NORTH CAROLINA
WAKE COUNTY

CONTRACT FOR PROFESSIONAL SERVICES

THIS CONTRACT (the "Contract") is entered into on _____________, 20___, by and between WSP, hereinafter referred to as the "Contractor;" and the Capital Area Metropolitan Planning Organization, a N.C. metropolitan transportation planning organization, authorized and existing under Article 16 of Chapter 136 of the N.C. General Statutes ("CAMPO"); (Collectively, the "Parties").

RECITALS:

WHEREAS, in furtherance of its official responsibilities, obligations, and objectives, CAMPO desires to engage a private contractor to perform certain services for CAMPO as further described in this Contract; and

WHEREAS, CAMPO has completed the necessary steps for solicitation and selection of an individual or firm to perform such services, all in accord with CAMPO policies and applicable legal requirements; and

WHEREAS, CAMPO has agreed to engage and contract with the Contractor, and the Contractor has agreed to contract with CAMPO, for performance of the services described herein, and in accordance with the further terms and conditions of this Contract; and

WHEREAS, CAMPO and the Contractor recognize and acknowledge that the Town of Cary (the "Town") serves as the Lead Planning Agency ("LPA") for CAMPO and, in this capacity, performs financial and other services in support of CAMPO's official functions, all in accordance with that Agreement between CAMPO and the Town of Cary, December 16, 2022 as amended, which Agreement is incorporated herein by reference.

NOW THEREFORE, in consideration of the sums to be paid to the Contractor as provided herein, and other good and valuable consideration, the Contractor and CAMPO contract and agree as follows:

1. Scope of Services

The Contractor shall perform for CAMPO the following described services (hereinafter at times referred to as the "work", "project work", or "project services":

Perform necessary data collection, data analysis, and public and stakeholder engagement to develop recommendations for potential transit solutions for Northwest Harnett County, as well as an implementation plan for the recommended transit service, as more specifically described in Exhibit 1, attached, entitled "NW Harnett County Transit Study".

2. Time of Performance

In performing the services described in this Contract, it is mutually agreed that **time is of the essence**. The Contractor shall begin work without delay following execution of this Contract by both parties, and upon CAMPO's giving to the Contractor Notice to Proceed with the work. The work shall be completed by June 30, 2025.

The term of this Agreement shall commence upon execution by all parties and shall continue through the Contractor's completion of all work, services, and tasks in accordance with the requirements of the Contract.

3. Compensation; Time of Payment

(*Billing by Time, Charges, and Expenses)* For services to be performed hereunder, CAMPO shall pay the Contractor for the actual work satisfactorily performed, in accordance with the Statement of Fees and Charges set forth in Exhibit 2, attached. Total compensation may in no event exceed the sum of $306,000.00, except pursuant to a duly authorized, written amendment to this Contract, properly executed by the Parties.

The Contractor shall submit to CAMPO an invoice, or periodic invoices as work is completed, describing in reasonable detail the completed work. Invoices will be reviewed and approved by the CAMPO Executive Director or his designee, prior to payment.

Payment terms shall be: Net 30 days from the date of CAMPO's receipt of the Contractor's invoice. Invoices may be submitted through USPS mail, by personal delivery, or via email. Emailing of invoices is encouraged, to: *Lisa.Blackburn@campo-nc.us.* All invoices **must include** the following **Purchase Order Number________________.** Invoices submitted without the correct purchase order number will result in delayed payment.

4. Quality of Services and Standard of Care.

All work performed under this Contract (including all phases of project work to which the Contract applies) shall be performed in a professional manner, in accordance with the requirements of this Contract and shall conform to all prevailing industry and professional standards. The standard of care for services performed or furnished by Contractor under this Contract will be the care, thoroughness, and skill ordinarily provided by members of Contractor's profession, practicing under generally similar conditions, at the same general time, and in the same general locality.

As deemed appropriate in the performance or furnishing of professional and related services hereunder, the Contractor may engage subcontractor(s), including without limitation consultant(s) or sub-consultant(s). The Contractor is not authorized to engage any such individuals or businesses which shall have been found by CAMPO to be not acceptable in the performance of work for CAMPO. It shall be the responsibility of the Contractor to confer with CAMPO in this regard prior to engaging for any such subcontractor services.

5. Notices

All notices, requests for payment, or other communications arising hereunder shall be sent to the following:

CAMPO:
Attn: Gaby Lawlor
Capital Area MPO

1 Fenton Main St, Suite 201
Cary, NC 27511
Telephone: 984-542-3601

Contractor: WSP USA, Inc.
Attn:

Telephone:
Email:

All notices regarding a dispute arising under this Agreement shall also be provided to:

Capital Area MPO
Attn: Executive Director
1 Fenton Main St, Suite 201
Cary, NC 27511

6. Actions in Conformance with Lead Planning Agency Agreement.

The Parties agree to take all reasonable steps and otherwise act in conformance with applicable provisions of the Lead Planning Agency Agreement between CAMPO and the Town of Cary as referenced in the Recitals.

7. Insurance

As indicated by the notation of applicability set forth herein, the Contractor agrees to continuously maintain, on a primary basis, at its sole expense and at all times during the term of this Contract, the applicable coverages and limits, set forth below. The requirements contained herein, as well as CAMPO's review or acceptance of insurance maintained by Contractor is not intended to and shall not in any manner limit or qualify the liabilities or obligations of the Contractor under this Contract.

Commercial General Liability – Combined single limit of no less than $1,000,000 each occurrence and $2,000,000 aggregate. Coverage shall not contain any endorsement(s) excluding

nor limiting Product/Completed Operations, Contractual Liability or Cross Liability.
Applicable: Yes x No

Automobile Liability – Limits of no less than $1,000,000 Combined Single Limit. Coverage shall include liability for Owned, Non-Owned and Hired automobiles. In the event Contractor does not own automobiles, Contractor agrees to maintain coverage for Hired and Non-Owned Auto Liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Auto Liability policy. Automobile coverage is only necessary if vehicles are used in the provision of services under this Contract.
Applicable: Yes x No
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Worker's Compensation & Employers Liability – The Contractor agrees to maintain Worker's Compensation Insurance in accordance with North Carolina General Statute Chapter 97 (relating to statutory limits and number of employees liability) of not less than $1,000,000 each accident.
Applicable: Yes x No

Professional Liability (Errors and Omissions Coverage**)** – The Contractor agrees to maintain insurance with limits of not less than $1,000,000 each claim. This coverage is necessary for professional services such as engineering, architecture, or when otherwise required by CAMPO.
Applicable: Yes x No

Umbrella or Excess Liability – Contractor may satisfy the minimum liability limits required above under an Umbrella or Excess Liability policy. There is no minimum Per Occurrence limit of liability under the Umbrella or Excess Liability, however, the Annual Aggregate limits shall not be less than the highest 'Each Occurrence' limit for required policies. The Contractor agrees to endorse CAMPO and the Town of Cary as additional insured parties on the Umbrella or Excess Liability policy unless the Certificate of Insurance states the Umbrella or Excess Liability provides coverage on a "Follow-Form" basis.

Additional Insured – Contractor agrees to endorse CAMPO and the Town of Cary as additional insureds on the Commercial General Liability and Auto Liability policies. The endorsement shall read: "Capital Area Metropolitan Planning Organization and the Town of Cary are included as additional insured as their interest may appear."

Certificate of Insurance – The Contractor agrees to provide both CAMPO a Certificate of Insurance evidencing that all coverages, limits, and endorsements required herein are continuously maintained in full force and effect. If the Contractor receives a non-renewal or cancellation notice from an insurance carrier affording coverage required herein, or receives notice that coverage no longer complies with the insurance requirements herein, Contractor agrees to notify CAMPO within five (5) business days with a copy of the non-renewal or cancellation notice or provide to CAMPO a reasonably sufficient statement identifying the coverage(s) which is/are no longer in compliance. The Certificate Holders' addresses should read as follows:

All insurance coverage referenced above shall be provided by an insurance company authorized to do business in the State of North Carolina.

