

Dearing Group
CSO Relief Interceptor Project
Communications/Public Relations
Scope of Work & Preliminary Budget
Feb. 26, 2015



The following estimates represent a proposed scope of work based upon communication strategies of the CSO Relief Interceptor Project. These recommendations are based upon communications had thus far with the City of West Lafayette and the CSO project team. It is possible that some of these projects may change in scope and/or be deleted/replaced altogether.

In addition, the estimates contained within this document are based upon information that is known to date. As estimates, Dearing Group reserves the right to bill an additional 10% on any project to account for costs that were unforeseen in the estimating process. If/when it becomes evident that costs will exceed 10% of projects, we will cease work and notify the client immediately of the projected overage and discuss steps/approval for its continuance.

Primary Scope of Work

- Public relations coordination – \$40,000 (including work to date)
 - Meetings/Project Management (15 hours/month - \$13,500)
 - Develop communications/public relations plan for the project (completed to date)
 - Official spokesperson and media contact as needed (4 hours/month - \$3,600)
 - Coordinator for public information activities and liaison between City of West Lafayette and its contractors (4 hours/month - \$3,600)
 - Participant in stakeholder conversations and public meetings engaging business owners as needed (4 hours/month - \$3,600)
 - Prepare stakeholder information (4 hours/month - \$3,600)
 - Including periodic updates and talking points as needed
- Overview presentation for use with target audiences – \$2,000
- Project website content & updates – \$7,100
 - Website to be used as primary communications tool
 - Project overview
 - Construction maps, detour routes & progress updates (4 hours/month - \$3,600)
 - Nixle alert sign-up
 - Regular updates
- Business owner meetings – Process, role & budget TBD
 - Meetings with affected businesses as necessary prior to & throughout construction
- Media meetings & requests – \$5,000
 - Meetings with media as necessary throughout construction
 - Planning
 - Asset development
 - Responding to media inquiries

- Collateral materials, inclusive of graphics, necessary for public messaging (primary elements estimated separately below):
 - Tri-fold overview brochure - \$5,000 (*including printing*)
 - Business card handouts - \$1,000 (*including printing*)
 - Miscellaneous illustrations/graphics - \$2,500
- Written communications including but not limited to press releases and event publicity – \$ 4,000
 - 5 press releases estimated: Project kickoff, phases 1, 2 & 3, and construction commencement (up to 2 drafts each)
 - \$800 per additional press release
- Written communications for Nixle Alerts – Process, role & budget TBD
 - Coordination with West Lafayette Police Department
- Social media campaign – Process, role & budget TBD
 - Facebook/Twitter (utilizing existing city pages)
 - Teaser content
 - Construction maps & detour routes
 - Construction progress updates
- Wayfinding signage – \$1,500
 - Directional signage consultation
- Print media campaign – \$21,500 (\$4,328 + \$17,172 for media pricing)
 - Inform constituents of construction maps & detour routes
 - Direct constituents to project information on website
- Contingency budget – \$25,000
 - Miscellaneous duties as requested
 - Project related events (e.g. groundbreaking, ribbon cuttings)

Primary Scope of Work – Preliminary Budget Summary

Public Relations Coordination	\$40,000
Overview Presentation	\$2,000
Project Website Content & Updates	\$7,100
Business Owner Meetings	TBD
Media Meetings & Requests	\$5,000
Tri-Fold Overview Brochure	\$5,000
Business Card Handout	\$1,000
Illustrations / Graphics	\$2,500
Press Releases	\$4,000
Nixle Alerts Coordination	TBD
Social Media Campaign	TBD
Wayfinding Signage	\$1,500
Print Media Campaign	\$21,500
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Projected Primary Scope Budget	\$89,600
Contingency Budget	\$25,000
Total Estimated Budget	\$114,600

City of West Lafayette Provisions Required in all Contracts

1. Prevailing party – attorney fees

Notwithstanding any term or condition in this Contract to the contrary, in the event litigation is commenced to enforce any term or condition of this Contract, the prevailing party shall be entitled to costs and expenses of litigation including a reasonable attorney fee.

2. Engaging in activities w/Iran

By signing this Contract, Dearing Group certifies that it is not engaged in investment activities in the country of Iran as set forth in I.C. 5-22-16.5.

3. E-Verify

Dearing Group shall comply with E-Verify Program as follows:

a. Pursuant to IC 22-5-1.7, Dearing Group shall enroll in and verify the work eligibility status of all newly hired employees of Dearing Group through the E-Verify Program (“Program”). Dearing Group is not required to verify the work eligibility status of all newly hired employees through the Program if the Program no longer exists.

b. Dearing Group and its subcontractors shall not knowingly employ or contract with an unauthorized alien or retain an employee or contract with a person that Dearing Group or its subcontractors subsequently learns is an unauthorized alien. If Dearing Group violates this Section 7(b), the City of West Lafayette shall require Dearing Group to remedy the violation not later than thirty (30) days after the City of West Lafayette notifies Dearing Group. If Dearing Group fails to remedy the violation within the thirty (30) day period, the City of West Lafayette shall terminate the contract for breach of contract. If the City of West Lafayette terminates the contract, Dearing Group shall, in addition to any other contractual remedies, be liable to the City of West Lafayette for actual damages. There is a rebuttable presumption that Dearing Group did not knowingly employ an unauthorized alien if Dearing Group verified the work eligibility status of the employee through the Program.

c. If Dearing Group employs or contracts with an unauthorized alien but the City of West Lafayette determines that terminating the contract would be detrimental to the public interest or public property, the City of West Lafayette may allow the contract to remain in effect until the City of West Lafayette procures a new contractor.

d. Dearing Group shall, prior to performing any work, require each subcontractor to certify to Dearing Group that the subcontractor does not knowingly employ or contract with an unauthorized alien and has enrolled in the Program. Dearing Group shall maintain on file a certification from each subcontractor throughout the duration of the Project. If Dearing Group determines that a subcontractor is in violation of this Section 7(d), Dearing Group may terminate its contract with the subcontractor for such violation. Such termination may not be considered a breach of contract by Dearing Group or the subcontractor.

e. By its signature below, Dearing Group swears or affirms that it i) has enrolled and is participating in the E-Verify program, ii) has provided documentation to the City of West Lafayette that it has enrolled and is participating in the E-Verify program, and iii) does not knowingly employ an unauthorized alien.

4. Non-Discrimination

Dearing Group agrees:

(a) That in the hiring of employees for the performance of work under this contract or any subcontract hereunder, no contractor, or subcontractor, nor any person acting on behalf of such contractor or subcontractor, shall, by reason of race, religion, color, sex, national origin or ancestry, discriminate against any citizen of the State of Indiana who is qualified and available to perform the work to which the employment relates;

(b) That no contractor, subcontractor, nor any person on his behalf shall, in any manner, discriminate against or intimidate any employee hired for the performance of work under this contract on account of race, religion, color, sex, national origin or ancestry;

(c) That the City of West Lafayette may deduct from the amount payable to the contractor a penalty of five dollars (\$5.00) for each person for each calendar day during which such person was discriminated against or intimidated in violation of the provisions of the contract;

(d) If there is a second or any subsequent violation of the terms or conditions of this section, then this contract may be cancelled or terminated by City of West Lafayette and all money due or to become due hereunder will be forfeited.