

Westbound Team - Detailed Labor and Fee Breakdown

Mojave River Watershed Group Stormwater Program RFP No. PWG120-LANDD-3457 August 2020 to July 2025

PRICE ESTIMATE: WESTBOUND COMMUNICATIONS

	0	C	
PROJECT FEE BY TASK BY PERSONNEL			

Task Description	Senior Leadership	Senior Strategist	Project Manager	Outreach Specialist	Outreach Support	Project Support	Project Administration	TOTAL HOURS Westbound Comm.	Comm.
	\$195	\$185	\$165	\$140	\$110	\$90	\$108	(WC)	(WC)
TASK 1: WEBSITE	40	05	40	7.	0.5	0		475	1
Task 1.1 - Analytics, maintenance, testimonials SUBTOTAL	10 10	25 25	40 40	75 75	25 25	0 0	0 0	175 175	
SUBTUTAL	\$ 1,950.00		\$ 6,600.00	\$ 10,500.00	\$ 2,750.00		\$ -	173	\$26,42
	, ,	, ,	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,	, ,		1		, ,,
TASK 2: COMMUNITY OUTREACH Task 2.1 - partnerships, newsletter, messaging,	ī	Г	ı	1	1	1	т —	ī	ı
speaking opportunities, pledge forms	30	100	175	250	100	0	0	655	
SUBTOTAL	30	100	175	250	100	0	0	655	
	\$ 5,850.00	\$ 18,500.00	\$ 28,875.00	\$ 35,000.00	\$ 11,000.00	\$ -	\$ -		\$99,22
TASK 3: BUSINESS OUTREACH									
Task 3.1 - tip cards, trainings, Real Estate program,		I	I		l	Ι.	Ι.		
chamber memberships	20	15	75	100	50	0	0	260	
SUBTOTAL	20	15	75	100	50	0	0	260	
	\$ 3,900.00	\$ 2,775.00	\$ 12,375.00	\$ 14,000.00	\$ 5,500.00	\$ -	\$ -		\$38,550
TASK 4: SCHOOL OUTREACH									
Task 4.1 - assemblies and teacher kits, virtual book	200	75	250	250	475			770	
readings, Top Water Award	20	75	250	250	175	0	0	770	
SUBTOTAL	20	75	250	250	175	0	0	770	
	\$ 3,900.00	\$ 13,875.00	\$ 41,250.00	\$ 35,000.00	\$ 19,250.00	\$ -	\$ -		\$113,275
TASK 5: SOCIAL MEDIA OUTREACH									
Task 5.1 - Facebook, Instagram, Twitter, Pinterest,	25	75	150	250	150	0	0	650	
paid media									
SUBTOTAL	25 \$ 4,875.00	75 \$ 13,875.00	150 \$ 24,750.00	250 \$ 35,000.00	150 \$ 16,500.00	0 \$ -	\$ -	650	\$95,000
	\$ 4,675.00	\$ 13,875.00	\$ 24,750.00	\$ 33,000.00	\$ 10,500.00	φ -	9 -		φ35,000
TASK 6: ADVERTISING ACTIVITIES									
Task 6.1 - Advertising Activities	25	50	100	0	0	0	0	175	
SUBTOTAL	25	50	100	0	0	0	0	175	***
	\$ 4,875.00	\$ 9,250.00	\$ 16,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$30,625
TASK 7: MEDIA ACTIVITIES	-		_			-		-	_
Task 7.1 - OpEds, media stories, expert commentary	25	50	50	50	50	0	0	225	
SUBTOTAL	25	50	50	50	50	0	0	225	****
	\$ 4,875.00	\$ 9,250.00	\$ 8,250.00	\$ 7,000.00	\$ 5,500.00	\$ -	\$ -		\$34,875
TASK 8: ADMINSTRATION - INCLUDES ANNUAL REPORT	, MEETING ST	AFFING AND N	EETING REP	ORTS					
Task 8.1 - quarterly meetings, messaging grid, Public Involvement Plan, brand strategy, ongoing reporting, surveys,	60	120	100	0	0	0	120	400	
annual report	00	120	100	· ·		Ü	120	400	
SUBTOTAL	60	120	100	0	0	0	120	400	
	\$ 11,700.00	\$ 22,200.00	\$ 16,500.00	\$ -	\$ -	\$ -	\$ 12,960.00		\$63,360
									\$501,335
BUDGET THIRD PARTY FEES AND TRAVEL EXPENSES									
Mileage Reimbursement									\$10,000
Design/Printing/Production									\$50,000
Community Memberships									\$10,000
Advertising Digital Advertising									\$10,000 \$26,000
Digital Advertising Community Events & Giveaways									\$26,000
Website Management									\$10,16
SUBTOTAL									\$123,66
TOTAL ESTIMATED FEE FOR PUBLIC EDUCATION AND (OUTREACH PE	OGRAM							\$625,000