8. Indemnity

A. PROFESSIONAL SERVICES CONTRACTOR'S INDEMNIFICATION (EXCLUSIVE OF DESIGN SERVICES) TO CAMPO

a. To the fullest extent allowed by law, the Contractor shall defend, indemnify and hold harmless CAMPO, its officers, officials, employees, agents, or indemnities (collectively called "Indemnified Parties") from and against those Losses, liabilities, damages, and costs caused by, arising out of, resulting from, or in connection with the execution of the work provided for in this Agreement, when the Fault of the Contractor or its Derivative Parties is a proximate cause of the Loss, liability, damage, or expense indemnified.

b. Costs and expenses shall include attorneys' fees, litigation or arbitration expenses, and court costs actually incurred by the Indemnified Parties to defend against third-party claims alleged in any court, tribunal, or alternative dispute resolution procedure required of any of the Indemnified Parties by law or by contract, but only if the Fault of the Contractor or its Derivative Parties is a proximate cause of the attorney's fees, litigation or arbitration expenses, or court costs to be indemnified.

c. The Contractor's duty to indemnify, defend, and hold harmless described hereinabove shall survive the termination or expiration of this Contract.

B. Definitions:

1. For the purposes of this Section, the term "Fault" shall mean any breach of contract; negligent, reckless, or intentional act or omission constituting a tort under applicable statutes or common law; or violation of applicable statutes or regulations.
2. For the purposes of this Section, the term "Loss" or "Losses" shall include, but not be limited to, fines, penalties, and/or judgments issued or levied by any local, state, or federal governmental entity.
3. For the purposes of this Section, the term "Derivative Parties" shall mean any of the Contractor's subcontractors, agents, employees, or other persons or entities for which the Contractor may be liable or responsible because of any statutory, tort, or contractual duty.

9. Intellectual Property

Subject expressly to the provisions of paragraph 17 of this Agreement, any information, data, instruments, documents, studies, reports or deliverables given to, exposed to, or prepared or assembled by the Contractor under this Contract shall be kept as confidential proprietary information of CAMPO and not divulged or made available to any individual or organization without the prior written approval of CAMPO. Such information, data, instruments, documents, studies, reports or deliverables will be the sole property of CAMPO and not the Contractor.

All intellectual property, including, but not limited to, patentable inventions, patentable plans, copyrightable works, mask works, trademarks, service marks and trade secrets invented, developed, created or discovered in performance of this Contract shall be the property of the CAMPO.

Copyright in and to any copyrightable work, including, but not limited to, copy, art, negatives, photographs, designs, text, software, or documentation created as part of the Contractor's performance of this project shall vest in the CAMPO. Works of authorship and contributions to works of authorship created by the Contractor's performance of this project are hereby agreed to be 'works made for hire' within the meaning of 17 U.S.C. 201.

10. Force Majeure

Except as otherwise provided in any environmental laws, rules, regulations, or ordinances applicable to the parties and the services performed under this Contract, neither party shall be deemed to be in default of its obligations hereunder if and so long as it is prevented from performing such obligations by an act of war, hostile foreign actions, nuclear explosion, earthquake, hurricane, tornado, or other catastrophic natural event or act of God. Either party to the Contract must take reasonable measures and implement reasonable protections when a weather event otherwise defined as a force majeure event is forecast to be eligible to be excused from the performance otherwise required under this Contract by this provision.

11. Advertising

The Contractor shall not use the existence of this Contract, or the name of the Town of Cary or CAMPO, as part of any advertising without the prior written approval of CAMPO and the Town of Cary, respectively.

12. Cancellation.

CAMPO may terminate this Contract at any time by providing thirty (30) days written notice to the Contractor. In addition, if Contractor shall fail to fulfill in a timely and proper manner the obligations under this Contract for any reason, including the voluntary or involuntary declaration of bankruptcy, CAMPO shall have the right to terminate this Contract by giving written notice to the Contractor, and in such event, termination will be effective upon receipt. Upon receipt of such notice, the Contractor shall cease performance immediately.

In the event of early termination, Contractor shall be entitled to receive just and equitable compensation for satisfactory work completed and associated costs incurred prior to the Contractor's receipt of notice of termination. Notwithstanding the foregoing, in no event will the total amount due to Contractor under this section exceed the total amount due Contractor under the Contract. The Contractor shall not be relieved of liability to CAMPO for damages sustained by CAMPO by virtue of any breach of this Contract, and CAMPO may withhold any payment due to the Contractor for the purpose of setoff until such time as CAMPO can determine the exact amount of damages due CAMPO resulting from the breach.

Payment of compensation specified in this Contract, its continuation, or any renewal thereof, is dependent upon and subject to the allocation or appropriation of funds to CAMPO for the purpose set forth in this Contract.

13. Laws/Safety Standards

The Contractor shall comply with all laws, ordinances, codes, rules, regulations, safety standards and licensing requirements that are applicable to the conduct of its business, including those of Federal, State, and local agencies having jurisdiction and/or authority regarding the Contractor's work under the Contract.

Contractor must comply with *North Carolina Occupational Safety and Health Standards for General Industry, 29CFR 1910.* In addition, Contractor shall comply with all applicable occupational health and safety and environmental rules and regulations.

As applicable to the scope of work under this Contract, the Contractor shall effectively fulfill and manage their safety and health responsibilities including:

A. Accident Prevention
Prevent injuries and illnesses to their employees and others on or near their job site. Contractor managers and supervisors shall ensure personnel safety by strict adherence to established safety rules and procedures.

B. Environmental Protection
Protect the environment on, near, and around their work site by compliance with all applicable environmental regulations.

C. Employee Education and Training
Provide education and training to all subcontractors, consultants, and employees before they are exposed to potential workplace or other hazards, as required by specific OSHA Standards.

14. Applicability of North Carolina Public Records Law

Notwithstanding any other provisions of this Contract, this Contract and all materials submitted to CAMPO by the Contractor are subject to the public records laws of the State of North Carolina. It is the responsibility of the Contractor to properly designate materials at the time of initial disclosure to CAMPO that may be protected from disclosure as "Confidential" and/or "Trade Secrets" under North Carolina law as such and in the form required by law prior to the submission of such materials to CAMPO. The Contractor understands and agrees that CAMPO may take any and all actions necessary to comply with federal, state, and local laws and/or judicial orders and such actions will not constitute a breach of the terms of this Contract. To the extent that any other provisions of this Contract conflict with this paragraph, the provisions of this section shall control.

15. Audit

At their election, CAMPO may conduct, or provide for, an audit or audits of the Contractor's financial, performance and compliance records maintained in connection with the operations and services performed under this Contract. CAMPO may conduct such audits or inspections throughout the term of this Contract, and for a period of three years after final payment to the Contractor, or for a longer period if such is required by law.

In the event of such an audit, the Contractor agrees that CAMPO, or its/their designated representative(s), shall have the right to review and to copy any work, materials, payrolls, records, data, supporting documentation, or any other sources of information and matters that may in CAMPO judgment have any bearing on or pertain to any matters, rights, duties or obligations arising under the Contract. The Contractor agrees that CAMPO or its/their designated representative, shall have access to Contractor's personnel records pertaining to the performance of this contract, including but not limited to financial, performance, operations and compliance records. The Contractor agrees to maintain such records for a minimum of three years after final payment, unless a longer period of records retention is required by law. The Contractor agrees to allow CAMPO or its/their designee to access to such records during normal business hours and to allow interviews of any employees who might reasonably have information related to such records. CAMPO's authorized representative or designee shall have reasonable access to the Contractor's facilities, shall be allowed to interview all current or former employees to discuss matters pertinent to the performance of this Contract, and shall be provided an adequate and appropriate workspace to conduct audits as provided for herein.

