



Midpeninsula Regional
Open Space District

R-13-08
Meeting 13-02
January 15, 2013

AGENDA ITEM 2

AGENDA ITEM

Authorization to Amend a Contract with Public Dialogue Consortium for an Amount Not-To-Exceed \$223,000 to Assist with the Vision Plan Public Outreach and Engagement Process

GENERAL MANAGER'S RECOMMENDATION

Authorize the General Manager to amend a contract with Public Dialogue Consortium for a total not-to-exceed amount of \$223,000 (includes a 10% contingency) to assist with the Vision Plan public outreach and engagement process.

SUMMARY

Earlier in tonight's Special Meeting, the Board of Directors (Board) was given an overview of the Vision Plan process, which was developed by staff with the assistance of its two consultants: Jodi McGraw Consulting (JMC) and Public Dialogue Consortium (PDC). The purpose of this agenda item is to obtain authorization to amend a contract with PDC to assist the Midpeninsula Regional Open Space District (District) with the Vision Plan public outreach and engagement process. This not-to-exceed amount of \$223,000 includes \$25,000 for work completed in Phase 1, \$180,000 for work in Phases 2-5, and a 10% contingency of \$18,000. This not-to-exceed amount of \$223,000 is a subset of the entire Vision Plan budget that was summarized in tonight's Study Session (see Report 13-10).

DISCUSSION

Background

At the August 22, 2012 Board meeting, the Board selected PDC as the public participation consultant for the Vision Plan Project (See R-12-77). The Board also approved an incremental consultant contracting approach for the Vision Plan, whereby PDC was contracted under the General Manager's authority to undertake only the start-up portions of their proposed scope of work (Phase 1), allowing them to work directly with the staff and Board to refine the Vision Plan public engagement process. On October 10, 2012, the Board held a Study Session to discuss PDC's proposed public engagement approach (see R-12-100). Costs for the Phase I work have totaled \$25,000.

Scope of Work and Timeline

As part of the Phase 1 work that was completed between August and December 2012, District staff and the two lead Vision Plan consultants have prepared a robust community values-based

and science-informed open space vision planning process that is consistent with Board direction. This approach is described in the Study Session report (see Report R-13-10), and forms the basis for the Communication, Engagement, and Public Participation (CEPP) Plan that will guide the five-phase Vision Plan process through April 2014.

The PDC team will be responsible for supporting District staff by providing public outreach and engagement assistance throughout the project (refer to Attachment 1 for details on the consultant work plan). PDC will work in collaboration with JMC, and provide assistance in preparing the draft Vision Plan document.

PDC has assembled an experienced team of public engagement professionals for this project, coordinated by Dr. Linda Blong, an organizational systems expert who specializes in designing and facilitating stakeholder planning and collaborative learning processes. In addition to their professional staff, PDC will conduct the Community Conversations portion of the outreach process using several groups of trained university student outreach interns, who will feature the District Vision Plan as a case study in their coursework.

FISCAL IMPACT

Several efficiency and cost-saving strategies have been infused in the proposed outreach and engagement methodology. First, PDC is a small and lean non-profit organization, with extremely low overhead costs as compared to other similar professionals. Second, the use of student volunteers will substantially reduce Vision Plan outreach costs and will also serve to meet the District’s Strategic Plan goal of fostering community-based leadership.

With the proposed contract amendment and a 10% contingency to complete Phases 2 through 5 of the Vision plan process, the proposed PDC contract would be as described in the table below. A contingency has been included in the Board authorization to provide funds for additional, unanticipated work that could potentially arise during the course of the sixteen month Vision Plan project. Without a contingency it is unlikely that the aggressive schedule would be maintained, since staff would have to return to the Board to approve contract and annual budget amendments. The contingency would not be in PDC’s base contract, and it would only be used if additional services were approved and authorized by the General Manager.

Public Dialogue Consortium	
Phase 1 (FY 12-13)	\$25,000 (completed and paid)
Phases 2 through 5 (FY12-13 and 13-14)	\$180,000
10% Contingency	\$18,000
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Not-to-exceed total amount:	\$223,000

BOARD COMMITTEE REVIEW

No Board Committee review was needed for this item. The full Board has remained apprised of Project progress and has provided direction at each key step.

