

RECIPIENT:

Patrick Treanor
Carmel Area Wastewater District
3945 Rio Road
Carmel By The Sea, CA 93922

SENDER:

TBC Communications & Media
1120 Forest Ave. #215
Pacific Grove, CA 93950
Steve Thomas
T: (831) 277 - 9977
steve@tbccommunications.com

FOR THE PURPOSE OF:

Project Related Public Outreach
and Education Services
Contract Amendments

March 12, 2025

Dear Patrick,

Dear Patrick,

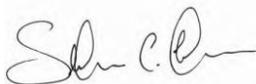
Since 2022, TBC Communications & Media has worked closely with the Carmel Area Wastewater District as your Public Outreach Consultant on several projects including Scenic Road and the Santa Rita and Guadalupe Sewer Replacement Project, Pescadero Sewer Replacement Project, Carmel Meadows and the Fats, Oils and Grease (FOG) outreach in addition to other District related communications.

Our ongoing work has resulted in an increase in positive community engagement and acceptance of many of the district's projects and programs.

Per your direction we have created this contract amendment proposal to satisfy the requested deliverables for each of the projects and programs requiring ongoing public engagement.

 We thank you for your trust in TBC Communications

Sincerely,
TBC COMMUNICATIONS & MEDIA



STEVE THOMAS
PRESIDENT

scope of work

Draft Public Outreach Contract Amendments

Scenic Road Sewer Replacement Project (#20-08)

Original Contract Date: April 2023

Includes Santa Rita and Guadalupe Project

Original Contract Total: \$69,000.00

Current Balance: \$599.75

Pre-Construction Public Outreach

This outreach will consist of the ongoing pre-construction outreach necessary to prepare the public, approving agencies, and public serving organizations and entities for this critical infrastructure project. Tasks will include, but not be limited to:

- Ongoing input and organization of homeowner special request responses
- Organization and Management of Community Meetings
- Press Relations including:
 - a) Creation and Distribution of Press Releases
 - b) Facilitating Interviews
 - c) Information Distribution and Follow Up
- Outreach to Meeting Coordination with Public-Serving Entities Including:
 - a) GreenWaste
 - b) UPS, FedEx, USPS
 - c) County of Monterey
 - d) City of Carmel
 - e) First Responders
 - f) Non-Emergency Medical Transportation and Deliver Organizations
 - g) Food Delivery Services
- Design of Homeowner Mailers and other Outreach Material
- Ongoing Meetings with Project Consultants
- As Needed Updates to Project Webpage

Pescadero Sewer Replacement Project (#21-05)

Original Contract Date: October 2022

Included Carmel Meadows Project

Original Contract Total: \$34,500.00

Current Balance: \$37.50

Outreach to Homeowners and Public Officials

This outreach will consist of the ongoing direct outreach to homeowners along Pescadero Road affected by the District's sewer replacement project. Special care has been implemented due to previous issues regarding the project's design. Tasks will include, but not be limited to:

- Organization and Management of Community Meetings
- Creation of Project Specific Outreach Material Including:
 - a) Project Informational Pieces
 - b) Homeowner Special Request Responses
- Coordination with City of Carmel Staff and Elected Officials
- Coordination of County of Monterey Staff and Elected Officials
- Ongoing Meetings with Project Consultants
- As Needed Updates to Project Webpage

Carmel Meadows Project

Original Contract Date: September 2023

Was Separated from Pescadero Contract

Original Contract Total: \$20,000.00

Current Balance: \$5,205.75

Outreach to Homeowners and Public Officials

This outreach will consist of the ongoing direct outreach to homeowners in the Carmel Meadows neighborhood affected by the District's project. Special care has been implemented due to previous issues regarding the project's design and communications with residents and outside public agencies. Tasks will include, but not be limited to:

- Facilitation of One-On-One Meetings with Residents and Interested Parties

- Organization and Management of Community Meetings
- Creation of Project Specific Homeowner Outreach Material Including:
 - a) Project Informational Pieces
 - b) As Necessary Homeowner Special Request Responses
- Creation of Updated Internal Project Talking Points
- Updates to Project Webpage
- Coordination of County of Monterey Staff and Elected Officials
- Ongoing Meetings with Project Consultants
- Coordination with Outside Agencies

Fats, Oils, and Grease (FOG) + Miscellaneous Emergency Projects

Original Contract Date: August 2023

Included outreach regarding spills

Original Contract Total: \$20,000.00

Current Balance: \$2,337.50

Outreach to Businessowners and Coordination with Public Officials

This outreach will consist of the ongoing direct outreach to business owners identified by the District and those soon to be contacted entities. Special care will be implemented due to the nature and direction of the communication. Tasks will include, but not be limited to:

- Coordination and Meetings with Inspection Vendor
- Facilitation of One-On-One Meetings with Business Owners
- Organization and Management of as-needed Business-centric Community Meetings
- Press Relations including:
 - a) Creation and Distribution of Press Releases
 - b) Facilitating Interviews
 - c) Information Distribution and Follow Up
- Creation of Project Specific Business Outreach Material Including:
 - a) Project Informational Pieces
- Creation of Updated Internal Project Talking Points
- Updates to Project Webpage
- Coordination with City of Carmel Staff and Elected Officials

Proposed Project Cost:

Project deliverables will be billed on a Time and Materials basis. This will include the following TBC Communications & Media Staff and their associated hourly rates, at which we are extending the previously negotiated returning client discount:

Steve Thomas	Project Management and Client Interface	\$225.00
Lisa Thomas	Strategic Communications	\$200.00
Jessica Biller	Community and Press Management	\$175.00
	Graphic Design	\$150.00
	Videography & Editing	\$125.00
	Website Design	\$100.00
	Research	\$65.00

Per Project Not to Exceed Totals:

Scenic Road:	\$20,000.00
Pescadero:	\$20,000.00
Carmel Meadows:	\$20,000.00
FOG Outreach:	\$20,000.00

Thank you for the opportunity to submit this proposal!

