



COMMONWEALTH of VIRGINIA

Office of the Governor

Sean T. Connaughton
Secretary of Transportation

October 3, 2013

The Honorable Robert G. Marshall
Virginia House of Delegates
P.O. Box 421
Manassas, VA 20108

Dear Delegate Marshall:

This is in response to your request for documents pertaining to the costs associated with retaining Stratacomm and/or John Undeland relating to the Bi-County Parkway project.

Attached is Stratacomm's statement of work and proposed budget for FY13/14. As of this date, no invoices have been submitted and/or paid.

Should you have any questions, please do not hesitate to contact my office at your convenience.

Sincerely,

A handwritten signature in dark ink, appearing to read "David Tyeryar", written over a horizontal line.

David Tyeryar
Deputy Secretary

EXHIBIT A

SCOPE OF SERVICES

The following scope of work is designed to engage the public and foster a deeper and wider understanding of the Bi-County/North-South Corridor and its benefits, laying a foundation of support for the subsequent steps of the project. In doing so, the effort will increase the credibility and trust of the Virginia Department of Transportation (VDOT) and the Office of Intermodal Planning and Investment (OIPI) in the eyes of the public.

1.1 Organization and Protocols

1.1.1 Interface and Liaison with OIPI

- A. Management protocols shall be developed by Stratacomm and OIPI and Cambridge Systematics (CS). These protocols shall detail:
1. A regimen of regular reporting to OIPI/CS on outreach activities, current and outstanding community issues, and recent media activity;
 2. Media protocols, providing clarity of responsibility in relation to media comment on particular aspects of the Project;
 3. Stakeholder relations protocols, assigning responsibility for briefing and information to stakeholders on Project progress and milestones; and
 4. Clearance protocols, including a defined chain of approval and necessary time-frames, for approval of all outreach materials.
- B. Meetings and public interface required by federal and state law will be conducted in accordance with the current version of the VDOT's *Policy Manual for Public Participation in Transportation Projects*. Stratacomm will conduct additional meetings, public interface and marketing activities in accordance with the Communications, Consultation, Public Outreach, and Community Engagement Plan.

1.1.2 Project Communications Team

- A. Stratacomm shall establish a Project communications team to plan and implement all communication and public outreach activities for the Project.
- B. The Project communications team will include:
1. A public affairs manager and adequate support staff and/or consultants, who shall coordinate planning and delivery of the Public Engagement and Awareness Plan. The public affairs manager will manage the relationship with OIPI/CS and report on all communications and outreach activities; and
 2. A public affairs deputy and adequate support staff and/or consultants, responsible for community outreach and information activities. The deputy public manager will report to the public affairs manager and may also communicate with the CS (prime) contract/project manager and OIPI.

1.2 Public Engagement and Awareness Building

1.2.1 Development

- A. Stratacomm shall develop a public engagement and awareness building program that will ensure that the motorists, residents, elected officials, media, businesses and other interested parties are educated about the features and benefits of the Project, thus enabling them to form informed views about the project.
- B. The Plan that will be presented to OIPI/CS for feedback and will form the basis for all communication activities during the one-year work period (and beyond if extended).
- C. The plan shall contain a crisis communications plan and procedures for coordination with the OIPI and responsiveness to the media.

1.2.2 Audiences and Messages

- A. Stratacomm, in coordination with OIPI/CS, will carry out outreach to a variety of stakeholders including:
 - 1. The traveling public;
 - 2. Property owners in direct impact areas;
 - 3. Homeowners associations and civic groups in the immediate corridor;
 - 4. Elected officials;
 - 5. Business community (i.e. large employers and chambers of commerce);
 - 6. Transportation interest groups (e.g. AAA, Northern Virginia Transportation Alliance, Washington Airports Task Force);
 - 7. Environmental interest groups (e.g. Piedmont Environmental Council, Coalition for Smarter Growth, Southern Environmental Law Center); and
 - 8. Local and regional media.
- B. Key areas of focus shall include but will not be limited to the project's:
 - 1. Purpose and need;
 - 2. Mobility and accessibility benefits;
 - 3. Multi-modal nature;
 - 4. Associated economic benefits;
 - 5. Safety improvements; and
 - 6. Education about managed lanes and dynamic pricing, if used.