PUBLIC NOTICE

Notice was provided pursuant to the Brown Act. Notice was also sent to the interested parties list for this project.

CEQA COMPLIANCE

Retention of professional consultants to provide outreach and public engagement services does not constitute a project under California Environmental Quality Act (CEQA), as it will not result in a direct physical change in the environment [CEQA Guidelines Section 15060(c)(2)].

NEXT STEPS

Following approval by the Board, the General Manager will complete the contract amendment with PDC, allowing them to begin work on Phase 2 of the Vision Planning Process.

Attachment

1. PDC Work Plan

Responsible Department Head:

Ana Ruiz, Acting Assistant General Manager

Prepared by:

Sandy Sommer, AICP, ASLA, Senior Real Property Planner

Contact person:

Sandy Sommer, AICP, ASLA, Senior Real Property Planner

ATTACHMENT 1

Public Dialogue Consortium Work Plan Midpeninsula Regional Open Space District (District) Vision Planning Process (VPP)

Phase One: Getting Started

January 2013

Timeline	Activities
1/13	<p>Branding and messaging the Vision Planning Process</p> <ul style="list-style-type: none"> • Support District in drafting a name, and a slogan or tag line to brand the Visioning Planning Process. • Meet with District to select key messages, narratives, and story angles that will engage reporters and the public.
1/13	<p>Media Relations/PR</p> <ul style="list-style-type: none"> • Identify top 10 media outlets and reporters to keep informed • Work with District to develop stories of interest to catch imagination of public/reporters. Develop a story about Open Space that inspires following over time. • Research appropriate media contacts to target for covering the visioning process and the work of the District • Work with District to develop processes for structuring and sharing with media contacts, compelling stories about the work of the District, the aspirations community members hold for open space in the region (future stories), and the vision planning process as it unfolds.
1/13	<p>Set-up VPP Technology Tools and Processes for Outreach and Engagement</p> <ul style="list-style-type: none"> • Support District to work with Mindmixer to create an interactive website interface with social networking functionality for 1) disseminating information and educating the public while 2) receiving inquiries and 3) enabling engagement on interview and survey questions. The “Listening Plan” will involve on-going interaction on-line and through social media with the public. • The Web interface set up in the Getting Started phase will be structured, at least in part, by the Community Conversation Protocol. There will be text message, voice mail, and mail-in options for responding to Community Conversations questions as well as more targeted survey questions. • Set up technology for receiving public input (e.g. text and voicemail) • Work with District to develop a “Listening Plan” to monitor and engage with the public’s technology-based input and inquiries. Those involved may include PDC, District Staff, Docents, Volunteers, Student Interns, Board members, and Community Advisory Group members. • Support District to expand or set up email-based communication system (e.g. Mail Chimp). Building email & mail databases for newsletters and other communication outreach will be a priority in each stage. • Employ and integrate social media channels in interactive web site (Twitter, Facebook, blogs, LinkedIn) to enhance public relations, provide public education & outreach, encourage public engagement, and receive public input.

	<p><i>Phase 1 Estimated Level of Effort</i></p> <p>Project Coordinator/PDC Senior Associate 28 hours</p> <p>Asst. Project Coordinator/PDC Associate 24 hours</p> <p>Media Relations Specialist 16 hours</p> <p>Technology Specialist 5 hours</p>
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Phase 2: Hearing the Voices

