

BART Agreement Number: 6M6146-SC1

Approval Date: 03/21/24

Work Plan No. A.02-04 Link21: Engagement + Outreach WP.02-04

Scope:

Work Plan No. 2 – A.02-04 Supplemental
Planned Period of Performance: February 1– September 2024 (8 months)

Services procured in accordance with service Agreement No. 6M6146-SC1 Scope of Service A.02.04 Supplemental scope activities to support Link21 Program through Stage Gate 2 in Fall (estimated to be September) 2024. As planned through integration meetings with the PMT, this scope of work includes ongoing support of targeted tasks to continue sharing information with external stakeholders leading up to Stage Gate 2 such as megaregional community leaders, agency partners and other critical stakeholders, media, advocates, and the public.

NOTE: This workplan supplemental compliments the existing A.02.01 scope of work to activate, add, and extend specific activities through the new timeline of September 2024.

Task 1.01 Coordination Meetings

Assumptions: Additional level of effort to continue internal Program collaboration and integration through extended Stage Gate 2 schedule.

Note this task starts in July and extends through end of September.

Scope Includes:

Targeted meetings as part of this task include:

- E&O HDR All Staff (8 Attendees 60 mins) – Reduced from monthly to - 2 total (August/September)
- E&O Managers Meeting (4 Attendees 90 mins.) – reduced to Bi-weekly meetings from weekly – 8 total
- Link21 Leadership Meetings (2 Attendees 90 mins.) – reduced to monthly instead of bi-monthly – 3 total
- Technical Integration Meetings (2 Attendees 60 mins. each) – reduced from 4 separate weekly meetings to 3 monthly meetings – 6 total (July/August only)
- Task 2 Coordination Meetings (2 Attendees 60 mins. Each) – monthly – 3 Total

Scope Does Not Include:

- Collaboration Council Meetings
- Equity Coordinators Monthly meetings
- Co-Creation/CBO management meetings with area liaisons
- Delivery Team meetings (bi-monthly)

Task 1.02 Reporting

Assumptions: HDR will participate in meetings deemed critical to accomplishing Stage Gate 2 deliverables as directed. On all Program Controls deliverables, assumes 1 revision only to address comments. Includes additional hours for reporting/invoicing for sub-consultants K&W, Winter

Consulting, Studio Percolate, Beverly Scott and Associates, and Civic Edge Consulting.

Note this task extends level of effort from July through end of September.

Scope Includes:

- HDR Management Meetings (6 Attendees 60 mins.) – weekly meetings for Project Management of deliverables, schedule, risks, etc. – 14 total (June-September)
- HDR attend PMC called Controls Meetings (3 Attendees 60 mins.) – up to 2 total
- Monthly Schedule / Narrative – 3 total (1 Staff, 2 hours)
- Summary Cash Flow - 3 total (July, August, September)
- Invoices/progress reports 3 total (July, August, September)

Scope Does Not Include:

- Weekly Scheduling calls
- P6 Schedule interface discussions and deliverable
- Ad Hoc Reports

Task 1.03 Future Workplan

Assumptions: HDR level of effort to collaborate in 2024 and reprioritize activities as part of workplanning for Stage Gate 3.

Note: This scope is in addition to work completed in late 2023 as part of early Workplan 3 development. The level of effort is specific to work planning conducted between March and September following PMC direction.

Scope Includes:

- Integration workplan meeting with PMC (2-hour session with 3 Attendees)
- Draft Workplan Proposal and Budget – 2 Revisions (4 Staff, 5 hours each)
 - Full Workplan 3 Package Development for PMC & BART
- HDR Sub-consultant coordination and scope/budget approvals

Task 1.04 Stage Gate 2

Assumptions: HDR to work closely with SG2 Lead and Strategic Advisory to prep for the Board of Directors meetings in late Summer/early Fall) to present Stage Gate 2 Recommendation, and again to request action.

Note: Task is solely focused on preparing for Board Meetings (CCJPA and BART) in August/September. Includes hours for support from HDR subconsultants Civic Edge Consulting, Winter Consulting, and Beverly Scott and Associates. All other Task 1.04 support can be found in A.02.01.

