

Scope of Work

ABOUT THIS SECTION

This section describes the Statewide Outreach & Communications contract scope of work, deliverables, and key dates under the direction of the Authority Contract Manager (ACM). The following describes the contractor's responsibilities and deliverables.

GOALS AND OBJECTIVES

California's high-speed rail system is a large and complicated infrastructure project that directly impacts a majority of Californians and whose success depends in large part on lawmaker, business, international, and other stakeholder groups. The Statewide Outreach & Communications contractor will be responsible for aiding in the success of the implementation of high-speed rail in California by explaining the benefits, details, challenges and key decision points of the project to a broad audience; the goal is widespread understanding of the project and its development.

The contractor will develop a comprehensive and long-term communications and outreach strategy and will work closely with the Authority's small state public information staff and the Authority's engineering, planning, financial and other contractors to execute that strategy, clearly disseminating information about the project and its various aspects to a broad audience and targeting the information to key audiences, including business, legislators, labor, environmental, and other constituency groups who have specific information needs.

The contractor will interface and guide the outreach and communications activities of Regional Consultants who, with their communications staff, have the responsibility of communicating with regional stakeholders, to meet the requirements of the environmental programs according to the California Environmental Quality Act [CEQA] and the National Environmental Policy Act [NEPA]. The contractor will be responsible for the dissemination of state-wide standardized messages and information and for the support of the Regional Consultants at regional, state and federal levels.

TASKS

The Contractor shall perform the general task areas outlined below to meet the program goals and objectives. These broad task areas are not all inclusive, and are intended to guide the bidder in preparing a proposal that demonstrates that the bidder has the technical expertise and skills necessary to successfully perform the work. The following task areas (not necessarily listed in priority order) shall provide a guide for the prospective contractor to create an innovative and effective outreach & communication strategy for expanding awareness, understanding, and support for California's high-speed rail project:

- Stakeholder Involvement
- Research and Analysis

- Message Development
- Partnerships
- Earned and Paid Media
- Events
- Legislative Outreach
- Media and Online Monitoring
- Regional Outreach Coordination
- Online Engagement
- Maintaining Key Stakeholder Contacts

Stakeholder Involvement

- Regular meetings and/or communications with key stakeholder groups
- Coordination with Regional Consultant outreach teams responsible for specific CEQA/NEPA activities

Research and Analysis

- Conducting research and market analysis to determine key stakeholder groups
- Assessing awareness and knowledge of the high-speed train project and the state's transportation infrastructure needs

Message Development

- Developing effective awareness strategies for the key audiences.
- Assessing effectiveness of message(s)
- Assessing changes in levels of awareness and actions that result from outreach and communications activities
- Determining the most effective media placement of key messages

Partnerships

- Engaging advocacy groups, companies, regional entities, etc. in expanding the Authority's reach for purpose of disseminating information
- Placing informational materials in other entities publications, Web sites, etc.

Earned and Paid Media

- Developing strategies for earned media
- Developing a strategy and plan for paid media – potentially to include print, online, radio, television, etc.
- Developing informational advertisements
- Placing paid media advertisements

Events

- Organizing conferences, symposia, press and other events
- Coordinating with other entities on conferences, symposia, press and other events
- Establishing a stable of speakers to participate in events
- Managing and coordinating events in concert with key projects deliverables dates

Legislative Outreach

- Maintaining contact with key legislators and legislative staff
- Advising the Authority on legislative developments and legislative outreach strategy

Media and Online Monitoring

- Monitoring discussions in traditional and new media about high-speed rail and California's high-speed rail project
- Delivering frequent (at least daily) reports of media and online activity related to the project
- Assisting in ensuring the accuracy of information about the project appearing in the media and online

Regional Outreach Coordination

- Regular meetings/engagement with Authority consultants responsible for local/regional outreach related to the CEQA/NEPA required activities
- Coordinating with/managing local/regional outreach consultants on statewide, legislative, messaging and other issues

Online Engagement

- Developing a strategic plan for the Authority's engagement online and with social networks
- Assisting in providing content for online engagement
- Providing regular content for posting to the Authority's Web site

Maintaining Key Stakeholder Contacts

- Establishing and maintaining a database/information of interested public and key stakeholder contact information
- Utilizing such database/information to rapidly disseminate key project documents

CONTRACT MANAGEMENT

Key contract management tasks include, but are not limited to: a kickoff meeting, progress reports at least monthly, and a final report and final meeting.

Kickoff Meeting

The Contractor shall attend a "kick-off" meeting with the Authority Contract Manager (ACM), and Contracts Officer. The Contractor's Project Manager, Contract Administrator, and Accounting Officer shall attend this meeting. The administrative and technical aspects of this contract will be discussed. Prior to the kick-off meeting, the ACM will provide an agenda to all potential meeting participants. The ACM shall designate the date and location of this meeting.

Regular Progress Reports

The goal of this task is to periodically verify that satisfactory and continued progress is made towards achieving the objectives of the project.

The Contractor shall:

Prepare progress reports at a minimum on a monthly basis that shall include major milestones, project schedules, progress by task to date, description of the progress, including identification of problems, proposed solutions and revised completion dates if necessary. The progress shall also indicate, in percentage form for each task, the amount of work completed and the budget expended to date, and any anticipated cost overruns. Each progress report is due to the ACM within 5 working days after the end of the reporting period.

Final Report and Final Meeting

The goal of this task is to prepare a comprehensive written Final Report that describes the original purpose, approach, results and conclusions of the work performed under this contract. The Contractor shall submit a draft final report for review and comment by the ACM. The Contractor shall review recommendations for changes to the report with the ACM and incorporate the agreed-upon changes into the final version of the report. The Final Report must be completed on or before the termination date of the contract.

The Contractor shall meet with the Authority to discuss the overall contract and its closeout. The final meeting must be completed during the term of this Agreement. The ACM will determine the appropriate meeting participants. At the end of the meeting, the Contractor shall prepare a written summary of the meeting, and a schedule for completing closeout activities.

SCHEDULE OF KEY DATES AND DELIVERABLES

Task	Event/Deliverable	Estimated Due Date
1	Kickoff Meeting with the Authority	8/1/11
2	Participate in Meetings with Appropriate Agencies, Groups, and Consultants	Ongoing
3	First Draft EIR/EIS Documents Published for Initial Central Valley Construction	Approx.. 8/11
4	Request For Proposals (RFP) for Initial Construction	Approx. 8/11
5	Publication/Submittal of Reports to Legislature: 1) Business Plan document, 2) Funding Plan for Initial Operable System	10/14/11
6	Governor's Budget Proposal Which Will Include Request for Bond Sales for Capital Construction	1/10/12
7	Final EIR/EIS Documents for Initial Construction Sections	Approx. 2/12
8	Request For Proposals (RFP) for Initial Construction	Approx. 2/12
10	Project Groundbreaking	9/30/12
11	Additional Draft and Final EIR/EIS Documents Published	Ongoing