January – May 2013

Timeline	Activities
1-2/13	<p>Community Advisory Group Meeting # 1</p> <ul style="list-style-type: none"> • District drafts and distributes invitation to potential members (with PDC input as needed) • PDC drafts meeting agenda for District approval and distribution • PDC and District develop meeting materials • PDC supports facilitation of Community Advisory Group (CAG) meeting: <ul style="list-style-type: none"> ○ Review District Mission and outline Vision Planning Process. ○ Articulate & clarify goals, roles, and responsibilities for the CAG and others involved in the project. ○ Review the CEPP with a focus on the Community Conversations. ○ Begin Community Conversations ○ Begin process of CAG 1) identifying people and places for engaging in community conversations/interviews, and 2) facilitating connections with those people and places. ○ Review initial work of the Planning team (Jodi McGraw Consulting). • Enter CAG input into Community Conversations data management tool. • Take high level meeting notes, edit and submit via project management tool.
1- 5/13	<p>Media Relations/PR</p> <ul style="list-style-type: none"> • Draft press release materials for District to finalize and approve. • Initiate and help maintain contact with targeted media professionals with goal of District building and maintaining productive relationships with these professionals. • Cross-purpose the story content across communications channels including social media, e-blasts, media/public editorial, etc. to increase impact of multiple points of contact with key messaging • Conduct periodic internal “briefings” to inform messaging, narrative and story lines • Conduct District Spokesperson(s) prep sessions for maximum editorial impact and outcome adjusting as needed and prep support as work progresses • Ensure media relations efforts target traditionally underrepresented communities and populations. • Tier media outreach for maximum editorial coverage and engagement including – <ul style="list-style-type: none"> ○ Proactive – outreach, news releases and interviews ○ Reactive – FAQs, key messaging, and statements for media-readiness ○ Supportive – issue blurbs, emails, tweets, etc. announcing other communications program elements ○ Trades and regional contacts for national publications “on topic”

1-5/13	<p>Team Planning and Coordination</p> <ul style="list-style-type: none"> • Participate in weekly coordination meetings with project team members as appropriate • Coordinate between District project management team, public participation team (PDC) & Planning team (Jodi McGraw Consulting)
1-5/13	<p>Community Conversations</p> <ul style="list-style-type: none"> • Work with District to Finalize Community Conversations Protocol based on CAG input • Develop data management tools and process to gather and aggregate public input gained through use of Community Conversations Protocol. • Identify, train and guide Student Outreach & Engagement Interns to: <ul style="list-style-type: none"> ○ Engage individuals and/or small groups in Community Conversations ○ Take notes on comments and document selected direct quotes ○ Store comments and quotes using data management tools ○ With approval, share quotes via social media • As appropriate, train District docents and staff as well as CAG members in use of Community Conversations Protocol • Conduct at least 100 interviews and/or small group conversations based on Community Conversations Protocol. <ul style="list-style-type: none"> ○ Upon completion of the conversations, ask each interviewee for (1) additional referrals to individuals and organizations to invite into the conversation (2) if/how they would like to continue to participate in the VPP. (If so, add to contact database) ○ Interview/survey people using open space preserves & participating in Docent-led programs. ○ Identify public places not related to open space in the region to interview/survey individuals and build our contact lists (e.g. libraries, community/cultural centers, school meetings/events, churches, outdoor shops & groups, retirement & independent living centers etc.) ○ Gather specific written quotes, video or audio recordings that capture poignant input. These will be used in media relations and social media networking strategies. • Meet with students (and with District as appropriate) to explore collective learning, guide implementation and make strategy adjustments.
2-5/13	<p>Email Based Newsletter</p> <ul style="list-style-type: none"> • Send out initial message to announce VPP to elicit participation in (1) Community Conversation interviews and small group meetings and (2) technology based engagement. • Update Contact List based on partner organizations, CAG references, online registrations, etc. • Send out follow up message to update partners and public to update on VPP, Community Conversations and share some input gained through Community Conversations
2-5/13	<p>Print Materials</p> <ul style="list-style-type: none"> • Draft a flyer describing the VPP and how to participate. (Finalized and printed by District) • Distribute flyers through District activities (Docents and Staff), partner organizations and targeted community based organizations with attention to traditionally underrepresented communities.