Scope Includes:

- Attend up to 2 preparation sessions/walk-thru to prepare for Board Recommendation - (2 Attendees 60 mins.)
- Support development of messaging, talking points for Presentation to BART/CCJPA Board in August/September

- Attend up to 2 BART & 2 Capitol Corridor Board meetings in August and September – (2 Attendees, 1 hour each)
- Support Board Packet development – 4 total (August and September)
- Gather support letters from community leaders

Task 2.01 Engagement Action Plan (1 Engagement Report)

Assumptions: HDR will develop 1 Summary Engagement Report that covers Q1-3 of 2024 to use as a supplemental document to Stage Gate 2 materials. This will be made available for the website as well.

Note this Task level of effort is specific to collection and reporting on outreach for January-August 2024. This Task in Workplan A.02.01 focuses only on quarterly summaries through end of 2023.

Scope Includes:

- Develop a Draft/Draft-Final / PUBLIC Final version of the Summary Engagement Report
 - Graphics development (3 total unique graphics for report)
 - Design layout using existing template
 - Remediate the final approved version and place on website

Task 2.02 Stakeholder Coordination (Additional Scope for HDR)

Assumptions: HDR will support Task 2 with implementation of the Stage Gate 2 Stakeholder Strategy that includes scheduling, preparing a presentation and talking points, and documentation of speaker opportunities with community advocacy groups, leader and industry organizations.

Note this task includes additional Speakers Bureau opportunities between March and September - beyond what was already included in A.02.01.

Scope Includes:

- Speakers Bureau Opportunities – 4 Total Events (2 Staff, 10 hours each)
 - HDR to assist with opportunities including scheduling, preparation of speaker, presentations, and attendance.
- Tracking and documentation on Engagement Calendar, PIMA, Discussion Tracker – Monthly (February – September - 8 total inputs at 1 hour each)
- Slide deck development/messaging - 10 total slides (2 Staff 10 hours each)
 - Assumes use of existing slides with some targeted slides as needed.

Scope Does Not Include:

- HDR or subs attendance at ongoing jurisdictional or agency presentations

Task 2.03 Public Affairs (Additional Scope for HDR)

Assumptions: HDR will support the Task 2 implementation of the Stage Gate 2 Stakeholder Strategy that includes ongoing collaboration and strategy meetings to discuss stakeholder sentiment, actions, scheduling, etc. Scope includes HDR level of effort, and support from HDR sub-consultants Civic Edge Consulting as advisory and Studio Percolate for creative support.

Note: This Task is specific to supporting the strategy, messaging, and discussions with Link21 committees which is not included in A.02.01.

Scope Includes:

- Support development of targeted presentation/messaging. (2 Staff 20 hours each)
- Attend monthly GRPA Meeting – (2 Attendees, 60 mins.) – 7 total meetings (Mar-Sept)

Task 2.04 Media Relations (Additional scope for Prosio and QC by HDR on all activities)

Assumptions: HDR will provide strategic oversight for pro-active media relations program leading into Stage Gate 2, providing quality control of subconsultant, and participating in discussions with client agency communications department as needed.

Note: This Task is driven by Prosio who also have budget and scope through June in Workplan A.02.01 (for 2 press releases and 1 op ed and monitoring). This task for A02.05 adds level of effort hours for Prosio to develop 1 press release and the associated coordination with Agency staff to respond to media inquiries. Hours for HDR are associated with management, strategic advisory, and quality control of media relations activities from February –September (specific hours not included in A.02.01).

Scope Includes:

- HDR Strategic Advisory/QC (Feb-September)
 - Message identification and QC review of press release for EAC/Stage Gate or other news – 1 Staff 4 hours
 - Message identification and QC review of one op-ed or article – 1 Staff 4 hours
 - Strategy and review of media/communications plan – 2 Reviews 2 hours each
 - Regular Media collaboration meetings (monthly 1 Attendee 60 mins)- 7 Total (Mar-Sept)
- Prosio Lead Sub for Media (July – September)
 - Development of 1 Press Release & 1 Op Ed Draft/Draft Final/Public Final – (10 hours each)
 - Attend monthly collaboration meetings – 3 Attendees 60 mins – (July-September)
 - Ongoing weekly media monitoring/reporting – 13 weeks
 - CBO/EAC Payment Management – 3 Months of documentation, coordination and 1 Report

Task 2.7 Equity Advisory Council Support (Additional Scope for HDR, Winters, K&W)

Assumptions: HDR to monitor and provide strategic management of coordination between BART and PMC Equity Leads and HDR Team in preparation and implementation of EAC meetings, office hours, and the Anti-Displacement Working Group Sub-committee. It is assumed that this task will include

collaboration amongst the following team members: HDR, Winter Consulting, K&W, and Beverly Scott and Associates.

