

## **Sweetwater Authority**

### **Public Outreach Scope of Work**

#### **Sweetwater Public Outreach Scope (Phase 2)**

The following timeline outlines the Sweetwater Authority's public outreach approach for communicating to their customers about water quality. The proposed costs are based on Phase 2 outreach activities in our approved strategy, the burn rate for November and December 2025 and reflect updated roles and responsibilities between Sweetwater Public Affairs team and JPW. Proposed outreach efforts for Phase 2 (Active Outreach Activities) are anticipated to cost \$183,000\*, occur between January and December 2025, and may include, but are not limited to the following:

#### **Research**

- Stakeholder mapping (identify key audiences for outreach efforts and identify stakeholders for meetings and presentations)

#### **Implementation**

- Internal and client meetings (assumes weekly and biweekly cadence)
- Presentations and community meetings including Community Advisory Working Group meeting (as needed)
- Workshop meeting design, promotion and materials (assumes 3 workshops with newsletter feature, presentations, handouts, signage, tabletop displays, etc.)
- Updates through Sweetwater communication channels (workshop promotion and recaps, testing result updates, potential solutions, etc.)
- Video (script development, pre-production activities and graphic design)
- Multicultural Outreach (assumes management and coordination of multicultural outreach and interpretation/translation coordination for Spanish and Tagalog)
- Updates to outreach toolkit (assumes content and design; does not include hard costs for printing; assumes support from in-house Public Affairs team for information dissemination)
  - Website and social media content
  - News articles and releases
  - Fact sheet and FAQs
  - Graphic templates and infographics
  - Workshop materials

#### **Evaluation**

- Monitor PFAS phone line and email address and prepare responses to inquiries (assumes six inquiries per week)

- Stakeholder inquiry log
- Public engagement report
- Metrics and KPIs

<b>Schedule of Outreach Milestones and Activities</b>	
<b>Timeline</b>	<b>Task</b>
<b>January 2025</b>	Stakeholder mapping Develop, launch and promote video Participate in community meetings Prepare for and promote workshops
<b>February 2025</b>	Host 3 workshops, conduct follow up from workshops
<b>March 2025</b>	Update website, toolkit as needed
<b>April-May 2025</b>	Manage/maintain stakeholder inquiry log
<b>June-July 2025</b>	Determine and gauge metrics and KPIs
<b>August-September 2025</b>	Develop public engagement report
<b>November-December 2025</b>	Finalize outreach report

*\*Assumes JPW coordination with Sweetwater Authority Public Affairs Team. JPW to oversee overall strategy, content creation and design; In-house team to handle dissemination, updating owned channels and providing administrative and/or implementation support.*