2-5/13	<p>Website/Social Media</p> <ul style="list-style-type: none"> • Quotes from Community Conversation interviews or small group meetings will be posted on the web site as will text and voice mail input.
3/13	<p>Community Advisory Group Meeting #2 – Tour and Conversation</p> <ul style="list-style-type: none"> • Conduct open space preserve tour to highlight on-the-ground implementation of the District’s mission. (Visit Foothills Preserves) • Informally engage in conversations based on the Community Conversations Protocol • Continue process of CAG members 1) identifying people and places for engaging in community conversations/interviews, and 2) facilitating connections with those people and places. • Take high level meeting notes, edit and submit via project management tool.
3/13	<p>Board Meeting/Workshop #1</p> <p>As appropriate, assist in the planning and facilitation of first Board Workshop. Agenda to include the following:</p> <ul style="list-style-type: none"> • Discuss Community Conversations Protocol and plans for interviews, small group meetings, and on-line tools • Take high level meeting notes, edit and submit via project management tool .
3-5/13	<p>Collaborative Interpretation of Public Input Data and Process adjustments</p> <ul style="list-style-type: none"> • Periodically summarize data gathered using Community Conversations Protocol (through technology, interviews, and small group meetings) according to categories/elements and potential criteria determined by District and Planning team. • Review and interpret public input data with District, Planning Team, and/or Community Advisory Group, resulting in initial draft vision plan outcomes and criteria. • Revise the Community Conversations protocol to clarify input or to fill data gaps. • Prepare Student Interns (and others as appropriate) for use of revised Community Conversations Protocol
4/13	<p>Community Advisory Group Meeting #3</p> <ul style="list-style-type: none"> • Support District in planning, preparation, and facilitation of Community Advisory Group meeting. Agenda to include the following: <ul style="list-style-type: none"> ○ Review progress on Community Conversations interview and small group meetings and continue identifying participants. ○ Review public input to date and initial interpretations. ○ Discuss initial draft Vision Plan Themes and Open Space Goals. ○ Review work of the Planning team. • Take high level meeting notes, edit and submit via project management tool .
5/13	<p>Community Advisory Group Meeting #4 – Tour and Conversation</p> <ul style="list-style-type: none"> • Conduct open space preserve tour to highlight on-the-ground implementation of the District’s mission. (Visit Skyline Preserves). • Informally engage in conversations based on the Community Conversations Protocol and public responses • Continue process of CAG members 1) identifying people and places for engaging in community conversations/interviews, and 2) facilitating connections with those people and places. • Take high level meeting notes, do light editing and submit via project management tool .

5/13	<p>Board Meeting/Workshop #2</p> <p>As appropriate, assist in the planning and facilitation of second Board Workshop. Agenda to include the following:</p> <ul style="list-style-type: none"> ○ Review and discuss public input to date, work of Community Advisory Group, and initial draft Vision Plan Themes and Open Space Goals ● Take high level meeting notes, edit and submit via project management tool. 														
	<p>Phase 2 Estimated Level of Effort</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">PDC Project Manager</td> <td style="text-align: right;">216 hours</td> </tr> <tr> <td>PDC Asst. Project Manager</td> <td style="text-align: right;">222 hours</td> </tr> <tr> <td>PDC Senior Consultants</td> <td style="text-align: right;">20 hours</td> </tr> <tr> <td>Student Intern Coordinators</td> <td style="text-align: right;">64 hours</td> </tr> <tr> <td>Media Relations Specialist</td> <td style="text-align: right;">50 hours</td> </tr> <tr> <td>Technology Specialist</td> <td style="text-align: right;">18 hours</td> </tr> <tr> <td>Student Interns</td> <td style="text-align: right;">Not Estimated</td> </tr> </table>	PDC Project Manager	216 hours	PDC Asst. Project Manager	222 hours	PDC Senior Consultants	20 hours	Student Intern Coordinators	64 hours	Media Relations Specialist	50 hours	Technology Specialist	18 hours	Student Interns	Not Estimated
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Student Intern Coordinators	64 hours														
Media Relations Specialist	50 hours														
Technology Specialist	18 hours														
Student Interns	Not Estimated														

