**Scope of Work**

**JPW392-01 CO1**

**Change Order No. 1 Purpose:** JPW will assist the Emerging Constituents (EC) Task Force with continuing to implement a web-based public relations campaign primarily using the existing EC Blog, known as “Your SoCal Tap Water” and the EC social media sites (i.e. Instagram and Facebook).

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| Description | Sub-Total |
| **Task 1: Public Relations EC Blog**  Prepare and publish EC blog monthly articles to educate the public on the value and safety of tap water, and water resources that support tap water. Other topics include outdoor water conservation, water quality consumer confidence reports, water resource projects and planning efforts the EC Task Force agencies are implementing, and Per- and polyfluoroalkyl substances (PFAS) treatment projects implemented by EC Task Force members. Work will include research, interviews, copywriting, client review and editing. Articles are estimated to run 500 to 1,000 words. $7,250/year for monthly articles.  Prepare, produce, and post quarterly short videos (approximately 1 to 2 minutes) that are aligned with blog posts and other relevant information. Work includes research, scriptwriting, creative development, pre- and post-production, client review and editing. $4,000/year for quarterly videos. | $34,745 |
| **TASK 2: EC Social Media Support**  Implement a comprehensive social media strategy to drive the goal of attracting new viewers and driving traffic to the EC Blog. Work includes research, strategy development, key message development, and digital design direction. One-time fee of $1,050.  Create and deploy social media posts based on strategy framework. Work includes writing posts, developing companion digital assets such as videos, unique photography, readily available graphics as well as graphics created specifically for the EC Task Force, client review and editing as needed. $10,600/year for up to 10 posts per month.  Work includes an estimated 1-2 hours per week of monitoring and cross-promotion along with staff coordination as needed. $4,550/year.  Develop social media materials that can be co-branded by each funding agency and shared on their social media platforms. Work includes developing branding social graphics and guiding messages for partners. $2,000/year for up to six sets of materials.  Send draft EC social media content (as well as the draft EC blog) to SAWPA approximately x days before the start of the month in which the content is to be posted. After obtaining feedback, send final content (including any raw digital files) to SAWPA so SAWPA can distribute to EC Public Relations Workgroup. SAWPA will also solicit content (including graphics) developed by the EC Public Relations workgroup and send it to JPW on a monthly basis in order for JPW to incorporate into the EC social media websites and blog. | $27,125 |
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| **TASK 3: Tracking and presenting metrics on EC social media and blog**  Monitor SAWPA's social media channels as well as other water-related social media sites for cross-promotion.  Prepare and present a comprehensive metric summary of the EC’s blog and social media channels/sites accomplishments, viewership growth, and value of linkages between the funding agencies' websites and the EC social media/blog sites. Include comparisons of unique views to the EC blog vs. views that occurred due to a user clicking on an EC social media link. Provide context for the metrics such as viewership growth from comparative local public agency-based social media campaigns. Monthly tabulations will be provided along with companion strategy for improving overall effort. $3,000/year for monthly reports. | $20,330 |
| **TASK 4: Provide presentations to EC Public Outreach Workgroup, Task Force and Commission**  By utilizing monthly tabulations in Task 3, present status reports on the following annual schedule –   * Two EC Public Outreach Workgroup presentations, one in approximately February and on in approximately October. * Two EC Task Force presentations during the same month (or near) the two PR workgroup presentations in order for the same/similar presentation material to be used. * One SAWPA Commission presentation mid-way through the fiscal year in approximately December or January.     As there are four Task Force meetings annually, in the quarters when presentations are not done during the meetings, provide comprehensive metric summary (as described in Task 3). These materials will be shared, rather than presented. | $18,450 |