1.2.3 Tactics

A. In coordination with OIPI/CS, Stratacomm will:

1. Develop and maintain a comprehensive stakeholder database to track and manage stakeholder communication;
2. Provide content to the current project web page on the VDOT/OIPI website to include graphical representations of the Project, upcoming meetings and activities, overall schedule, frequently asked questions, a library of photos and graphics and contact information. The page shall be updated as necessary during the six-month engagement;
3. Establish a point of contact and phone number for the public to ask questions and share concerns during the Project; and
4. Assist in the development collateral materials, including the project newsletter and fact sheets developed by Sharp & Company.

B. Stratacomm, in conjunction with OIPI/CS, will actively cultivate speaking engagements and other briefings to foster greater understanding of the Project among the variety of target audiences. Stratacomm will develop and update a standard PowerPoint presentation that can be updated and tailored to specific audiences.

C. On an ongoing basis, Stratacomm and OIPI/CS will coordinate outreach and communications to elected officials.

D. Stratacomm will coordinate outreach activities with Sharp & Company.

1.3 Media Relations

A. Coming to the Project with extensive local media contacts, Stratacomm will serve as the first line of engagement with media, with OIPI will serve as the primary spokesperson in media interviews. Stratacomm will put in place processes to ensure close coordination with OIPI/CS on media outreach activities, issues, and responses, and will promote consistency with the Public Engagement Plan.

B. Stratacomm shall:

1. Develop and provide a set of media protocols upon which OIPI/CS, VDOT's Office of Communications in northern Virginia and Stratacomm will agree to govern responsibilities and reporting in relation to contact with the media, including guidelines for information sharing, policies to promote consistent messages, and procedures specific to managing emergencies and incidents.
2. Develop and provide to OIPI/CS for review and comment a set of media protocols within the Project team;
3. Proactively build/maintain relationships, in collaboration with OIPI, with local media;
4. Provide timely response to media inquiries and keep the OIPI/CS informed of media inquiries regarding the Project and the nature of responses that are documented as mutually agreed;
5. Monitor all media coverage of the Project; and
6. Provide copies of all press releases or other media materials to OIPI/CS in advance of distribution.

Project: 0

Project Cost Totals			
Task	Fees	Expenses	TOTAL
2.1 Organization and Protocols	\$12,770.60	\$0.00	\$12,770.60
2.2 Public Engagement	\$209,377.70	\$10,500.00	\$219,877.70
0	\$67,080.50	\$0.00	\$67,080.50
2.4 Branding	\$0.00	\$0.00	\$0.00
0	\$0.00	\$0.00	\$0.00
0	\$0.00	\$0.00	\$0.00
Creative	\$0.00	\$0.00	\$0.00
Video	\$0.00	\$0.00	\$0.00
Events	\$0.00	\$0.00	\$0.00
Totals	\$289,228.60	\$10,500.00	\$299,728.60

Staff Totals			
Labor Category	Rate	Hours	TOTAL
Principal	\$274.79	0	\$0.00
Executive Vice President	\$274.79	0	\$0.00
Senior Vice President	\$250.42	500	\$125,210.00
Senior Vice President - Creative	\$0.00	0	\$0.00
Managing Director	\$0.00	0	\$0.00
Vice President - DC	\$231.14	0	\$0.00
Vice President - Det	\$0.00	0	\$0.00
Vice President - Creative	\$0.00	0	\$0.00
Account Director - DC	\$210.32	390	\$82,024.80
Account Director - Det	\$0.00	0	\$0.00
Senior Account Supervisor - DC	\$0.00	0	\$0.00
Senior Account Supervisor - Det	\$0.00	0	\$0.00
Account Supervisor - DC	\$168.54	0	\$0.00
Account Supervisor - Det	\$0.00	0	\$0.00
Senior Account Executive - DC	\$149.28	0	\$0.00
Senior Account Executive - Det	\$0.00	0	\$0.00
Account Executive - DC	\$123.17	250	\$30,792.50
Account Executive - Det	\$0.00	0	\$0.00
Assistant Account Executive - DC	\$105.95	150	\$15,892.50
Assistant Account Executive - Det	\$0.00	0	\$0.00
Creative Director	\$154.78	100	\$15,478.00
Associate Director	\$132.65	0	\$0.00
Senior Designer	\$119.38	150	\$17,907.00
Designer	\$110.54	0	\$0.00
Senior Manager, IT	\$0.00	0	\$0.00
Production Manager	\$0.00	0	\$0.00
Administrative Support - DC	\$77.04	25	\$1,826.00
Administrative Support - Det	\$0.00	0	\$0.00
Intern - DC	\$59.95	0	\$0.00
Intern - Det	\$0.00	0	\$0.00
Total (FEES)			\$289,228.60