The Contractor agrees to include similar provisions regarding the rights of CAMPO to conduct auditing activities in any contract with employees, consultants, or subcontractors of the Contractor for performance of work under this Contract.

CAMPO agree to provide the Contractor with an opportunity to discuss and respond to any findings before any final audit report is issued.

CAMPO's rights under provisions of this Contract regarding audits shall survive the termination of this contract.

16. E – Verify

Contractor shall comply with E-Verify, the federal E-Verify program operated by the United States Department of Homeland Security and other federal agencies, or any successor or equivalent program used to verify the work authorization of newly hired employees pursuant to federal law and as in accordance with N.C.G.S. §64-25 et seq. In addition, to the best of Contractor's knowledge, any subcontractor employed by Contractor as a part of this contract shall be in compliance with the requirements of E-Verify and N.C.G.S. §64-25 et seq.

17. Iran Divestment Act Certification.

Contractor certifies that, as of the date listed below, it is not on the Final Divestment List as created by the State Treasurer pursuant to N.C.G.S. § 147-86.55, *et seq*. In compliance with the requirements of the Iran Divestment Act and N.C.G.S. § 147-86.59, Contractor shall not utilize in the performance of the contract any subcontractor that is identified on the Final Divestment List.

18. Non-discrimination.

To the extent permitted by law, the parties hereto for themselves, their agents, officials, employees, and servants agree, with respect to the subject matter of this contract, not to discriminate in any manner based on race, color, creed, national origin, sex, age, disability, handicap, marital status, pregnancy, or sexual orientation. The parties further agree, to the extent permitted by law, to comply with all State, Federal, and local statutes, ordinances, and regulations prohibiting discrimination, including but not limited to Title VI of the Civil Rights Act of 1964 (42 U.C.C. 2000 et seq.); the Fair Housing Act, Title VII of the Civil Rights Act of 1968 (42 U.S.C. 3601 et seq.); Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794); the Age Discrimination Act of 1975, as amended (42 U.S.C.6101 et seq.); Title II of the Americans with Disabilities Act of 1990; and Wake County Code of Ordinances Section 34.01.

19. Minority or Women Owned Businesses

Consistent with, and in furtherance of the above-stated agreements not to discriminate on the basis of race, color, creed, national origin, sex, age, marital status, pregnancy, or sexual orientation, the Contractor will pursue an affirmative policy of fostering, promoting and conducting business with and engagement of women and minority owned business enterprises ("WMBE"). Further, the Contractor shall adhere to any State and Federal MWBE requirements associated with any governmental funding involved in this Contract.

20. Federal Contracting Requirements.

The Contractor shall, with respect to the subject matter of this Contract and all services provided or performed hereunder be bound, and abide by, the requirements of applicable federal laws set forth in Exhibit 3, attached. Further, with respect to the subject matter of this contract and services to be provided or performed hereunder, the Contractor shall take all reasonable steps to insure that all of its employees, officers, agents, (sub)contractors, and (sub)consultants abide by such federal requirements, and shall, without limitation, provide reasonable notice of such requirements to its employees, officers, and agents, and shall reference and include such federal requirements in all its contracts with (sub)contractors and (sub)consultants.

21. Force Majeure.

Except as otherwise provided in any environmental laws, rules, regulations, or ordinances applicable to the parties and the services performed under this Contract, neither party shall be deemed to be in default of its obligations hereunder if and so long as it is prevented from performing such obligations by an act of war, hostile foreign actions, nuclear explosion, earthquake, hurricane, tornado, or other catastrophic natural event or act of God. Either party to the Contract must take reasonable measures and implement reasonable protections when a weather event otherwise defined as a force majeure event is forecast to be eligible to be excused from the performance otherwise required under this Contract by this provision.

22. Assignment

This Contract may not be assigned without the express written consent of CAMPO.

23. Applicable Law

All matters relating to this Contract shall be governed by the laws of the State of North Carolina, without regard to its choice of law provisions, and venue for any action relating to this Contract shall be Wake County Civil Superior Court or the United States District Court for the Eastern District of North Carolina, Eastern Division.

24. Companies Boycotting Israel Divestment Act Certification.

The Contractor hereby certifies, pursuant to NCGS 147-86.81, that it has not been designated by the North Carolina State Treasurer as a company engaged in the boycott of Israel.

24. Miscellaneous.

The Contractor shall be responsible for the proper custody and care of any property furnished or purchased by CAMPO for use in connection with the performance of this Contract and, without limitation as to further claims, will reimburse for, as applicable, repair costs or the replacement value of such property.

The Contractor shall be considered an Independent Contractor, and as such shall be wholly responsible for the work to be performed, including the supervision of its employees, consultants, or subcontractors. Nothing herein is intended or will be construed to establish any agency, partnership, or joint venture relationship between the Parties. The Contractor represents that it has, or will secure at its own expense, all resources and personnel required to satisfactorily perform the required services under this Contract. Any employees, sub-contractors, and/or consultants performing work hereunder shall not be employees of, or have any individual contractual relationship with, CAMPO.

This Contract may be amended only by written agreement of the parties executed by their authorized representatives.

This Contract, and any documents incorporated below, represent the entire Contract between the parties and suspend all prior oral or written statements, agreements, or contracts between the Parties.

Specifically incorporated into this Contract are the following attachments, or if not physically attached, are incorporated fully herein by reference:

- Exhibit 1: Scope of Services
- Exhibit 2: Statement of Fees and Charges
- Exhibit 3: CAMPO Requirements under Federal Laws
- CAMPO-Town of Cary Lead Planning Agency Agreement of December 16, 2022, not attached-incorporated by reference.

In the case of any conflict between this Contract and any of the above incorporated attachments, the terms of this Contract shall govern.

IN WITNESS WHEREOF, the Contractor has executed the Contract by the signature of its duly authorized officer(s), and CAMPO has executed the Contract, with proper authority, by the signature of its Executive Director, with the official seal affixed, the day and year first above written.

THE CONTRACTOR:

By:

____

____
Printed Name/Title

ATTEST (If corporate):

By:___________________

THE CAPITAL AREA METROPOLITAN PLANNING ORGANIZATION "CAMPO"

By: ____
Chris Lukasina, Executive Director

Attested By: ____
Star Rogers, Administrative Specialist

Northwest Harnett County Transit Feasibility Study

Capital Area Metropolitan Transportation Organization (CAMPO)

Draft Scope of Work

(Version 2 - August 25, 2023)

