



**AMENDMENT NO. 1
TO AGREEMENT NO. OTGP-VER1-WACiAs-00022
BETWEEN
THE STATE OF WASHINGTON DEPARTMENT OF ECOLOGY
AND
Association of Washington Cities**

PURPOSE: To amend the above-referenced agreement (AGREEMENT) between the state of Washington Department of Ecology (ECOLOGY) and Association of Washington Cities (RECIPIENT) for the RSMP Communication Strategy (PROJECT).

The reason for this amendment is to add funds in the total amount of \$105,214 for additional project tasks and to extend the grant for another year.

IT IS MUTUALLY AGREED that the AGREEMENT is amended as follows:

Total Cost:

Original: 136,217.00 Amended: 241,431.00

Total Eligible Cost:

Original: 136,217.00 Amended: 241,431.00

Expiration Date:

Original: 03/31/2018 Amended: 06/30/2019

CHANGES TO THE BUDGET

Funding Distribution EG170063

Funding Title: Regional Stormwater Monitoring Program

Funding Type: Grant

Funding Effective Date: 11/01/2016

Funding Expiration Date: 06/30/2019

Funding Source:

Title: Private/Local (WQ)

Type: State

Funding Source %: 100%

Description: Regional Stormwater Monitoring Program (RSMP) - F92AA, F92AB, F92AD

Approved Indirect Costs Rate: Approved State Indirect: 25%
 Recipient Match %: 0%
 InKind Interlocal Allowed: No
 InKind Other Allowed: No
 Is this Funding Distribution used to match a federal grant? No

Regional Stormwater Monitoring Program	Task Total
Project Administration/Management	\$ 36,602.00
Plan and host first annual conference to showcase RSMP findings	\$ 41,995.00
Implement RSMP marketing and communications	\$ 128,574.00
Evaluate stakeholder knowledge and understanding of the RSMP	\$ 8,200.00
Establish RSMP brand and marketing/communication plan	\$ 26,060.00

Total: \$ 241,431.00

CHANGES TO SCOPE OF WORK

Task Number: 1 **Task Cost:** \$36,602.00

Task Title: Project Administration/Management

Task Description:

A. The RECIPIENT shall carry out all work necessary to meet ECOLOGY grant or loan administration requirements. Responsibilities include, but are not limited to: maintenance of project records; submittal of requests for reimbursement and corresponding backup documentation; progress reports; and a recipient closeout report (including photos).

B. The RECIPIENT shall maintain documentation demonstrating compliance with applicable procurement, contracting, and interlocal agreement requirements; application for, receipt of, and compliance with all required permits, licenses, easements, or property rights necessary for the project; and submittal of required performance items.

C. The RECIPIENT shall manage the project. Efforts include, but are not limited to: conducting, coordinating, and scheduling project activities and assuring quality control. Every effort will be made to maintain effective communication with the RECIPIENT's designees; ECOLOGY; all affected local, state, or federal jurisdictions; and any interested individuals or groups. The RECIPIENT shall carry out this project in accordance with any completion dates outlined in this agreement.

Task Goal Statement:

Properly managed and fully documented project that meets ECOLOGY’s grant or loan administrative requirements.

Task Expected Outcome:

- * Timely and complete submittal of requests for reimbursement, quarterly progress reports, and RECIPIENT closeout report.
- * Properly maintained project documentation.

Deliverables

Number	Description	Due Date
1.1	Quarterly Reports	

CHANGES TO SCOPE OF WORK

Task Number: 2 **Task Cost:** \$26,060.00

Task Title: Establish RSMP brand and marketing/communication plan

Task Description:

Working with members of the RSMP communication strategy advisory committee (a subgroup of the Stormwater Work Group), RECIPIENT will lead the effort to establish a clear RSMP brand. This will include meetings and discussions to identify brand direction and review prototypes. Based on this information, RECIPIENT will lead the production of the RSMP logo, marketing and communications strategy, and baseline language describing RSMP, and its value to partners and the broader Puget Sound area community.

A: First meeting with advisory committee

RECIPIENT will collect input about ideas relating to RSMP brand and about the marketing and communications strategy, and about a survey to gage stakeholder understanding and knowledge of the RSMP. The feedback will help RECIPIENT develop appropriate messages and delivery approaches for target audiences.

B: Draft marketing and communication strategy

RECIPIENT will write a draft plan using ideas and feedback from the advisory committee. As part of the draft plan, RECIPIENT will develop three logo options and develop three “personas” for key target audiences (i.e., stormwater managers, public works directors, and local elected officials) and best messages, strategies, and delivery methods to reach each of these audiences.

C: Second meeting with advisory committee

RECIPIENT will collect feedback on the draft marketing and communications strategy and survey (see Task 2).

D: Final marketing and communication strategy

RECIPIENT will finalize the marketing and communications strategy, logo and “personas”.

E: Update SAM communication strategy based on survey responses and lessons learned. Includes evaluation of all SAM/SWG communications based on results from 2/18 survey, and up to 2 in-person SAM Communication Advisory Committee meetings, creation of draft and final versions.

Task Goal Statement:

Develop effective communication and marketing plan for target audiences.

Task Expected Outcome:

Implemented plan will effectively communicate RSMP achievements to key target audiences (i.e., stormwater managers, public works directors, and local elected officials).