Phase 3: Enriching the Conversation

June - September 2013

Timeline	Activities
6/13	<p>Community Advisory Group Meeting #5</p> <ul style="list-style-type: none"> ● Support District in planning, preparation, and facilitation of Community Advisory group meeting. Agenda to include the following: <ul style="list-style-type: none"> ○ Review data, analysis, findings, and next steps from the Planning team. ○ Review Community Conversations interview and small group meetings processes completed. Review and discuss all public input. ○ Finalize full listing of Themes and Open Space Goals. ○ Initial discussion of Action Selection Criteria, consisting of guidelines for decision making that offer a way to measure progress towards achieving the Open Space Goals. ● Take high level meeting notes, edit and submit via project management tool .
6-7/13	<p>Targeted Engagement to Fill Data Gaps</p> <ul style="list-style-type: none"> ● Use phone or paper forms to survey targeted communities or interest groups to fill gaps in data. ● Offer voice mail and text messaging options for answering simple survey questions.
6-9/13	<p>Email Based Newsletter</p> <ul style="list-style-type: none"> ● Update Contact List based on partner organizations, CAG references, online registrations, etc. ● Send out email-based Newsletter to update partners and public to update on VPP with focus on outcomes of Community Conversations and plans for deliberation phase.
6-9/13	<p>Media Relations/PR</p> <ul style="list-style-type: none"> ● Meet with District to update messages, narratives, and story angles to engage reporters and the public. ● Draft new press release materials for District/Public Affairs to finalize and approve. ● Continue to assist in maintaining contact with targeted media professionals ● Ensure media relations efforts target traditionally underrepresented communities and populations.

6-9/13	<p>Website/Social Media</p> <ul style="list-style-type: none"> • Refresh and maintain content on website to focus on featured quotes from Community Conversations and information about up-coming deliberation phase • As needed, include survey questions on web site to help fill data gaps. • Update Listening Plan in preparation for Deliberation Phase.
6-9/13	<p>Merging Public Input and Planning Data</p> <ul style="list-style-type: none"> • Based on input from Community Advisory group and Board guidance, work with District and Planning Team to finalize draft Vision Plan Goals and Actions Selection Criteria.
6-9/13	<p>Team Planning and Coordination</p> <ul style="list-style-type: none"> • Participate in weekly coordination meetings with project team members as appropriate • Coordinate between District project management team, public participation team (PDC) & planning team (Jodi McGraw Consulting)
7/13	<p>Community Advisory Group Meeting #6 – Tour and Conversation</p> <ul style="list-style-type: none"> • Conduct open space preserve tour to highlight on-the-ground implementation of the District’s mission. (Visit San Mateo Coastal Preserves). Informally engage in conversations about prioritization and Action Selection Criteria • Discuss ways to encourage participation in public participation in deliberation phase • Take high level meeting notes, edit and submit via project management tool.
7/13	<p>Partner Communication Plan</p> <ul style="list-style-type: none"> • Work with District to review Partner Communication Plan and update as needed • Work with appropriate partner organizations to do targeted engagement to fill data gaps.
8-9/13	<p>Preparing for Deliberation Phase Engagement</p> <ul style="list-style-type: none"> • Work with District and Planning Team to develop deliberative process and tools to involve the public in discussions and in using tools to develop and indicate preferences and priorities in relation to draft outcomes. • Work with District and Planning Team to develop text that describes the final draft outcomes and criteria, including information on how they were developed. • Draft discussion guide for deliberation phase • Work with Planning Team to develop text explaining processes and tools for ranking outcomes and criteria in deliberation phase. • Prepare web site deliberation tools involving ranking outcomes and criteria. • Work with District to secure space for 3 large public meetings in different areas of the District.
9/13	<p>Community Advisory Group Meeting #7</p> <ul style="list-style-type: none"> • Support District in planning, preparation, and facilitation of Community Advisory group meeting. Agenda to include the following: <ul style="list-style-type: none"> ○ Finalize full listing of Action Selection Criteria. ○ Review and discuss tools and processes for Deliberation Phase. Discuss locations for public meetings in Deliberation Phase ○ Initial discussion of potential priorities. • Take high level meeting notes, edit and submit via project management tool.