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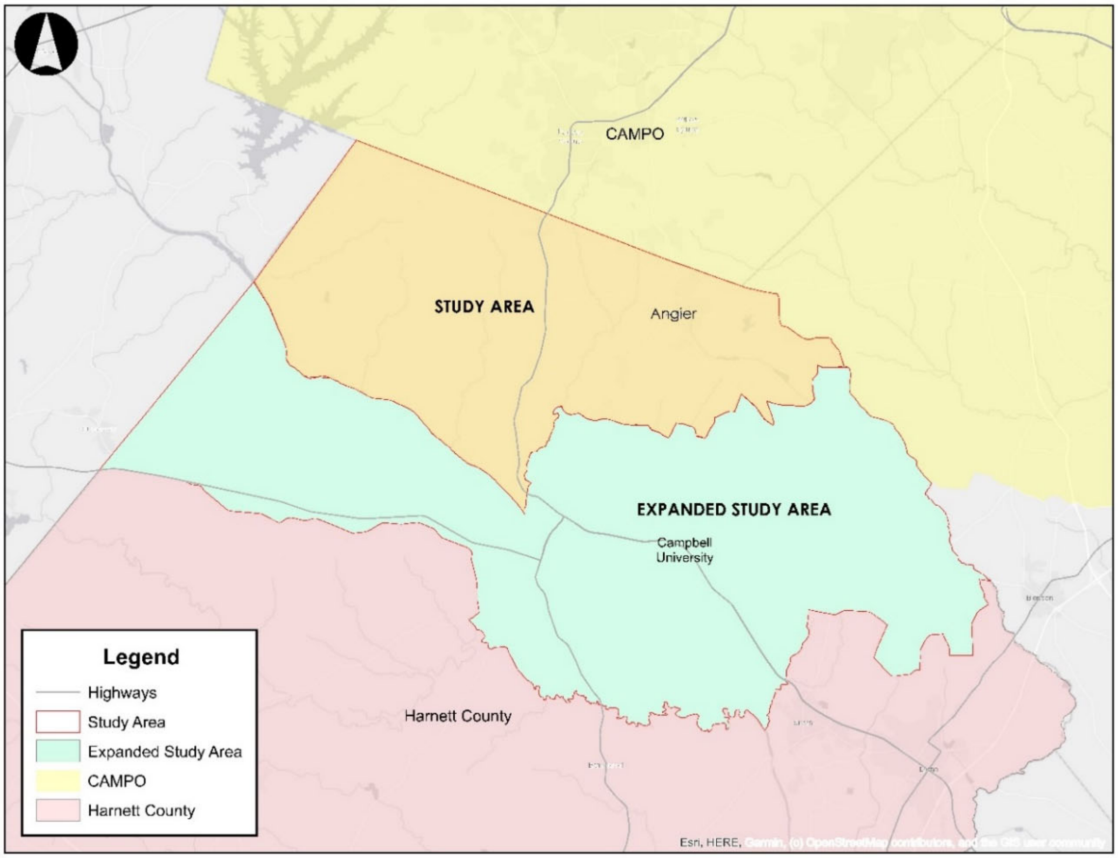
Study Area Boundary

The study area includes the portion of Harnett County within the expanded boundaries of CAMPO as shown in the map below. The geographical boundary of the study area has almost doubled from the original boundary.



Schedule

The tentative schedule of the project is shown in the table below. The project is assumed to get an NTP before the beginning of November. Phase 1 will be from November 2023 to June 2024 (8 months) and Phase 2 will be from July 2024 to June 2025 (12 months).

Key to Abbreviations

M – Meeting
T – TCC Meeting
E – Executive Board Meeting
D – Driver interviews
W – Workshop
P – Popup
PM – Public Meeting

Task	Phase 1 (2023-24)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
1A	Project Coordination					M M	M M	M	M M	M	M	M	M M
1B	Transit Demand Analysis					Maps / Analysis		Memo				Report	
1C	Stakeholder Engagement												
	CTT					M		M					M
	Elected Officials												
	TCC and Exec Board											T E	
	Focus Groups									D WWW			
1D	Public Engagement						Prep	Prep		Survey	P P P P	P Summ	
1E	Land Use and Policy					Maps / Analysis		Memo					

Task	Phase 2 (2024-25)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2A	Project Coordination	M M	M	M M	M	M	M M	M	M	M M	M	M M	
2B	Service Area and Demand												
2C	Stakeholder Engagement												
	CTT		M		M		M			M			
	Elected Officials												
	TCC and Exec Board							T E				T E	
	Focus Groups (combined)		M							M			
2D	Public Engagement				Prep		Prep	PM	Summ				
2E	Transit Service Options												
2F	Implementation and Final Plan												

Assumptions

1. For the purposes of this scope, CAMPO is referred to as ‘the Client’ and WSP is referred to as ‘the Consultant’.
2. The schedule assumes 1 week of review time for all draft deliverables.
3. All deliverables will have one round of Client review.
4. The Client will consolidate all internal reviews and send the document containing all consolidated, internally agreed upon reviews to the Consultant.
5. ESRI products will be used to create the maps.
6. All stakeholder meetings are assumed to be held in Lillington or nearby.
7. Presentations at the Boards and/or Councils of local jurisdictions (except CAMPO TCC and Executive Board) will be done by the Client.
8. The Land Use policy recommendations development was moved to Phase 1 to coordinate with the ongoing UDO development.
9. The Client will manage printing and bear all printing costs.

Compensation

Please see the following table for an estimate of compensation for the project. The table includes two options, and these options refer to the level of workshare and collaboration between the Client and the Consultant. The scope document includes comments where the Consultant suggests potential for the Client to assume responsibility for the mentioned deliverable.

Summary of changes based on the comments that impacted the cost -

- Updating website content hours to provide more frequent updates
- Adding hours for website hosting
- Adding hours for branding

Phase	Task	Task name	Calculated Fee	Hours
1	1.1	Project Coordination	$21,329.42	160
	1.2	Transit Demand Analysis	$11,772.66	105
	1.3	Stakeholder Engagement	$38,188.47	292
	1.4	Public Engagement	$44,563.93	366
	1.5	Land Use and Policy	$5,764.02	44
	Exp	Expenses	$1,381.51	
		Phase 1 Subtotal	**$123,000.00**	**967**
2	2.1	Project Coordination	$25,055.90	180
	2.2	Service Area and Demand	$18,631.69	142
	2.3	Stakeholder Engagement	$36,171.50	266
	2.4	Public Engagement	$35,919.22	280
	2.5	Transit Service Options	$27,750.17	205
	2.6	Implementation and final plan	$37,954.63	244
	Exp	Expenses	$1,516.90	
		Phase 2 Subtotal	**$183,000.00**	**1317**
		Grand Total	**$306,000.00**	**2284**

- Adding hours for yard sign file
- Adding hours for promotional videos
- Adding hours to conduct and support focus group workshops
- Updating hours for survey analysis to include additional crosstab reporting
- Adding hours for translation support
- Adding hours for TCC and Executive Board presentations

- Removing hours for pop-up event attendance
- Removing hours for travel demand modeling task
- Removing hours for project coordination (reduced number of regular coordination meetings)
- Removing all printing cost

Phase 1

This phase will focus on identifying the tolerance and local desire for and suitability of transit in the study area by the elected officials, jurisdictional staff, and the general public. The phase will begin with the creation of the CTT, collection and analysis of geographic and socio-economic data, and development of land use and development policies summary. The Consultant, Client, and the CTT will jointly identify the stakeholders (community members, human services, minority groups, bus operators, transit riders, commercial interests, etc.) needed to be engaged and create three focus groups for targeted outreach. Elected officials will make-up a fourth focus group and will be engaged in advance of the other focus groups. This scope document focuses on the number, hours, preparation, and personnel requirements of the meetings. The exact format of the meetings (drop-in, workshop, charrette, etc.) will be finalized in the Public Engagement Plan (PEP).

The general public and the stakeholder groups will be engaged during this first phase, with a focus on providing education on options and local need for transit based on the data analysis and soliciting input on travel patterns and desire for transit. The first public engagement phase will be conducted over four months to ensure enough opportunities are provided to reach all intended audiences but will utilize one survey period in order to prevent survey fatigue over the short time span of the study. The CTT will be engaged more frequently at important milestones of the project.

The desired outcomes of this phase are:

1. Gather an understanding of the transit demand in study area through data and public input.
2. Educate the public, stakeholders, and elected officials regarding the types and benefits of transit, transit potential in the area, and to ask questions about the community's vision and desirability of transit.
3. Develop an understanding of the land use types, locations, and policies to provide transit-supportive policy recommendations to be incorporated in the UDO.
4. Identifying the need and building the capacity to develop a transit service plan in Phase 2.

