Documentation of site confirmation(submitted no later than ten (10) business days prior to the event)*
- *Digital photos (submitted within one (1) business days following the event)*
- *Survey results (if applicable) (submitted within ten (10) business days following the close of the survey)*
- *Event log (logged in the BMPO meeting log within three (3) business days following the event; cumulative event log submitted with each monthly invoice)*

Not to exceed 5 events for the entire period of this TWO, cumulative across all assigned projects, unless increased by written authorization.

Task 3: Public Meeting Planning – provide logistical services for MPO staff to host a public meeting

- Coordinate with municipal staff to secure venues, establish logistics, and schedule public community workshops.
- Coordinate with internal BMPO staff for publicity materials
 - Obtain approval from City Staff
 - Coordinate with internal web staff to upload information for public engagement to the project website.
- Coordinate with internal BMPO staff to schedule and assign MPO personnel to attend the public community meetings on an as-needed basis
- Prepare meeting graphics (sign-in sheets, signage, illustrative boards, maps) / Coordinate with internal BMPO staff for large aerals or plotter printing

Deliverables:

- *Documentation of site confirmation (submitted no later than twenty-one (21) calendar days prior to the meeting)*
- *Run of show (draft submitted ten (10) business days prior to the meeting; final submitted five (5) business days prior to the meeting)*
- *Meeting graphics (draft submitted for BMPO review fifteen (15) business days prior to the meeting; final print-ready files submitted seven (7) business days prior to the meeting)*
- *Event log (logged in the BMPO meeting log within three (3) business days following the meeting; cumulative event log submitted with each monthly invoice)*

Not to exceed 20 events for the entire period of this TWO, cumulative across all assigned projects, unless increased by written authorization.

Task 4: Public Meeting Support – provide services to facilitate a public meeting

- Provide up to five (5) staff members
- Attend Staff training and briefing
- Attend meeting
- Take and submit meeting photos
- Receive meeting comments
- Transcribe all comments received at the meeting, organize into Excel Spreadsheet based on location and general topics

Deliverables:

- *Digital photographs (submitted within one (1) business days following the meeting)*
- *Meeting comments (transcribed and organized in the BMPO specified Excel format and submitted within five (5) business days following the meeting)*
- *Event log (logged in the BMPO meeting log within three (3) business days following the meeting; cumulative event log submitted with each monthly invoice)*

Not to exceed 25 events for the entire period this TWO, cumulative across all assigned projects, unless increased by written authorization.

Task 5: Social Media

- Follow BMPO social media policy for project posts.
- Identify the platform(s) which will be most effective for the project.
- Develop engaging posts, review captions, and develop project related hashtags
- Schedule posts and cadence in alignment with the project schedule
- Review comments and relay information to Project Manager.
- Geographically boost posts
- Provide PM with metrics

Deliverables:

- *Calendar of posts (initial calendar submitted within fifteen (15) business days following written authorization of the campaign; updated calendar submitted five (5) business days prior to the start of each subsequent month)*
- *Metrics (submitted monthly by the tenth (10th) calendar day of the following month, and a cumulative summary within ten (10) business days following the close of the campaign)*
- *Documentation of comments (comments requiring a BMPO response relayed to the Project Manager within one (1) business day of posting; full comment log submitted monthly with the metrics report)*

Not to exceed 25 events for the entire period of this TWO, cumulative across all assigned projects, unless increased by written authorization.

Task 6: Survey – work with Project manager to develop digital and hardcopies of a survey which provides data to inform the project

- Design a survey using MPO preferred software.
- Work the BMPO Project Manager to ensure the survey provides feedback which meets the purpose and need of the planning project utilizing industry
- Translate the survey into another language based on the demographics of the audience.
- Ensure the survey is mobile-friendly
- Create a QR code for the survey
- Set a promotion schedule based on how long the survey will be available and determine which mediums to use to distribute the survey, including:

- Email lists
- Social media (with a direct link or QR code)
- Flyers
- Newsletters
- Work with the BMPO Project Manager to determine how long the survey will be available.
- Provide the BMPO Project Manager with the raw data.

Deliverables:

- *Metrics (submitted within ten (10) business days following the close of the survey)*
- *Documentation of effort (promotion schedule, distribution methods, and translation documentation submitted within ten (10) business days following the close of the survey)*
- *Data in native format (native and raw data submitted within five (5) business days following the close of the survey; interim data provided within three (3) business days of a written request by the Project Manager)*

Not to exceed 10 events for the entire period of this TWO, cumulative across all assigned projects, unless increased by written authorization.