Note: This Task includes specific activities between July and September to host 2 additional EAC meetings and 1 office hour. It also includes specific support of EAC member term agreements coordination and activities, and anti-displacement work to support presentations to March and May EAC meetings. The term agreement and anti-displacement level of effort is not included in A.02.01 and will begin in April.

- EAC Meetings
 - Manage and attend up to two additional EAC Meetings (July, September)
 - Manage and attend up to one additional office hour
 - Preparation of two power point decks for EAC meetings in July/Sept (3 rounds of reviews and includes graphics development and remediation of each)
 - Management of EAC promotional content for Link21 website
- Anti-Displacement Support
 - Manage team coordination and sub to implement final Sub-committee meeting
 - Preparation of messaging and materials including potential revisions to creatives in preparation for EAC discussion in May
- EAC Staggered Term Coordination (process begins in March)
 - Collaboration and QC of sub-consultant K&W who will coordinate and drive process with PMC.
 - HDR to support creative efforts and web uploads related to the term process' implementation.
 - K&W to develop Draft approach and process for review/approval by PMC
 - K&W to lead discussion of process with EAC at May meeting
 - K&W and PMC to lead recruitment strategy development and implementation (July-August)
 - K&W, Winter Consulting, and PMC with QC from HDR and Beverly Scott and Associates of application review – September

NOTE: While scope will begin during this workplan, additional scope may be required to complete this task as part of future Workplan 3 with schedule for activity targeted for completion in December 2024.

 - Attend discussions and drive response for equity flag as needed (July-September)
- Program Coordination Meetings
 - Equity Coordination Meetings (2 Attendees, 30 mins.) – bi-weekly meeting with HDR team (includes Winter Consulting) – 7 total July - September
 - Equity Advisory Council Management (2 Attendees 60 mins.) – weekly meeting for EAC HDR Team (Winter Consulting/K&W/HDR) – 13 total
 - Equity bi-weekly management calls with client team (1 Attendee, 60 mins.) – 7 total

Scope Does Not Include:

- Community Benefits support outside of topic preparation for EAC meeting

Task 3.1 – Collateral Materials (Additional Scope for HDR and Studio Percolate)

Assumptions: HDR will continue to develop and distribute targeted communications including the Stakeholder Update, regular electronic notices, the FAQ update, and up to one new fact sheets as part of Stage Gate 2 latest information and messaging.

NOTE: This Task includes additional level of effort for two Stakeholder Updates, a revised FAQ for the Program, two new collateral fact sheets, and additional email blasts in July-September)

Scope Includes:

- Board Version (2 total – July/Sept)
 - Content Development and Layout of word version for Board
 - 3 client reviews
- Stakeholder / Public Version (2 total)
 - Design layout into template includes more visual graphics
 - 2 client reviews
 - Remediation of final version
 - Placement on website
 - Coordination with HNTB regarding PIMA push of public version (QC/Testing/Approval/Distribution)
- 1 Fact Sheet – Draft / Final Draft / Public Draft
 - Identify and work with subject matter expert on draft content for approval
 - Design and create graphics
 - Remediate and post to website
- FAQ revisions – Draft / Final Draft / Public Final
 - Hard copy and website version
 - Identify and work with PMT on targeted questions and responses to include
 - Provide up to three rounds of revisions (Draft, Draft-Final, Final remediated)
 - Direct and collaborate Kalamuna on website edits for FAQ
- Electronic Notices (up to 4 total)
 - Identify editorial calendar for regular program e-blasts
 - Develop content and work through approval process with client communications team
 - Collaborate with PMC on PIMA distribution, testing, and push schedule

Scope Does Not Include:

- Master Slide Deck Update
- Additional surveys

Task 3.2 Website (Additional scope for HDR)

Assumptions: HDR will assist with the development of content and potential edits to the Program website for up to five pages including but not limited to: Megaregional page, Home page, Engagement, and Resource page, FAQ page, etc.