Task 1A – Project Coordination

Project Setup

The purpose of this subtask is to undertake all the project setup processes. Upon receipt of Notice to Proceed, the Consultant will meet with the Client to discuss details and develop a common understanding of the project. This kickoff meeting will allow members of the Client and the Consultant team to discuss key items such as lines of communication, schedule, data, identification of the members of the CTT, the elected officials, and the stakeholders.

The Consultant will create a Microsoft Teams based project control site to house all gathered data, meeting summaries, and deliverables. Team members from the Client and the Consultant will have access to this site throughout the duration of the project.

Project Administration

The Consultant will prepare, facilitate, and document up to twelve (12) regularly scheduled calls between the Client and the Consultant to provide regular updates. The calls will focus on technical issues, status of each work product and deliverable, and meeting scheduled milestones. A meeting agenda will be provided at least one (1) day before the call, and meeting notes will be provided within two (2) days. These calls will be up to one (1) hour each and will include participation by the Consultant staff as needed with a total number of attendees not exceeding two (2) personnel at a time. Some of these meetings may include coordination with the managers of other projects in the study area.

The Consultant will provide quarterly invoices and accompanying progress reports to the Client.

Deliverables

- Project Kickoff meeting agenda and minutes (1)
- Project Folder and file repository in MS Teams (1)
- Up to twelve (12) regularly scheduled project progress calls with agenda and minutes
- Quarterly Invoices and Progress Reports

Task 1B – Transit Demand Analysis

The Consultant will document the potential transit demand within the study area. This task will include completion of the following subtasks:

Transportation Market Review

The Consultant will conduct a transportation market review based on data from available public sources, to inventory the study area's existing transportation market and socio-economic conditions and evaluate how those conditions relate to the market for public transportation.

Existing and Planned Transit Evaluation

The Consultant will note existing and planned transit options in and around the study area. The Consultant will document Key Origins and Destinations, including destinations of particular interest to lower-income and disabled residents and other populations with higher transit propensity.

Demographics Analysis

The Consultant will analyze key demographics of the study area focusing on socioeconomic markers of high transit use. The analysis will note relative proportions and the geographic distribution of each of these demographics.

Transit Propensity Adjustment Factor (TPAF) Analysis

The Consultant will use existing demographic data within the study area, and the TPAF factors developed for the *Wake County Transit Plan* to identify where there is an unmet transit demand in the study area. In case HARTS collects and maintains pertinent demographic data of the transit riders (race, income, automobile availability, etc.), the Consultant will calculate the TPAF factors based on HARTS's data.

WSP will develop a set of maps for the study area, associated with the transit demand analysis tasks, including demographics, key destinations, and existing transit and transportation infrastructure conditions to help inform the recommendations development process in Phase 2.

These maps will be created using ESRI ArcMap products in the Q2 of FY 2024 and will represent data at that point in time. After the maps are created, the Consultant will not change these maps if the base data changes.

Deliverables

- One map for each of the four analyses done as a part of this task (up to 4 maps) created using ESRI ArcMap products.
- One (1) memorandum summarizing the high-level findings of transit demand analysis.
  - *One (1) draft*
  - *One (1) final*

Task 1C – Stakeholder Engagement

Core Technical Team (CTT) Engagement

A CTT will be constituted for this project to provide regular coordination and feedback on technical issues and data analyzation elements of the project. The CTT will also be involved in the review of public engagement plans, materials, and will assist with outreach for engagement. The Client will be responsible for establishing initial contact with the members of the CTT and informing them about the purpose of the study and the level of participation expected from them. The Client will also be responsible for scheduling the meetings and providing the venue to conduct the meetings.

The Consultant will prepare the presentations, lead the meetings, and provide agendas and minutes for the meetings. The Consultant will provide the agenda and the presentation to the Client at least seven (7) business days in advance, and the Client will provide feedback on the agenda and the presentation to the Consultant at least four (4) business days in advance of the CTT meeting date. The CTT meetings will be up to two (2) hours each and will include participation by the Consultant staff as needed with a total number of attendees not exceeding three (3) personnel.

The CTT will be engaged at three points in Phase 1 as detailed in the table below –

No.	Schedule point	Purpose
1	At the onset of the project	Kickoff meeting. Project intro, schedule, stakeholder and elected official identification, data identification, etc.
2	After Transit Demand Analysis and draft PE material preparation	Apprise CTT of the analysis outcomes, present the PEP and draft materials for public, stakeholder and elected officials engagement.

3	At the end of Phase 1 (combined meeting with elected officials)	Present the outcomes of the public and stakeholder engagement and lay foundation for Phase 2.

Elected Officials Engagement

It is imperative for the success of this study that the elected officials representing the constituent jurisdictions within the study area be engaged throughout the course of the study. Their engagement will be in the form of meetings and workshops as appropriate at each milestone of the study. In Phase 1, the scope includes one joint workshop.

At the kickoff meeting, the Client and the Consultant, along with the help of the CTT, will create a list of elected officials to be apprised of this study. The Client will contact the elected officials and request participation and involvement in the study. The Client will also be responsible for scheduling the meetings and providing the venue to conduct the meetings.

The Consultant will prepare the presentation, lead the meeting, and provide agenda and minutes for the meetings. The Consultant will provide the agenda and the presentation to the Client at least seven (7) business days in advance, and the Client will provide feedback on the agenda and the presentation to the Consultant at least four (4) business days in advance of the meeting date. The elected official meeting will be up to two (2) hours and will include participation by the Consultant staff as needed with a total number of attendees not exceeding three (3) personnel.

The elected officials will be engaged at two points in Phase 1 as detailed in the table below –

No.	Schedule point	Purpose
1	Workshop after CTT meeting 2	This will be a workshop where elected officials will be informed about the socio-economic conditions and the transit-supportiveness of the study area, various transit service options, and the land-uses required to make the area more transit-supportive. They will then be asked about their view on transit, how they like to see transit develop in their jurisdictions, and what would they like to ask the public.
2	At the end of Phase 1 (combined meeting with CTT)	Present the outcomes of the public and stakeholder engagement and lay foundation for Phase 2.

In case where additional targeted outreach to particular elected officials is required, the Client will coordinate, organize, and conduct the targeted outreach using the same materials presented at the Workshop and/or the meeting.

Focus Groups Engagement

At the beginning of the study, the Client, the Consultant, and the CTT will create a list of stakeholders to be engaged as a part of this study. The stakeholders will be grouped into three (3) focus groups and each focus group will be engaged during the early part of the public engagement through workshops. The same materials and exercises will be used for all the three (3) focus group workshops with potential minor variations between them. The stakeholders can comprise of community members, human and social service agencies, minority groups, transit riders, commercial interests, or other groups as deemed necessary through the joint discussions by the Client, the CTT, and the Consultant.

The Client will contact the stakeholders and request their participation and involvement in the study. The Client will also be responsible for scheduling the workshops and providing the venue to conduct the workshops. The Consultant will prepare the agenda, workshop materials, and conduct the workshops. The Consultant will provide the agenda and the workshop materials to the Client at least seven (7) business days before the first workshop, and the Client will provide feedback on the agenda and the workshop materials to the Consultant at least four (4) business days in advance of the first workshop. The focus group workshops will be up to two (2) hours each and will include participation by the Consultant staff as needed with a total number of attendees not exceeding three (3) personnel.

Three focus groups will be engaged at one point in Phase 1 as detailed in the table below –

No.	Schedule point	Purpose
1	First month of the public survey period	This will be a workshop where the focus groups will be informed about the socio-economic conditions and the transit-supportiveness of the study area, various transit service options, and the land uses needed to make the area more transit-supportive. There will be minor variations in the workshop based on the focus group makeup. They will then be asked about their view on transit, how would they / their community benefit from transit. They will also be asked to propagate the survey amongst their community.

