

December 20, 2021

Ms. Sarah Langley
 City of Flagstaff – Interim Public Affairs Director
 211 West Aspen Avenue
 Flagstaff, AZ 86001

Re: Museum Flood Area Feasibility Study Communication – Scope of Work and Cost Quote for Public Involvement Services

Ms. Langley,

Beta Public Relations (BetaPr) respectfully submits this scope of work and cost quote to provide Public Involvement Services to the City of Flagstaff (City). The project consists of assisting the City in communicating with the community on potential flood mitigation projects in the Museum Flood Area. Due to the nature of this project, eventual benefits, and potential impacts to area stakeholders, public involvement is a critical element of the project.

BetaPr has developed a comprehensive approach for public involvement for the Flagstaff community. The goal of this public involvement process is to communicate with area stakeholders early and often about potential flood mitigation projects in the Museum Flood Area. By effectively communicating the purpose and need for flood mitigation projects, BetaPr helps foster understanding and expectations. Open and socially equitable communication helps stakeholders understand the potential future impacts and project benefits. Outlined below are the tasks associated with the project and estimated cost, assuming a 9-month project timeline. If necessary, we can adjust our estimate to accommodate any changes to the scope of work.

Project Task	Estimated Cost
<p>Task 1 – Develop Public Involvement Plan A Public Involvement Plan will outline the community outreach effort for the project team.</p>	\$500.00
<p>Task 2 – Project Notification Fliers Design and Production BetaPr will design and produce a total of four (4) project notification fliers for distribution to stakeholders. The fliers will provide information about the feasibility study project to the community, highlight the project website as an avenue to receive more details, invite stakeholders attend meetings, and provide information on how to connect with the project team. The fliers will be produced in both digital and physical formats for robust distribution.</p>	\$3,000.00
<p>Task 3 – Project Notification Flier Mailing The project notification fliers will be bulk mailed to fully saturate the entire feasibility study area. BetaPr staff will identify bulk mail routes and coordinate with postal service providers to mail fliers.</p>	\$500.00

<p>Task 4 – Domain Acquisition and Project Website Creation BetaPr will acquire a user-friendly, project-specific web domain and create a project website. The website will be treated as the main hub for project details, and will be populated with project-specific information, FAQ's, and additional resources to help stakeholders understand the project and how they can stay connected as it develops.</p>	<p>\$2,000.00</p>
<p>Task 5 – Press Releases and Social Media Support To reach a larger audience, BetaPr will develop press releases and generate copy for social media updates throughout the project. Press releases and updates will be provided to the City's Public Information Officer to disseminate all media releases through official City channels and BetaPr will work to leverage their existing media contacts to provide additional coverage. In addition to utilizing the City of Flagstaff's existing social media channels for dissemination, BetaPr will coordinate with staff to utilize the app NextDoor to reach specific neighborhoods.</p>	<p>\$2,500.00</p>
<p>Task 6 – Translation and Interpretation Services BetaPr has teamed up with Ally Interpreting, Inc. for our translation and interpreting needs. Ally Interpreting will translate all printed materials provided to the public from English to Spanish. Additionally, they will provide interpretation services at all focus group meetings.</p>	<p>\$5,000.00</p>
<p>Task 7 – Public Involvement Updates for Report-Outs BetaPr will provide Public Involvement Updates for City staff to utilize to report-out to City Council. The Public Involvement Updates will include a breakdown of public involvement efforts undertaken since the previous report-out, planned efforts until the next report-out, and a summary of any stakeholder questions, emails, or concerns, and how the communication loop was closed.</p>	<p>\$4,500.00</p>
<p>Task 8 – Focus Group Identification and Meetings BetaPr will identify and communicate with focus groups in the area. Focus groups identified already include the Museum Flood Coalition and the Sunnyside Neighborhood Association. BetaPr will work with the project team to identify additional groups in the area to engage with. Following the identification of focus groups, BetaPr will host focus group meetings in conjunction with the project team to discuss the project in greater detail and leverage the groups to assist in greater communication to stakeholders. These focus group meetings will likely be conducted in the field, and can include meetings with identified groups, specific neighborhoods, or community members. The price quoted assumes three (3) meetings.</p>	<p>\$6,000.00</p>

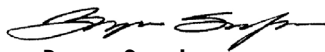
<p>Task 9 – Stakeholder Database Development A stakeholder database will be created and continuously updated to include any new interested party contacts for future project communications throughout the feasibility study development. The database will be organized by area, and will include businesses, residents, groups, churches, organizations, and any other stakeholder who’s contact information would be pertinent as part of the feasibility study. Additionally, BetaPr will integrate the County’s existing database into the feasibility study specific database.</p>	<p>\$2,800.00</p>
<p>Task 10 – Project Email Address Creation & Maintenance BetaPr will establish and maintain a project email address that will be marketed and utilized specifically for the feasibility study. Emails will be answered during the course of feasibility study with all issues/questions documented and directed immediately to the project team for resolution, if necessary.</p>	<p>\$8,000.00</p>
<p>Task 11 – Attend TAC Meetings To coordinate public involvement during the project, BetaPr will attend a project kickoff meeting, and project TAC meetings on a weekly basis. The price quoted assumes 36 meetings.</p>	<p>\$9,000.00</p>
<p>Task 12 – eNews Releases and Database Development BetaPr will develop and release an eNewsletter (eNews) twice a month. Distribution will include an interested party database generated utilizing contact information provided by focus groups, as well as those who opt-in to receive eNews communication through our outreach efforts. The eNews will be delivered to stakeholders via email, and will include a map of the project area, a brief summary of project activities undertaken, contact information to reach the project team and a link to the project website. The price quoted assumes 18 eNews releases.</p>	<p>\$6,500.00</p>
<p>Task 13 – Miscellaneous Project Graphic Design Services BetaPr can provide graphic design services to create additional project materials than those highlighted in previous tasks. Graphic design services may include the creation of meeting/event signage, additional printed materials, website displays, charts and diagrams, and project maps. Additional graphic design services are available upon request.</p>	<p>\$2,000.00</p>
<p>Total Estimated Labor Expenses</p>	<p>\$52,300.00</p>

Direct Expenses	Estimated Cost
Notification printing – 17,500 pieces* x \$0.50 per piece <i>* Includes mailings and supplying copies to project team.</i>	\$8,750.00
Bulk mail postage – 15,468 pieces* x \$0.28 per piece <i>* Based on current USPS data to fully saturate project corridors and surrounding areas four times, totaling 3,409 residents and 458 business addresses.</i>	\$4,331.04
Work session and focus group visual aids – Printing and reproduction	\$750.00
Digital Marketing Suite* – \$90.00 per month x 10 months <i>* Digital Marketing Suite includes website domain, project email address and eNews service.</i>	\$900.00
Total Estimated Direct Expenses	\$14,731.04

Total Estimated Project Cost \$67,031.04

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 the City of Flagstaff to provide effective public involvement services for the Museum Flood Area Feasibility Study.

Sincerely,



Bryce Snyder
Principal
BetaPr