NOTE: This task and associated level of effort includes additional work to be conducted between March and September and is not included in A.02-01.

Scope Includes:

- Events Documentation Management (3 updates – monthly July-Sept)

- EAC Resources Page Updates (3 updates – monthly July-Sept)
- Work with Subject Matter Experts to develop content, review/revise/approval – 1 Staff, 5 pages (20 hours each)
- Vendor Coordination Meetings
 - Kalamuna coordination for webpage development – (2 Attendees, 30 mins.) – 7 total meetings
 - Easyling and AOL for translation – 5 pages + 5 documents (1 Attendee, 30 mins.) – 2 total meetings

Task 3.03 Social Media (Additional Scope for Prosio & HDR)

Assumptions: HDR will provide strategy and quality control as part of ongoing communications support. HDR will collaborate with the client communications team to develop an editorial calendar and content/graphics for distribution on the BART and Capitol Corridor social accounts leading up to Stage Gate 2.

Note: This task and level of effort includes Prosio management of social media from July through September. Scope includes implementation of additional social posts, and ongoing social media monitoring. For HDR the level of effort provides guidance, strategy, and quality control as the liaison with client team from March – September (not included in A.02.01).

- HDR Quality Control/Strategy
 - Review up to 12 posts (up to 2 per month Mar-Sept)
 - Review of up to 4 Ads
 - Management of Airtable tool for editorial calendar/content/graphics
 - Liaison between Capitol Corridor ad vendor and Program to place ads
 - Manage the upload ads on behalf of BART
- Prosio Implementation
 - Development of up to 6 additional posts (2 per month July-Sept)
 - Weekly monitoring of social media

Task 3.04 Public Contact/Comments Database (Additional Scope for HDR)

Assumptions: HDR will provide additional support in management of PIMA documentation and will produce 1 additional Comments Reports as part of deliverables in 2024. Comments reports document all input received by program activities and are provided to the technical teams for review.

- Q1-Q3 Comments Report documenting all comments received with summary page and excel list categorized by topic – (2 Staff, 20 hours each)
 - Gathering of input through all tools including PIMA, Activity Reports, Discussion Tracker and categorizing input for easy navigation and sorting
- Track input/comments/inquiries in tracker and PIMA (assumes 10/month x 3) – 1 hour each
- Collaborate with Program on responses, documentation, and communication

Task 4.02 CBO/EAC Payment Management (Additional Scope for Prosio & HDR)

Assumptions: HDR to provide management of Sub-Consultant Prosio who leads the coordination and tracking/payment of all activities and compensation for EAC/CBOs. Potential for additional compensation

to occur for connections and support between July and September 2024. HDR to provide strategic oversight and quality control only for Prosio's payment report for the 3rd quarter of 2024.

Scope Includes:

- Prosio Management
 - Document participation and compensation
 - Develop Report for Q3 and distribute for review
 - Coordinate with Equity Team
- HDR Quality Control
 - Review/revise report for quality assurance
 - Submit report through formal process as Draft & again as Draft Final

NOTE: Original scoped items for Workplan 2 not included in this supplemental are:

Task 2.05 – Grass Roots – No new tabling included July – September

Task 2.06 – Online/In-Person Public Outreach Forums – This task completed by June and included in A.02.01

Task 2.08 Targeted Communications Plan – No new targeted plan for February - September

Task 2.09 Tribal Coordination – No new targeted Tribal events February - September

Task 2.10 Ongoing Engagement and Outreach Support – No new graphics/messaging support for Grant Applications or other Link21 deliverables between February - September

Prime: HDR Engineering

Subconsultant	Amount	DBE (Y/N)	SBE (Y/N)
Kearns & West	\$ 19,831	N	N
Beverly Scott & Associates	\$ 5,000	N	N
Civic Edge Consulting	\$ 9,965	Y	Y
Prosio Communications	\$ 36,955	Y	Y
Studio Percolate	\$ 19,950	N	N
Winter Consulting Group	\$ 44,983	Y	Y

Total Work Plan Value: \$ 568,501