In cases where outreach to additional focus groups is required, the Client will coordinate, organize, and conduct the targeted outreach using the same materials created by the Consultant for the three (3) workshops.

CAMPO TCC and Executive Board

The CAMPO TCC and the Executive Board will be provided with one (1) update during the first phase. This update will occur towards the end of the public engagement period. One (1) member from the Consultant's team will present at the TCC and at the Executive Board. The Consultant will provide the agenda and the presentation to the Client at least seven (7) business days in advance and the Client will provide feedback on the agenda and the presentation to the Consultant at least four (4) business days in advance of the TCC meeting date. The Consultant will make minor edits to the aforementioned presentation for the Executive Board if required.

Bus Driver Interviews

In this phase, the Consultant will also engage with the bus operators of HARTS and ask questions and take their input regarding the operations, demand, and other concerns that the drivers would be aware of. The Client (or HARTS) will organize the schedule and provide the venue for this engagement. This scope assumes that this engagement will take place off-board. The Consultant will provide up to two (2) staff for three (3) hours each and the Client will provide up to two (2) staff. At no point will there be fewer than two (2) staff (total) at the engagement event.

Deliverables

- Agendas, presentations, and minutes for three (3) CTT meetings.
- Agenda, one set of workshop materials, and minutes for one (1) meeting with elected officials.

- One (1) Agenda and one (1) set of workshop materials for three (3) focus group workshops with Stakeholders.
- One (1) Agenda item and one (1) presentation for the CAMPO TCC and Executive Board presentation.
- One (1) questionnaire and one (1) summary of findings from bus driver interviews

Task 1D – Public Engagement

Public engagement for both phases (Tasks 1D and 2D) is detailed at the end of the scope as Task D.

Task 1E – Land Use and Policy

The Consultant will review and evaluate existing land use development policies in Harnett County to determine the general transit-supportiveness of existing policies and codes. This will include reviewing any drafts of the updated Unified Development Ordinance (UDO) provided by Harnett County. Then, a matrix of transit-supportive recommendations will be provided to Harnett County to review and determine which recommendations are palatable to be included into the UDO update. The Consultant will coordinate with Harnett County Planning staff and the consultant for the UDO update to incorporate recommended transit-supportive policy revisions.

Deliverables

- Existing land use development policy review memo, inclusive of maps (1)
- Scoring evaluation of transit supportive policies (1)
- Transit-supportive recommendations matrix (1)

Phase 2

Having formed a thorough understanding of the transit desire, demand, and interest from the public, the stakeholders, and the elected officials in the Study area, this phase will focus on drafting implementation plan based on that understanding. In this phase, the Consultant will establish transit service area based on the demand, explore various transit service options, and develop recommendations to implement transit solutions in Harnett County.

The public, stakeholder, and elected official engagement in this phase will be geared more towards providing information and findings from various analyses and will focus less on the educational aspect of outreach. As a result, the meetings planned in this phase are in the form of presentations or drop-ins and not as workshops.

Desired outcomes of Phase 2 –

1. Combine the local desire for transit with available transit service options from the best practices from across the country.
2. Develop a sound strategy to implement transit service in Harnett County.
3. Get the buy-in from various stakeholders and the public for the strategy.

Task 2A – Project Coordination

Project Administration

The Consultant will prepare, facilitate, and document up to sixteen (16) regularly scheduled calls between the Client and the Consultant to provide regular updates. The calls will focus on technical issues, status of each work product and deliverable, and meeting scheduled milestones. A meeting agenda will be provided at least one (1) day before the call, and meeting notes will be provided within two (2) days. These calls will be up to one (1) hour each and will include participation by the Consultant staff as needed with a total number of attendees not exceeding two (2) personnel, at a time.

The Consultant will provide quarterly invoices and accompanying progress reports to the Client.

Deliverables

- Up to sixteen (16) semi-monthly project progress calls with agenda and minutes
- Quarterly invoices and progress reports

Task 2B – Service Area and Demand

This task will establish the service area and note the demand for future transit connections. Drawing on information from the transit demand analysis task and public and stakeholder engagement, the Consultant will document and confirm the following:

- The origins and destinations with the study area
- Demand and desire for transit within the study area
- Mobility needs of the community.

While establishing the service area, considerations for the type and frequency of the service will be given.

Deliverables

- One (1) memorandum summarizing the high-level findings noting the service area and demand for future transit connections.
  - One (1) draft
  - One (1) final

Task 2C – Stakeholder Engagement

Core Technical Team (CTT) Engagement

Similar to Phase 1, the Client will be responsible for scheduling the meetings and providing the venue to conduct the meetings. The Consultant will prepare the presentations, lead the meetings, and provide agendas and minutes for the meetings. The Consultant will provide the agenda and the presentation to the Client at least seven (7) business days in advance, and the Client will provide feedback on the agenda and the presentation to the Consultant at least four (4) business days in advance of the CTT meeting date. The CTT meetings will be up to two (2) hours each and will include participation by the Consultant staff as needed with a total number of attendees not exceeding three (3) personnel.

The CTT will be engaged at four points in Phase 2 as detailed in the table below –

No.	Schedule point	Purpose
1	Midway through Task 2.2	To present the draft of the service area and demand findings
2	Midway through Task 2.5	To present the draft of the Transit Service Options
3	Before Public Engagement (Combined with elected off.)	To present the public and stakeholder engagement materials
4	Midway through Task 2.6 (Combined with elected off.)	To present the draft implementation and plan.

Elected Officials Engagement

In Phase 2, all engagements with the elected officials will be done during the joint CTT-Elected Official meetings. The engagement in this phase is geared more towards meetings providing information and findings rather than workshops providing education and awareness. In case a separate engagement with the elected officials is deemed necessary, the Client will use the materials created for the CTT meetings and engage with the elected officials. The elected officials will be engaged at two points in Phase 2 as detailed in the table below –

No.	Schedule point	Purpose
1	Before Public Engagement (Combined with CTT)	To present the public and stakeholder engagement materials
2	Midway through Task 2.6 (Combined with CTT)	To present the draft implementation and plan.

Focus Groups Engagement

The three (or more) focus groups comprising of different sets of stakeholders in Phase 1 will be combined into one (1) set of stakeholders for Phase 2. The stakeholder engagement in this phase is geared more towards meetings providing information and findings rather than workshops providing education and awareness.

Similar to Phase 1, the Client will be responsible for scheduling the meetings and providing the venue to conduct the workshops. The Consultant will prepare the agendas, presentations, and lead the meetings. The Consultant will provide the agenda and the presentation to the Client at least seven (7) business days before the meeting and the Client will provide feedback to the Consultant at least four (4) business days in advance of the meeting. The meetings will be up to two (2) hours each and will include participation by the Consultant staff as needed with a total number of attendees not exceeding three (3) personnel.

The stakeholders will be engaged at two (2) points in Phase 2 as detailed in the table below –

No.	Schedule point	Purpose
1	Midway through Task 2.2 (after CTT meeting)	To present the summary of the outcomes of Phase 1 and present the draft of the service area and demand findings.
2	Beginning of Public Engagement	To present the Transit Service Options and the public engagement materials. Their help will be sought to propagate the study to increase public participation

In cases where outreach to additional stakeholders is required, the Client will coordinate, organize, and conduct the targeted outreach using the same materials created by the Consultant for the stakeholder meetings.