9/13	<p>Board Meeting/Workshop #3</p> <ul style="list-style-type: none"> • As appropriate, assist in the planning and facilitation of third Board Meeting presentation. Agenda to include the following: <ul style="list-style-type: none"> ○ Presentation and Board discussion of CAG recommendations to date, including full listings of Themes, Open Space Goals, and Action Selection Criteria. ○ Review and discuss plans for Deliberation Phase. • Take high level meeting notes, edit and submit via project management tool. 												
	<p>Phase 3 Estimated Level of Effort</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">PDC Project Manager</td> <td style="text-align: right;">156 hours</td> </tr> <tr> <td>PDC Asst. Project Manager</td> <td style="text-align: right;">130 hours</td> </tr> <tr> <td>PDC Senior Consultants</td> <td style="text-align: right;">9 hours</td> </tr> <tr> <td>Student Intern Coordinators</td> <td style="text-align: right;">16 hours</td> </tr> <tr> <td>Media Relations Specialist</td> <td style="text-align: right;">36 hours</td> </tr> <tr> <td>Technology Specialist</td> <td style="text-align: right;">12 hours</td> </tr> </table>	PDC Project Manager	156 hours	PDC Asst. Project Manager	130 hours	PDC Senior Consultants	9 hours	Student Intern Coordinators	16 hours	Media Relations Specialist	36 hours	Technology Specialist	12 hours
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Phase 4: Deliberating

October –December 2013

Timeline	Activities
10/13	<p>Community Advisory Group Meeting #8</p> <ul style="list-style-type: none"> • Support District in planning, preparation, and facilitation of Community Advisory Group meeting. Agenda to include the following: <ul style="list-style-type: none"> ○ Use and evaluate public deliberation tools and processes ○ Assess and prioritize the information developed throughout the Vision Plan process so far, resulting in the initial list of Priority Actions. ○ Discuss plans for public deliberation meetings, and finalize Community Advisory Group participation in facilitating attendance and in the deliberation meetings themselves. • Take high level meeting notes, edit and submit via project management tool .
10/13	<p>Email Newsletter</p> <ul style="list-style-type: none"> • Create and send out email-based Newsletter to announce public meetings and technology based public deliberation tools.
10-11/13	<p>Partner Communication Plan</p> <ul style="list-style-type: none"> • Send press release to partner organizations announcing public meetings and technology-based deliberation tools. • Support District work with appropriate partner organizations to encourage broad participation in public meetings and technology based deliberation tools.
10-11/13	<p>Print Materials</p> <ul style="list-style-type: none"> • Develop flyers (and signs for preserves) inviting participation in public meetings and technology-based deliberation processes. • Distribute flyers through District activities (Docents and Staff), partner organizations and through targeted community based organizations with particular attention to traditionally underrepresented communities.

10-11/13	<p>Public Meetings Plan, prepare, and assist in facilitation of three public meetings, spread throughout the District:</p> <ul style="list-style-type: none"> • Train Outreach and Engagement Interns to assist with outreach as well as small group facilitation. • Work with District, and Planning Team to finalize public meeting agenda • Finalize and print discussion materials. • Work with District to ensure logistics for public meetings are well coordinated: space, parking, signage, and refreshments. • Use Keypad voting technology to capture demographics of participants as well as individual ranking of priorities. • Ensure that outlying voices and opinions are captured and included in documentation of recommendations. • Document process and outcomes of meetings.
10-12/13	<p>Website/Social Media</p> <ul style="list-style-type: none"> • Update web site with deliberation tools involving ranking outcomes and criteria • Include text message, voice mail, and mail-in options for responding to deliberative ranking tools and continue online discussion option • Assist in implementation of Listening Plan for Deliberation Phase.
10-12/13	<p>Media Relations/PR</p> <ul style="list-style-type: none"> • Implement ongoing processes for structuring and sharing with media contacts, compelling stories about the work of the District, the aspirations community members hold for open space in the region (future stories), and public participation in the Vision Planning Process • Cross-purpose story content across communications channels including social media, e-blasts, media/public editorial, etc. to increase impact of multiple points of contact with key messaging • Tier media outreach for maximum editorial coverage and engagement including – <ul style="list-style-type: none"> ○ Proactive – outreach, news releases and interviews ○ Reactive – FAQs, key messaging, and statements for media-readiness ○ Supportive – issue blurbs, emails, tweets, etc. announcing other communications program elements • Spokesperson(s) training/prep sessions: Brief spokespersons for maximum editorial impact and outcome • Ensure media relations efforts target traditionally underrepresented communities and populations.
10-12/13	<p>Email Newsletter</p> <ul style="list-style-type: none"> • Update Contact List based on partner organizations, CAG referrals, online registrations, etc. • Create and send out email-based newsletter to share with partners and the public, information about the outcomes of the public meetings and technology based deliberation • Include information about vision plan document and process for public comment.

