SCOPE OF WORK AND DELIVERABLES
Public Relations Services for Construction of US 63 Mississippi River Bridge in Red Wing, MN
Minnesota DOT State Project Number 2515-21
Wisconsin DOT State Project Number 7210-00-78

1.0 PROJECT MANAGEMENT (ACTIVITY CODE 1010)

1.1 Location

The STATE has identified the need for a new Mississippi River bridge crossing on US 63 in the city of Red Wing, Minnesota. The US 63 approach roadways and bridges in Wisconsin and Minnesota and a portion of US 61 will also be reconstructed as part of this project. This contract No. 1026210 will cover tasks necessary for Public Relations support during the construction phase project.

1.1 Administration

Administration of the project will include meetings, progress reports, invoicing, contract amendment requests if necessary, cost updates, billing preparation, other non-technical work, communication with the necessary project personnel, and other work to ensure the project tasks are completed on time, within budget, and in accordance with State and Federal laws, rules, and regulations.

CONTRACTOR’s deliverables are:

1.1.1 General day-to-day project management and administration.

1.1.2 Work-planning schedule and coordination of tasks.

1.1.3 Prepare monthly progress reports and submit invoices in a timely manner.

1.2 Coordination

1.2.1 The CONTRACTOR will coordinate activities with the STATE District 6 construction staff. The CONTRACTOR will coordinate activities with other governmental agencies, business owners, and property owners as required. These activities will include communications via phone, e-mail, and written correspondence.

1.2.2 The CONTRACTOR’s Project Manager will initiate and hold weekly phone conferences with the STATE’s Project Manager during the construction seasons until the construction phase is completed at a time that is mutually agreeable to the STATE and CONTRACTOR. The CONTRACTOR’s Project Manager will maintain an action items log in Excel format for the duration of the contract and will furnish the log at least 2 business days prior to each phone conference. The CONTRACTOR’s Project Manager will review the log with the STATE’s Project Manager at each weekly phone conference.

2.0 PUBLIC INFORMATION AND OUTREACH

2.1 Public Information Plan (Activity Code 0054)

2.1.1 The CONTRACTOR will provide a Construction Phase Public Information Plan (PIP) that supports STATE in developing and maintaining a consistent level of public communication with the goal of maintaining trust, public awareness and understanding of the Project. The
CONTRACTOR’s Public Information contact will hold one PIP review coordination meeting with MnDOT and WisDOT staff via phone conferencing. The CONTRACTOR will develop a Public Information Plan that identifies when public involvement activities will be held, what the purpose of the activity is, who the intended audience is, what the intended format will be, and other information that will be needed prior to the meeting.

The Public Information Plan will identify contacts with primary stakeholder groups that will likely be included in the project outreach efforts as well as media outlets for receipt of project newsletters and/or press releases. The Public Information Plan will also describe how information requests and inquiries will be handled. The CONTRACTOR will support STATE by being proactive in providing information and responding to the public and by helping to facilitate the resolution of public information issues.

2.1.2 Activities described in the CONTRACTOR’s Public Information Plan will be implemented and managed by the CONTRACTOR. The STATE will provide oversight and direction. The CONTRACTOR will respond within two (2) business days of contact by STATE to address Public Information needs/issues.

2.2 Construction Phase Project Advisory Committee Facilitation (Activity Code 0054)

The CONTRACTOR will prepare for and facilitate Construction Phase Project Advisory Committee (PAC) meetings, and prepare meeting agendas and summaries for up to three (3) PAC meetings to be held in Red Wing. The CONTRACTOR will arrange and pay for adequate facilities and refreshments and assist with preparation of exhibits and presentations. (Generally it is assumed that the meetings will be held at the Red Wing Public Library, which is available at no cost.) Participants for the PAC will be identified in the Public Involvement Plan. Participants may include representatives of the Prime Contractor, Wisconsin Department of Transportation, Goodhue County, Pierce County (WI), the City of Red Wing, Red Wing Chamber of Commerce and key local businesses, Town of Trenton, US Fish and Wildlife Service, US Army Corps of Engineers, Minnesota Department of Natural Resources, Wisconsin Department of Natural Resources and other resource agencies, interest groups, and other public agencies. This list is not all-inclusive and additional stakeholder representatives may be identified during plan development. It is anticipated that one PAC meeting will be held before construction starts in the spring of 2017, and the other two (2) meetings in the spring of 2018 and spring of 2019.

2.3 Project Web and Facebook Documents (Activity Code 0261)

2.3.1 In regards to the project website, the CONTRACTOR will provide project information in web ready formats for the STATE’s use in keeping the general public informed. The CONTRACTOR will not be responsible for hosting, or maintaining a website, but will be responsible only for supplying web ready documents. In regards to the project Facebook efforts, the Contractor will develop a project Facebook and support it throughout the Construction phase.