CAMPO TCC and Executive Board

The CAMPO TCC and the Executive Board will be provided with two (2) updates during the second phase. The Consultant will prepare one (1) presentation during each of the two (2) updates and present it to the TCC and the Executive Board. The Consultant will provide the agenda and the presentation to the Client at least seven (7) business days in advance, and the Client will provide feedback on the agenda and the presentation to the Consultant at least four (4) business days in advance of the TCC meeting date. The Consultant will make minor edits to the aforementioned presentation for the Executive Board if required.

Presentations to the TCC and the Executive Board will occur at two (2) points in Phase 2 as detailed in the table below –

No.	Schedule point	Purpose
1	During Public Engagement	To present the service area and demand findings, transit service options, and the ongoing public and stakeholder engagement efforts.
2	After completion of the final report and implementation task.	To present the final report and implementation of the study

Deliverables

- Agendas, presentation, and minutes for four (4) CTT meetings.
- Agenda, presentation, and minutes for two (2) meetings with stakeholders.

- Two (2) Agenda items and two (2) presentations for the CAMPO TCC and Executive Board presentation.

Task 2D – Public Engagement

Public engagement for both phases (Tasks 1D and 2D) is detailed at the end of the scope as Task D.

Task 2E – Transit Service Options

This task will explore transit service options for the study area.

Utilizing the available data gathered in earlier tasks, a series of transit service options will be developed for evaluation, ranging from the expansion of local and/or regional express bus services to demand-responsive services, Microtransit, and Transportation Network Company (TNC) Supplements. The service options will be based on the anticipated demand for service, and in consideration of the projected capital and operating costs associated with each service option and available funding. WSP will use the data gathered on existing services, geography, demographics, travel characteristics, and public and stakeholder feedback to distill the analysis into a series of key themes and takeaways that will directly inform the design of the service scenarios.

The Consultant will investigate up to four (4) high-level transit service options for consideration.

Through examination and evaluation of the transit service types, and in coordination with the project steering committee, WSP will advise on the true benefits, impacts, and tradeoffs of the alternatives. This will allow the project team and stakeholders to select a preferred and feasible transit service type.

Deliverables:

- One (1) memorandum summarizing the high-level findings of the transit service options.
  - One (1) draft
  - One (1) final

Task 2F – Implementation and Final Plan

This task will identify a recommended transit service plan, which may include a phase approach of several transit types. Upon selection of a preferred transit service plan, WSP will consider the recommended service plan from the standpoint of implementation feasibility, defining the alternative concept. A summary-level implementation plan will be developed to provide information needed to determine future implementation needs (both capital and operating elements). The implementation plan will include:

- High level phasing plan (short-term and long-term)
- Planning-level capital and operating cost estimates
- Identifying potential funding resources
- Identifying potential options for local and regional coordination

The implementation plan will then be included as part of a larger Final Plan that will incorporate previous tasks memorandums and provide an overview of the transit demand in the Study area, the recommended transit service plan, and how that service could be implemented.

The Consultant will create a presentation to provide highlights from the final report to be presented to the local jurisdictions and boards. The Consultant will present to the CAMPO TCC and Executive Board and the Client will present to the local jurisdictions and boards. The final report will also be posted onto the project website, with an announcement that the final recommendations have been adopted, following the official adoption of the plan.

Deliverables

- One (1) memorandum summarizing the high-level findings for an implementation plan.
    - One (1) draft
    - One (1) final
- One (1) Final Plan document, which will incorporate all previous tasks, memos, and mapping.
    - One (1) draft
    - One (1) final
- One (1) Final Plan presentation, highlighting key takeaway from the Final Plan document.

Task D – Public Engagement

This scope accounts for two (2) phases of public engagement as follows:

- Phase 1: Provide education about transit options and development, assess the perception for transit in the community, and develop a vision for transit options that would serve the public in providing them with alternative modes of transportation.
- Phase 2: Report to the public about Phase 1 public input and seek input on developed recommendations. At the end of Phase 2, the Consultant will create a final plan presentation for the Client to present at various boards for adoption, and update the website with the final report (see Task 2F)

Assumptions:

- There will be two (2) phases of public engagement.
- The Consultant will develop project content, including visuals such as infographics, and materials for activities as listed in the SOW. The Consultant will provide both digital versions and hard-copy versions of all materials.
- The Client will be responsible for printing costs.
- The Client will electronically distribute outreach content including social media, flyers, digital toolkit, and press releases.
- The Client will be responsible for identifying appropriate media outlets and distributing the press release.
- The Client will distribute e-mails to share project information with the general public using the Client's public email list through PublicInput. The Client will also distribute information to the SOT and partner agencies.
- The Client will be responsible for media inquiries and notifications.
- The Client will be responsible for printing costs.
- The Client will use CAMPO's social media accounts to share project information and promote public participation on Facebook, Instagram, and Twitter. The Client will be responsible for costs associated with social media and/or print advertising, should CAMPO choose to use paid advertising.
- The Consultant will develop and maintain the project website.

- The Consultant will provide Spanish translations. The Client will provide translations for additional languages, as requested by the public.
- Translation services at public meetings will only be provided if requested by a member of the public seven (7) days prior to the public meeting so arrangements can be made.

Task D1 Study Branding

The Consultant will work with the Client to develop project branding that reflects the project purpose and to provide a consistent look for project materials that is recognizable to the public. The branding will be used on all project materials, including the webpage, outreach and engagement materials, and project documentation. The Consultant will provide one round of concepts based on the Client's input and will revise the brand up to one time following a concept review meeting. The Consultant will provide a memo of the brand standards to the Client.

Task D2 Public Engagement Plan

The Consultant will develop a Public Engagement Plan (PEP) to detail public engagement efforts throughout the project. Prior to developing the PEP, the Consultant will review previous studies in the NW Harnett area, including recommendations and how public input influenced the recommendations. The PEP will detail:

- The goals for engagement,
- Summary of prior, current, and upcoming engagement activities within the community,
- Target audiences and stakeholders based on a demographic analysis of the study area,
- The Stakeholder invitation list,
- How each phase will be publicized,
- The tools and techniques to effectively engage the public and stakeholders;
- Performance measures for successful engagement,
- Description of targeted outreach to Limited English Proficiency and other targeted populations as identified with the Client in a pre-planning meeting, and,
- A schedule to detail when activities are anticipated to occur.

The plan will align with CAMPO's Public Participation Plan. Additionally, performance measures will be included based on CAMPO's Public Participation Plan. The Consultant will have a meeting with the Client to review and discuss the PEP prior to finalizing, which will include one member of the Consultant's Public Engagement team. The PEP will have the flexibility to be modified, in agreement with the Client, as the project progresses based on tools and techniques that work best. The Client will provide comments in one document and the Consultant will revise up to one time prior to finalizing.

Task D3 Project Website

The Consultant will develop and host a project website to convey project information and announce engagement opportunities. The consultant will host and maintain the website for two years. Following the project, the consultant will provide all web files to CAMPO.

The Consultant will develop content to populate the webpage throughout the study at key milestones. These milestones will include the project kick-off, at the start and conclusion of each round of engagement, and at the conclusion of the study. The Consultant will develop up to six (6) sets of draft content (one per milestone) to be reviewed and approved by the Client before being launched on the website. Content may include, but is not limited to:

- A project overview,
- Anticipated project schedule,
- Links to surveys (as they are available), and
- Summaries of public input and recommendations.

The Client will use the webpage to post all public-facing materials, including promotional materials, engagement materials such as flyers and display boards, technical reports and memos, or any other necessary content. The Client will use Google Translate to provide information in other languages, as needed.

Trask D4 Promotional Materials

The Consultant will provide the draft content, including text and graphics, that can be used by the Client to develop different promotional materials used to increase public awareness for the project and participation opportunities. Draft content will be developed prior to each study milestone for up to six (6) sets of content. The Consultant will revise the draft content up to one (1) time prior to finalizing the content. The Client will use the draft content provided by the Consultant to develop materials, including but not limited to e-blasts, press releases, social media content, briefings or updates, giveaways, etc.