10-12/13	<p>Team Planning and Coordination</p> <ul style="list-style-type: none"> • Participate in weekly coordination meetings with project team members as appropriate • Coordinate between District project management team, public participation team (PDC) & planning team (Jodi McGraw Consulting) 														
12/13	<p>Merging Public Input and Planning Data</p> <ul style="list-style-type: none"> • Assist District and Planning Team in applying public input and Community Advisory Group guidance to draft final Priority Actions for Vision Plan. 														
12/13	<p>Board Meeting/Workshop #4</p> <p>As appropriate, assist in the planning and facilitation of fourth Board Meeting presentation. Agenda to include the following:</p> <ul style="list-style-type: none"> ○ Present overview of process and outcomes of Deliberation Phase including Priority Actions. ○ Finalize Priority Actions to be included in first draft of Vision Document ○ Discuss format and components of Vision Document <ul style="list-style-type: none"> • Take high level meeting notes, edit and submit via project management tool . 														
	<p>Phase 4 Estimated Level of Effort</p> <table> <tr> <td>PDC Project Manager</td> <td>168 hours</td> </tr> <tr> <td>PDC Asst. Project Manager</td> <td>162 hours</td> </tr> <tr> <td>PDC Senior Consultants</td> <td>18 hours</td> </tr> <tr> <td>Student Intern Coordinators</td> <td>48 hours</td> </tr> <tr> <td>Media Relations Specialist</td> <td>44 hours</td> </tr> <tr> <td>Facilitation Specialist/Keypad Voting</td> <td>24 hours</td> </tr> <tr> <td>Technology Specialist</td> <td>6 hours</td> </tr> </table>	PDC Project Manager	168 hours	PDC Asst. Project Manager	162 hours	PDC Senior Consultants	18 hours	Student Intern Coordinators	48 hours	Media Relations Specialist	44 hours	Facilitation Specialist/Keypad Voting	24 hours	Technology Specialist	6 hours
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Student Intern Coordinators	48 hours														
Media Relations Specialist	44 hours														
Facilitation Specialist/Keypad Voting	24 hours														
Technology Specialist	6 hours														

Phase 5: Deciding

January – April 2014

Timeline	Activities
1/14	<p>Community Advisory Group Meeting #9</p> <ul style="list-style-type: none"> • Support District in planning, preparation, and facilitation of Community Advisory group meeting. Agenda to include the following: <ul style="list-style-type: none"> ○ Review mockup and make recommendations on format and components of Vision Plan document. ○ Discuss outreach plans for input on draft Vision Plan document including CAG involvement. ○ Discuss plans for public hearings and CAG involvement. • Take high level meeting notes, edit and submit via project management tool .
1/14	<p>Partner Communication Plan</p> <ul style="list-style-type: none"> • Work with District to solicit partner input on Vision Plan document. • Assist District with update of partner communication plan for Phase 5 and beyond.

