

City of Lake Elsinore
Downtown Developments Project
Proposed Public Outreach Services Work Plan (24 Months)

The City of Lake Elsinore (City) is currently revitalizing its historic Downtown area. To support this initiative, a unified outreach and engagement plan is essential to keep stakeholders and the public informed about ongoing developments. Arellano Associates (AA) will work with the City Team to help develop a cohesive public outreach program for the Downtown Development Projects. The outreach program will share with the stakeholders the general scope of work for developments in progress, anticipated schedules, and opportunities for input.

TASKS & DESCRIPTIONS

Task 1: Project Management & Administration

AA will support the project team by attending monthly team meetings and facilitating ongoing administrative and management tasks necessary to support the project.

Deliverables:

- Attendance at monthly check-in meetings, as needed
- Monthly invoice packages and progress reports

Task 2: Outreach Plan & Reports

AA will develop a comprehensive and flexible Public Outreach Plan (Plan) describing outreach strategies, engagement activities, and proposed schedule. The Plan aims to emphasize meaningful engagement and active participation with a variety of stakeholder groups. The Plan will outline specific strategies for engagement, with particular consideration for the business community. In addition to describing the overall vision, key collaterals, and deliverables schedule, the Plan will identify the following:

- Targeted audiences and tailored notification tactics
- Digital outreach and engagement tools and platforms

Deliverables:

- Outreach Plan
- Periodic reports, as needed per development

Task 3: Notification Strategy

To promote project awareness, AA recommends using a multifaceted outreach approach that provides targeted outreach to key community stakeholders and takes a broader strategy to reach the general public. This means relying on new and established relationships with businesses and community groups to promote the project's messaging and provide details about upcoming developments. AA will work with the City's Public Information Office to develop a notification plan for each development project. Tactic examples may include:

- Eblasts
- Social media calendar
- City Newsletters
- Digital Toolkits
- Construction Updates

Deliverables:

- Notification Plans for each development (up to 6)

Task 4: Branding, Collateral & Website

AA will develop cohesive branding and logo for the project. The branding will represent a visual identity for the multiple development projects, including color schemes, typography, and other design elements. The project's logo and branding will serve as a recognizable representation of the project and will be used across all collateral materials. AA will also create one (1) PowerPoint Template and up to four (4) collateral material sets to support the outreach process, and may include a factsheet, FAQ, and social media graphics. After approval of English content, AA will translate appropriate collateral into Spanish.

AA will also develop and maintain a project webpage on the existing City website with added and recommended Arc GIS StoryMap capability. The website will serve as the central repository of information for each downtown development project. AA will work with the City on website content and mapping data, prior to final posting.

Deliverables:

- Project Branding
- One (1) onsite photo & video session
- Up to four (4) sets of collateral materials
- Written translations for collateral in Spanish
- Website design and maintenance

Task 5 Stakeholder Database

To ensure stakeholders are informed at key touchpoints, AA will build a stakeholder database by utilizing the I-15/SR-74 database list and existing City contact lists and by gathering stakeholder contacts throughout the project. The initial list will also include stakeholders from local community-based organizations, academic institutions, business owners, regional agencies, and other appropriate contacts. AA will collaborate with City staff to review and reconcile existing contact lists into one comprehensive database. AA will maintain the database throughout the project and add contacts as stakeholders join the mailing list.

Assumptions:

- City will share recent stakeholder databases and contacts

Deliverables:

- Stakeholder database & maintenance

Task 6 Stakeholder Briefing Support

Throughout the project, the team may need to conduct targeted stakeholder briefings. For this effort, AA will provide presentation content related to the outreach process, assist with logistics and materials development, attend, and prepare presentation summaries.

Assumptions:

- City will lead main presentation content

Deliverables:

- Planning, attendance, facilitation if directed and documentation of up to 3 Stakeholder Briefings



5/28/2024

**City of Lake Elsinore
Downtown Development Projects
Public Engagement Support
24 months**

LABOR COSTS		Stacey Falcioni		Stephanie Espinoza		Kyle Santiago		Dan Oberle		Nancy Verduzco				TOTAL			
		Project Manager		Deputy Project Manager		Creative Lead		Media Lead		Sr. Tech Coordinator		Project Coordinator		Assistant Project Coordinator			
*Rate:		\$ 195.19		\$ 147.06		\$ 147.06		\$ 128.34		\$ 117.65		\$ 90.91		\$ 74.87			
Task	Description	Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost		
1	Project Management & Administration	36	\$ 7,026.84	72	\$ 10,588	-	\$ -	-	\$ -	-	\$ -	-	\$ -	108	\$ 17,615.16		
2	Outreach Plan & Reports	5	\$ 975.95	20	\$ 2,941	-	\$ -	-	\$ -	-	\$ -	35	\$ 3,182	75	\$ 8,222.05		
3	Notification Strategy	75	\$ 14,639.25	150	\$ 22,059	-	\$ -	-	\$ -	-	\$ -	100	\$ 9,091	390	\$ 50,655.80		
4	Branding, Collateral & Website	25	\$ 4,879.75	75	\$ 11,030	45	\$ 6,618	25	\$ 3,209	25	\$ 2,941	100	\$ 9,091	295	\$ 37,767.70		
5	Stakeholder Database	2	\$ 390.38	10	\$ 1,471	-	\$ -	-	\$ -	-	\$ -	25	\$ 2,273	52	\$ 5,256.78		
6	Stakeholder Briefing Support	12	\$ 2,342.28	24	\$ 3,529	-	\$ -	-	\$ -	-	\$ -	12	\$ 1,091	48	\$ 6,962.64		
LABOR SUBTOTAL		155	\$ 30,254.45	351	\$ 51,618	45	\$ 6,618	25	\$ 3,209	25	\$ 2,941	272	\$ 24,728	95	\$ 7,113	968	\$ 126,480.13
ESTIMATED DIRECT COSTS**																	
	Mileage																\$ 1,000.00
	Prints																\$ 1,000.00
	Translation																\$ 3,000.00
	Digital Tools																\$ 500.00
SUB-TOTAL																	\$ 5,500.00
TOTAL PROPOSED BUDGET																	\$ 131,980.13

* Fully Burdened rate is inclusive overhead and profit fee

** To be billed at actual cost.