

February 20, 2019

Mr. Bret Petersen
 City of Flagstaff - Engineering
 211 West Aspen Avenue
 Flagstaff, Arizona 86001

Submitted via e-mail to bpetersen@flagstaffaz.gov

Re: Rio de Flag Flood Control Project Public Outreach Campaign – Scope and Fee for Public Involvement Services

Mr. Petersen:

Beta Public Relations (BetaPr) respectfully submits this Public Involvement Services quote for the City of Flagstaff's (City) Rio de Flag Flood Control Project Public Outreach Campaign. The City, in partnership with the Army Corps of Engineers, are finalizing the design plans which include flood control channel improvements along 1.6 miles of the Rio de Flag. Once complete, the improvements will reduce the potential for future property damage and economic loss caused by a significant flood event.

Due to the eventual benefits and potential impacts to area stakeholders, public involvement is critical for managing perception of the project. Tasks associated with the Public Outreach Campaign, including estimated cost to complete each task, are outlined below and in the attached 36-month schedule.

Scope of Work	Estimated Cost
Task 1 – Project Branding and Identity BetaPr will design a project-specific logo and identity to be utilized throughout all developed materials.	\$740.00
Task 2 – Property Owner Notification Flier Design and Production BetaPr will design and produce a notification flier to invite property owners to a kick-off meeting.	\$760.00
Task 3 – Property Owner Notification Flier Mailing BetaPr will mail the notification flier directly to property owner's mailboxes inviting them to the project kick-off meeting. The mailer will include the meeting location, date and time and a Right of Entry (ROE) Permit, requesting signature, with a self-addressed stamped envelope enclosed. Property owner's addresses to be provided by the City.	\$400.00
Task 4 – Door to Door Outreach with Property Owners BetaPr will support City staff in hand-delivering the notification flier to approximately 40 property owners. The door to door effort will provide an opportunity to meet key stakeholders and personally invite them to the kick-off meeting. This meeting is to develop open lines of communication and help property owners stay informed as the project moves into construction.	\$1,680.00

<p>Task 5 – Property Owner Meeting Facilitation BetaPr will promote and facilitate a kick-off meeting for property owners who require real estate acquisition as part of the channel improvements. Facilitation includes development and production of meeting materials, assisting with presentations, and meeting set-up and take-down. The meeting will provide an opportunity for property owners to learn more about the project and sign the City's ROE permits. A meeting summary report will be provided upon completion.</p>	<p>\$1,360.00</p>
<p>Task 6 – Public Meeting Facilitation BetaPr will promote and facilitate four public meetings. Facilitation includes development and production of meeting materials, assisting with presentations, and meeting set-up and take-down. The first public meeting will introduce the 100% design plans, project benefits, and open lines of communication with the Flagstaff community. Three additional public meetings will occur as the project moves into construction. A meeting summary report will be provided at the completion of each meeting.</p>	<p>\$4,900.00</p>
<p>Task 7 – Public Meeting Notification Flier Design and Production To promote the public meetings, BetaPr will design and produce four separate notification fliers. The fliers will serve as meeting invitations, general project information pieces, and show how to opt in to project updates.</p>	<p>\$2,200.00</p>
<p>Task 8 – Public Meeting Notification Flier Bulk Mailing The notification fliers will be bulk mailed prior to each meeting. Flier distribution will fully saturate areas in and around the Upper, Lower, and Clay Wash Reach, including the Clay Wash Detention Basin.</p>	<p>\$400.00</p>
<p>Task 9 – Public Meeting Notification Flier Direct Mailing Fliers will be mailed directly to approximately 450 property owners immediately adjacent to the 1.6-mile project limits prior to each public meeting. Property owner's addresses will be generated from the Coconino County Assessor's website.</p>	<p>\$990.00</p>
<p>Task 10 – Door to Door Outreach to Stakeholders BetaPr will support City staff in hand-delivering the notification flier to businesses and residents along the project corridors. Outreach will occur prior to each of the four (4) public meetings, helping stakeholders stay informed as the project moves into construction.</p>	<p>\$5,760.00</p>
<p>Task 11 – Newspaper Advertisement Design and Publication BetaPr will design four newspaper advertisements to be published in the Flagstaff <i>Arizona Daily Sun</i>. In addition to the print ad, an electronic version will be designed for online use to invite interested parties to the public meetings, highlight project details, and provide information on how to learn more about the project.</p>	<p>\$1,440.00</p>

<p>Task 12 – Attend Periodic Progress Meetings To coordinate the public outreach campaign, BetaPr will attend the project kickoff meeting with the Rio de Flag Project Team. Following the kickoff meeting, BetaPr will attend progress meetings throughout the duration of the project.</p>	\$1,800.00
<p>Task 13 – Web Page Support BetaPr will coordinate with the City's Public Information Officer for web page updates. Updates will be provided prior to each public meeting.</p>	\$400.00
<p>Task 14 – City Council Updates BetaPr will address Flagstaff City Council during regular open sessions with campaign updates, summary reports, schedules, and social media statistics.</p>	\$1,200.00
<p>Task 15 – Press Releases and Social Media Support BetaPr will develop a press release and generate copy for social media updates prior to each public meeting. Press releases and updates will be provided to the City's Public Information Officer to disseminate all media releases.</p>	\$750.00
<p>Task 16 – Electronic Newsletter Releases and Database Management An electronic newsletter will be designed and released to interested parties prior to each public meeting. An email database will be maintained throughout the project for future newsletter communications.</p>	\$1,200.00
<p>Total Estimated Labor Expenses</p>	\$25,980.00

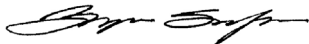
Direct Expenses	Estimated Cost
<p>Printing and postage: Property owner meeting flier and self-addressed stamped envelope (direct mail) – 80 pieces* x \$1.00 each <i>* Property owner's addresses to be provided by the City.</i></p>	\$80.00
<p>Printing and postage: Public meeting flier (bulk mail) – 27,776 pieces* x \$0.63 each <i>* Based on current USPS data to fully saturate project corridors and surrounding areas 4 times, totaling 5,968 residents and 976 business addresses.</i></p>	\$17,498.88
<p>Printing and postage: Public meeting flier (direct mail) – 1,800 pieces* x \$1.00 each <i>* Includes 4 separate mailings to approximately 450 property owners immediately adjacent to the project limits. Property owner's addresses will be generated from the Coconino County Assessor's website.</i></p>	\$1,800.00
<p>Printing: Additional property owner and public meeting fliers – 2,350 pieces* x \$0.40 each <i>* Includes door to door distribution, for use at public meetings, and supplying copies to the project team for other miscellaneous distribution.</i></p>	\$940.00
<p>Public meeting exhibits – Renderings prepared by WLB Group, Inc. <i>* Includes 2 Upper Reach cross sections, plan view location map, and 2 review meetings with Engineer.</i></p>	\$4,000.00

Newspaper advertising – 4 quarter-page print/online ads x \$900.00 each	\$3,600.00
Electronic newsletter subscription – \$30 per month x 36 months	\$1,080.00
Total Estimated Direct Expenses	\$28,998.88

Total Estimated Project Cost \$54,978.88

Thank you for the opportunity to work on this project. If you have any questions regarding the scope of work, feel free to contact me at (928) 440-5080. We look forward to working with City of Flagstaff to provide effective public involvement support for the Rio de Flag Flood Control Project Public Outreach Campaign.

Sincerely,



Bryce Snyder
Principal
BetaPr