1- 2/14	<p>Website/Social Media</p> <ul style="list-style-type: none"> • Update web site with information on outcomes of public meetings and technology based deliberation • Post draft Vision Document with on-line comment tools • Use text message, voice mail, and mail-in options for commenting on Draft Vision Document. • Assist in implementation of Listening Plan.
1-2/14	<p>First Draft Vision Document</p> <ul style="list-style-type: none"> • Based on public input and CAG guidance, work with District and Planning Team to draft the Vision Document.
2/14	<p>Board Meeting/Workshop #5</p> <p>As appropriate, assist in the planning and facilitation of fifth Board Meeting presentation.</p> <ul style="list-style-type: none"> • Board reviews first draft Vision Plan Document and decides upon revisions for distribution.
2/14	<p>Email Newsletter</p> <ul style="list-style-type: none"> • Create and send out email-based Newsletter to announce draft vision document and solicit public comment
2/14	<p>Public Hearing on Draft Vision Plan Document</p> <ul style="list-style-type: none"> • Support District in planning and facilitating interactive Public Hearing • Support District in developing a public hearing agenda that involves opportunities for public interaction beyond brief comments at the microphone. • Assist in preparation of materials for Public Hearing. • As appropriate, assist in facilitating Public Hearing.
2-3/14	<p>Revise and Disseminate Draft Vision Document</p> <ul style="list-style-type: none"> • Create Draft Vision Document based on Board revisions • Disseminate via partner organizations, CAG members, web site, and hard copy at public hearings.
3/14	<p>Community Advisory Group Meeting #10</p> <ul style="list-style-type: none"> • Support District in planning, preparation, and facilitation of Community Advisory group meeting. Agenda to include the following: <ul style="list-style-type: none"> ○ Discuss public input on draft Vision Document ○ Make recommendations to District Board on final Vision Document. • Take high level meeting notes, edit and submit via project management tool .
4/14	<p>Board Meeting/Workshop #6</p> <p>As appropriate, assist in the planning and facilitation of sixth Board Meeting presentation.</p> <ul style="list-style-type: none"> • Final approval of Vision Document
4/14	<p>Develop Final Draft Vision Document</p> <ul style="list-style-type: none"> • Based on public input and CAG recommendations, support District in creating Final Draft Vision Document. This work plan assumes that District will provide graphic design services.

1-4/16	<p>Team Planning and Coordination</p> <ul style="list-style-type: none"> • Participate in weekly coordination meetings with project team members as appropriate • Coordinate between District project management team, public participation team (PDC) & planning team (Jodi McGraw Consulting) 										
1-4/14	<p>Media Relations/PR</p> <ul style="list-style-type: none"> • Meet with District to update messages, narratives, and story angles to inform reporters and the public about the vision document and what it represents. • Draft new press release materials for District/Public Affairs to finalize and approve. • Continue to assist in maintaining contact with targeted media professionals • Ensure media relations efforts target traditionally underrepresented communities and populations. Implement ongoing processes for structuring and sharing with media contacts, compelling stories about the work of the District, the aspirations community members hold for open space in the region (future stories), and public participation in the Vision Planning Process • Cross-purpose story content across communications channels including social media, e-blasts, media/public editorial, etc. to increase impact of multiple points of contact with key messaging • Tier media outreach for maximum editorial coverage and engagement including – <ul style="list-style-type: none"> ○ Proactive – outreach, news releases and interviews ○ Reactive – FAQs, key messaging, and statements for media-readiness ○ Supportive – issue blurbs, emails, tweets, etc. announcing other communications program elements • Spokesperson(s) training/prep sessions: Brief spokespersons for maximum editorial impact and outcome • Ensure media relations efforts target traditionally underrepresented communities and populations. 										
	<p>Phase 5 Estimated Level of Effort</p> <table> <tr> <td>PDC Project Manager</td> <td>140 hours</td> </tr> <tr> <td>PDC Asst. Project Manager</td> <td>140 hours</td> </tr> <tr> <td>PDC Senior Consultants</td> <td>18 hours</td> </tr> <tr> <td>Media Relations Specialist</td> <td>38 hours</td> </tr> <tr> <td>Technology Specialist</td> <td>2 hours</td> </tr> </table>	PDC Project Manager	140 hours	PDC Asst. Project Manager	140 hours	PDC Senior Consultants	18 hours	Media Relations Specialist	38 hours	Technology Specialist	2 hours
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Total Level of Effort

PDC Project Manager	708 hours
PDC Asst. Project Manager	678 hours
PDC Senior Consultants	65 hours
Student Intern Coordinators	128 hours
Media Relations Specialist	184 hours
Facilitation Specialist/Keypad Voting	24 hours
Technology Specialist	43 hours