1. The project website scope of work assumes approximately monthly website updates during the summer construction season. The project Facebook includes frequent posts to the project Facebook page.

2.3.2 The CONTRACTOR will provide updated information during construction phase as outlined in the Public Information Plan.

1. Documents and graphics provided to the STATE for website and/or Facebook use will be in accordance with the STATE’s online web requirements. Maps, graphics and text documents intended for printing or online viewing will be provided as Adobe PDF files.
2.4 **Newsletters**

2.4.1 The CONTRACTOR will produce up to three (3) newsletters, which will provide updates about the project. The CONTRACTOR will distribute electronic versions to the STATE in PDF format. A hardcopy of each newsletter will be distributed to each major public institution (i.e., City Halls, County offices, public libraries, hospitals, etc.) from a mailing list that is approved by the STATE. Electronic versions will be posted to the project website by the STATE.

1. Assumes three (3) newsletters.
2. Assumes 50 copies for each newsletter publication.
3. Newsletters are assumed to be a single 8" x 11" page, two-sided color, tri-fold for mailing.

2.5 **Open House**

2.5.1 The CONTRACTOR will lead and provide support and necessary information for public outreach activities through an open house. It is assumed that there will be one (1) open house meeting in Red Wing before construction starts in the spring of 2017. The STATE will provide a notification of the open house. The CONTRACTOR will assist with the preparation of exhibits, handouts, and presentations. The intent is to have the meetings at the Red Wing Public Library, which is available at no cost. The CONTRACTOR will prepare a record of public comments.

2.6 **Small Group Meetings**

2.6.1 The CONTRACTOR will organize and conduct up to ten (10) meetings with small groups of landowners, business owners, elected bodies, and other Public Interest groups to discuss the project upon direction from the STATE’s Project Manager. The CONTRACTOR will provide a summary of activities and outcomes from each meeting. The intent is to have the meetings at the offices of the small groups, which are anticipated to be available at no cost. These meetings will be held in conjunction with other project meetings whenever possible.

2.7 **Public Contact**

2.7.1 The CONTRACTOR will collaborate with the STATE in contacting and disseminating information to the public. Public Contact received directly by the CONTRACTOR will be tracked. The CONTRACTOR will track the names, addresses, e-mail addresses, fax and phone numbers, questions, comments, concerns, date of contact and the information or response provided, using an electronic database capable of producing reports. The CONTRACTOR will provide up to 120 hours for this task.

2.8 **Media Relations Support**

2.8.1 Media relations efforts that occur will be managed by the STATE with support from the CONTRACTOR. The STATE will be responsible for conveying messages to the media and addressing project specific progress questions such as milestones, etc. to develop an effective media relations effort. The STATE and the CONTRACTOR will establish an effective partnership that shares information and coordinates key messages communicated to the public. The CONTRACTOR will develop draft newsreleases for STATE’s approval.

2.8.2 During the Work, the CONTRACTOR will immediately notify the STATE of situations involving the media. Communications requests will be tracked by the CONTRACTOR.
2.8.3 The CONTRACTOR will not use information gained on or from the project for its own business promotion purposes without written consent of the STATE.

2.8.4 Newsletters and press releases authored by the CONTRACTOR will be reviewed and approved by the STATE prior to dissemination to the Public.

2.8.5 Public Information goals for this design project will be consistent with the current STATE Communications plan. These include meeting customer expectations with information that is reliable and encourages open communications with and among audiences.

2.9 Deliverables

The CONTRACTOR will:

1. Submit a construction phase Public Information Plan within 20 working days of Notice to Proceed.

2. Hold one phone conference coordination meeting with the STATE’s Construction Manager and Public Affairs staff to review the Public Information Plan.

3. Organize and facilitate up to three (3) Project Advisory Committee (PAC) meetings, one open house and ten small group meetings.

4. Prepare and furnish meeting minutes to participants of PAC and small group meetings.

5. Prepare a record of comments from the open house and furnish to the STATE’s Project Manager.

6. Respond within 2 business days of contact by the STATE regarding Public Information needs/requests.

7. Supply project information in web-ready formats as specified for the project website and project Facebook page.

8. Track Public Contact received directly.

9. Review information requests received from Third Parties.

10. Furnish information to Third Parties at the request of the STATE.

11. Provide Media Relations Support.

12. Represent the STATE in a manner that is consistent with current STATE Communications Standards, project goals, and in a manner that establishes trust and reliability with the Public.

The STATE will:

1. Review and approve the Public Information Plan.

2. Attend the public open house, Project Advisory Committee (PAC) meetings, and small group meetings.

3. Approve members to be invited to PAC meetings.

4. Review and approve information for posting to the STATE project website and project Facebook page.
5. Review and approve information to be supplied to Third Parties.

6. Manage Media relations efforts, provide a current copy of the STATE Communication plan and provide oversight of project detail messages.

7. Convey messages to the media and address project specific questions.

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