Additional promotional content that will be developed by the Consultant includes:

- **Social Media -** The Consultant will provide up to three (3) unique graphics during each phase of public engagement in order to provide ongoing communication about the project, for a total of up to six (6) unique graphics.
- **Reels/short promotional videos** – The Consultant will provide up to two (2) 30-second videos that can be used on social media to promote study engagement opportunities. The Consultant will develop the storyboards for review and produce the video the final videos. The Client will distribute the video as necessary.
- **Informational Flyer -** The Consultant will develop one (1) flyer for each phase of engagement, for a total of two (2) flyers throughout the study period, that can be distributed throughout the study area to physical locations such as businesses and community/government buildings to announce engagement activities.
- **Roadside sign -** The Consultant will design one (1) yard sign to be used throughout the lifespan of the project to promote the project website. It will have English on one side and Spanish on the opposite side.
- **Digital toolkit -** The Consultant will organize all digital files of promotional materials to be included in a digital communicated toolkit for easy distribution to CTT, stakeholders, community ambassadors, partners, and other organizations to easily share information about the project up to two (2) times. The digital toolkits will include files such as digital versions of print materials, sample social media messaging for use on Facebook, Twitter, Instagram, and NextDoor, logos and brand graphics, outreach links (survey, website), a digital flyer that may be used by recipients to promote the project on screens at local facilities such as libraries, buses, etc., and a roadside signage image file. The Client will distribute the toolkits, as needed.

Task D5 Phase One Coordination

The goal is Phase One of Engagement will be to provide education about transit options and development, assess the perception of transit in the community, and develop a vision for transit options that would serve the public by providing them with alternative modes of transportation. This phase will include material that provides education on transit options, presents relevant information about previous engagement conducted within the study area about transit desires, and collects input from the public about their current travel needs and desires as it relates to transit.

Two members of the Consultant's Public Engagement team will participate in one (1) pre-planning public engagement meeting with the Client to prepare for the first phase of public engagement and to review the "phase one logistics guide" developed by the Consultant based on the strategies listed in the PEP, prior to the start of developing phase one materials. The logistics guide will include a detailed description of the planned engagement activities, roles/responsibilities, desired outcomes, materials, and timeline of production.

Pop-up Events

Pop-up events will be used to reach the community in locations where they frequent, rather than expecting them to seek out the study team. This method will also work to capture populations who typically do not attend public meetings. These activities may include pop-up events at locations within the project area (grocery stores, places of worships, etc.), meetings with specific stakeholders (ex. business alliances), community gatherings (sports leagues), focus groups, or other tailored engagement events. The Client and Consultant will work together to identify locations, as well as provide logistics for these events. The logistics for scheduling these events will be included in the phase one logistics guide. The Client will host and staff the pop-up events.

The Consultant will develop one (1) set of meeting materials for the first phase of engagement including the following:

- One (1) interactive activity – materials and instructions
- Up to two (2) display boards with graphics and text
- One (1) handout

The Client and Consultant will work together to develop the interactive activities that can be used at pop-up meetings, or other meetings and events, to drive participation in the study and to capture feedback on study survey questions. This activity will be outlined in the development of the PEP.

The Client will print the necessary materials for the pop-up events. Event materials will be posted to the project webpage for the public to view at their convenience and to increase reach. The Consultant will provide the Client with digital files of event materials. The Consultant will revise materials up to two (2) times.

Online Survey

The Consultant will develop an online survey to solicit public input during the first phase of public engagement. The Consultant will provide content and graphics for the survey that will be developed by the Client using their PublicInput subscription. The Consultant will revise the survey up to one time per survey based on feedback from the Client. A digital file of a print version will be provided by the Consultant. The Client will be responsible for data entry of results.

The Client will provide the Consultant with access to their PublicInput.com subscription in order for the Consultant to pull an update mid-way through the engagement period on the performance of the survey. The Consultant will coordinate with the Client to identify gaps in target populations' involvement, including populations identified during the PEP development to support performance measures. The Consultant will conduct an analysis of the final survey results. These results will include a cross-tab analysis of survey responses received by participants who are part of the target populations.

Task D6 Phase Two Coordination

The goal of Phase two of engagement will be to report back to the public about Phase 1 public input that was collected, including a summary of engagement and the development of a general vision for transit within the study area, and to share and seek input on developed recommendations for transit options.

Two members of the Consultant's Public Engagement team will participate in one (1) pre-planning public engagement meeting with the Client to prepare for the second phase of public engagement and to review the "phase two logistics guide" developed by the Consultant based on the strategies listed in the PEP, prior to the start of developing phase two materials. The logistic guide will include a detailed description of the planned engagement activities, roles/responsibilities, desired outcomes, materials, and timeline of production.

Public Meeting

The Consultant will organize and facilitate two (2) public meetings during Phase 2 of engagement. These meetings will be held in-person. The Consultant will work with the Client to determine the format for the public meetings (open house style or presentation style) prior to Phase 2 of engagement based on the goals and information available. The Consultant will develop a public meeting strategy and note-taking during the presentation. The Client will arrange meeting accommodations and invitations to the meeting. Up to three (3) Consultant staff will attend the meetings. The Consultant will develop one (1) set of meeting materials for the public meetings including the following:

- Up to six (6) display boards with graphics and text
- One (1) meeting presentation
- One (1) handout
- One (1) comment form

The Client will print the necessary materials for the meetings. Meeting materials will be posted to the project webpage for the public to view at their convenience and to increase reach. The Consultant will provide the Client with digital files of public meeting materials. The Consultant will revise materials up to two (2) times. The Client will be responsible for data entry of results.

Task D7 Spanish Translations

The Consultant will be responsible for translating project materials, including key promotional and engagement materials, into Spanish. This includes up to 7,200 words for the duration of the project.

Task D8 Community Engagement Report

The Consultant will provide a written summary of all public engagement activities following each engagement phase for a total of two (2) summaries. The summaries will include graphics and charts to illustrate public input. All engagement efforts will be documented, including the number of people reached, input collected, and evaluation of effectiveness. Public input will also be analyzed to inform recommendations. The Consultant will revise each phase summary up to one time based on feedback from the Client. Both summaries will be combined into one document to be included in the final project report.

Deliverables

- Study Branding and Logo Design and Files
- One (1) public engagement plan (PEP)
  - One (1) draft project PEP
  - One (1) meeting to discuss the draft PEP (coordination, agenda, notes)
  - One (1) final project PEP
  - Periodic updates as needed
- Project Website
  - Hosted webpage and domain for up to 24 months
  - Six (6) sets of project website materials
  - Four (4) announcement posts
- Promotional materials
  - Draft content, text and graphics, to be used for promotional materials
  - Up to six (6) customized social media graphics
  - Two (2) informational flyers
  - One (1) roadside sign
  - Two (2) promotional videos
  - Two (2) digital toolkit packages
- Two (2) pre-planning public engagement meetings (coordination, agenda, notes)
- Two (2) engagement phase logistics guides
- Pop-up events
  - One (1) set of materials including up to one (1) interactive activity, two (2) display boards, one (1) handout
- One (1) online survey content document
  - One (1) set of online content for digital survey
  - One (1) paper survey layout
- Two (2) Public meetings
  - One (1) set of meeting logistics and coordination
  - One (1) set of materials including up to six (6) display boards, one (1) presentation, one (1) handout, and one (1) comment form
  - Up to three (3) WSP staff members to attend
- Spanish Translations (Up to 7,200 words)
- One (1) engagement report
  - Two (2) engagement phase summaries