Task 7: Workshop – provide logistical services for MPO staff to host a public meeting, provide services to facilitate a public meeting

- Coordinate with municipal staff to secure venues, establish logistics, and schedule public community workshops.
- Coordinate with internal BMPO staff for publicity materials (digital flyers)
 - Obtain approval from City Staff
 - Coordinate with internal web staff to upload information for public engagement to the project website.
- Coordinate with internal BMPO staff to schedule and assign personnel to attend the public community meetings on an as-needed basis
- Prepare Meeting graphics (sign-in sheets, signage, illustrative boards, maps) / Coordinate with internal BMPO staff for large aerals or plotter printing
- Print materials for the workshop
- Hold training for internal BMPO staff
- Facilitate Community Meetings
- Take photos and create a SharePoint folder for meeting photos
- Create SharePoint folder for meeting comments
- Transcribe all comments received at the meeting, organize into Excel Spreadsheet based on location and general topics

Deliverables:

- *Documentation of site confirmation (submitted no later than twenty-one (21) calendar days prior to the workshop)*
- *Run of show (draft submitted ten (10) business days prior to the workshop; final submitted five (5) business days prior to the workshop)*
- *Meeting graphics (draft submitted for BMPO review fifteen (15) business days prior to the workshop; final print-ready files submitted seven (7) business days prior to the workshop)*
- *Sign-in sheets (prepare five (5) days prior to workshop and scanned originals submitted within five (5) business days following the workshop)*
- *Digital photographs (submitted within one (1) business day following the workshop)*
- *Meeting comments (transcribed and organized in the BMPO specified Excel format and submitted within ten (10) business days following the workshop)*

- *Event log (logged in the BMPO meeting log within three (3) business days following the workshop; cumulative event log submitted with each monthly invoice)*

Not to exceed 20 events for the entire period of this TWO, cumulative across all assigned projects, unless increased by written authorization.

Task 8: Virtual Public Meeting

- Coordinate with staff to secure virtual meeting space, establish logistics, and schedule.
- Coordinate with internal BMPO staff for publicity materials (digital flyers)
 - Obtain approval from City Staff
 - Coordinate with internal web staff to upload information for public engagement to the project website or equivalent.
- Coordinate with internal BMPO staff to schedule and assign personnel to attend the virtual meetings on an as-needed basis
- Prepare Meeting graphics
- Hold training for internal BMPO staff
- Take photos and create a SharePoint folder for meeting photos
- Create SharePoint folder for meeting comments
- Transcribe all comments received at the meeting, organize into Excel Spreadsheet based on location and general topics
- Provide attendance metrics.

Deliverables:

- *Run of show / agenda (draft submitted ten (10) business days prior to the meeting; final submitted five (5) business days prior to the meeting)*
- *Meeting graphics (draft a minimum of fourteen (14) business days and final files submitted seven (7) business days prior to the meeting)*
- *Attendance metrics (submitted within five (5) business days following the meeting)*
- *Digital photographs (screen captures submitted within two (2) business days following the meeting)*
- *Meeting comments (transcribed and organized in the BMPO specified Excel format and submitted within ten (10) business days following the meeting)*
- *Event log (logged in the BMPO meeting log within three (3) business days following the meeting; cumulative event log submitted with each monthly invoice)*

Not to exceed 10 events for the entire period of this TWO, cumulative across all assigned projects, unless increased by written authorization.

Direct Expenses

This scope includes all direct expenses that are clearly and exclusively attributable to the execution of the project. Direct expenses shall encompass costs such as materials, equipment rentals, registration costs, and any other expenditures that are necessary to complete the Scope of Services. All direct costs must be reasonable, properly documented, and incurred within the approved project timeline.

The Consultant shall ensure that all project deliverables, public outreach strategies adhere to Title VI of the Civil Rights Act of 1964 and Title II of the Americans with Disabilities Act (ADA). The Consultant is responsible for integrating non-discriminatory practices and full accessibility standards into the outreach process.

AGREEMENT NO. 26-04 TASK WORK ORDER NO. 9 BETWEEN THE BROWARD METROPOLITAN PLANNING ORGANIZATION AND CUNNINGHAM COMMUNICATIONS CONSULTING COMPANY D/B/A THE BRAND ADVOCATES, INCORPORATED FOR PROJECT SUPPORT PUBLIC OUTREACH

IN WITNESS WHEREOF, the parties hereto have made and executed this Task Work Order No.9 on the respective dates under each signature.

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

**Broward Metropolitan Planning Organization
Chair**

BY: _____

PRINT: _____

Title: _____

DATE: _____

BY: _____

PRINT: Yvette Colbourne

DATE: _____

**Broward Metropolitan Planning Organization
Executive Director**

**Broward Metropolitan Planning Organization
General Counsel**

BY: _____

PRINT: Gregory Stuart

DATE: _____

BY: _____

PRINT: Alan L. Gabriel

DATE: _____