Deliverables

Number	Description	Due Date
2.1	Final marketing and communication strategy	
2.2	Updated marketing and communication strategy	

CHANGES TO SCOPE OF WORK

Task Number: 3 **Task Cost:** \$8,200.00

Task Title: Evaluate stakeholder knowledge and understanding of the RSMP

Task Description:

Knowledge and understanding of the RSMP are presumed to be spotty, inconsistent, or absent among stormwater permittees and municipal elected officials. Because local governments are contributing funding for the RSMP as part of their permit requirements, it is important that all levels of government understand what the RSMP is doing and how the findings will help the region manage stormwater.

A: RSMP knowledge evaluation survey

RECIPIENT will develop a survey to assess RSMP program knowledge and understanding. These surveys are intended to be administered before and after the marketing campaign. RECIPIENT will get feedback on this survey at one or both of the meetings held for Task 2.

B: Results and findings of pre-marketing survey

RECIPIENT will administer the survey to assess RSMP program knowledge and summarize survey findings along with existing gaps and recommended next steps. Survey responses will be included as separate document or appendix.

C: Results and findings of post-marketing survey

RECIPIENT will administer the survey to assess RSMP program knowledge and summarize findings and recommend next steps. Survey responses will be included as separate document or appendix.

D. Post outreach effort survey to assess communication effectiveness results; same approach as surveys in 2017 and 2018.

Task Goal Statement:

Assessment of current understanding of RSMP among all levels local government.

Task Expected Outcome:

Improved understanding among local governments of what the RSMP is doing and how the findings will help the region manage stormwater.

Deliverables

Number	Description	Due Date
3.1	Survey results, summary of survey findings, and recommended next steps.	
3.2	Survey #3 results, summary of findings, recommended next steps	

CHANGES TO SCOPE OF WORK

Task Number: 4 **Task Cost:** \$128,574.00

Task Title: Implement RSMP marketing and communications

Task Description:

RECIPIENT will promote RSMP research findings, best practices, program values and accomplishments via the strategies identified in Task 2. The RECIPIENT will implement marketing campaign to include: 1) Targeted communications and outreach materials delivered to specific “persona” audiences; 2) Broad marketing about the value of the RSMP and the partnership model to each “persona” category; 3) Presentation materials/templates for use at regional group and association meetings; 4) Educational materials for events/sessions at conferences/trainings.

A: RECIPIENT will develop standard RSMP research brief templates incorporating key outcomes, best practices and strategies. Different templates may be developed for various effectiveness studies and for status and trends studies. The RECIPIENT will develop a standard RSMP PowerPoint presentation template for the RSMP Coordinator and all RSMP study contractors to use in presenting their findings. RECIPIENT will develop a flier describing the RSMP. RECIPIENT will develop a quarterly newsletter template for distribution via email and web posting. The RSMP Coordinator will determine which of these products will be reviewed by the advisory committee before being finalized. RECIPIENT will also develop and manage contact lists for email distribution to city and county recipients and others. Work products will include: Brief template(s), Presentation template, Exhibit flier; Email lists

B: RECIPIENT will use the templates and initial edited material provided by the RSMP Coordinator and study authors to develop up to 20 briefs or fact sheets describing the key findings of each RSMP study to target audiences. The RSMP Coordinator will determine the order in which these briefs will be developed. One will be developed for each of the three status and trends programs; one for source identification; and the others for individual effectiveness studies.

The RSMP Coordinator, SWG Project Manager, and the study authors will review each brief at least once, and perhaps twice, before it is finalized.

C: The RECIPIENT will create and edit up to four 3-5 minute video segment (one-day on-site filming). The rough cut will be reviewed with the advisory committee at AWC. Final video files will be uploaded to YouTube and sent to the RSMP Coordinator.

D: The RECIPIENT will create an outline and a final story map/GIS product highlighting RSMP findings and review it with the advisory committee.

E: The RECIPIENT will produce and distribute seven stand-alone RSMP quarterly newsletters beginning in early 2017 highlighting news and articles using content developed for other project tasks and provided by the RSMP Coordinator and SWG Project Manager.

The RECIPIENT will repurpose one piece of content (research brief, video, etc) for inclusion once quarterly in 2017 AWC's electronic newsletter CityVoice, and also provide this content to WSAC.

F: RECIPIENT will secure vendor space, develop final exhibits and materials including display banner and 1 page RSMP handout materials (print run of 1,000). Coordinate possible presentation opportunities for SAM at up to 3 conferences/regional meetings (WSAC, AWC, Sound Cities, etc.). Target audiences to be defined with input from SAM staff and Communication Advisory Committee, with all presentations to be staffed by SWG members and /or SAM staff

G. Creation of template “Communications kit” for SW staff to help educate about SAM. Kit will include a core PowerPoint based on existing SAM ECY staff materials. Production includes one phone meeting review and revisions by SAM Communication Advisory Committee. Production of SAM “booklet” (cover, intro, study summary sheets and up to 5 pages of additional info) compiling results of first round studies; includes graphics, layout and printing. Includes one phone meeting with SAM Communications advisory committee to review how best to share with SW managers.

Task Goal Statement:

The first goal of this task is to (based on research findings) share scientific knowledge, recommended action steps, and best practices, in an easy-to-read and understandable way. The second goal of this task is to help target audiences understand the purpose of the RSMP, its relationship to the entity, and the value of the RSMP partnership.

Task Expected Outcome:

Increased awareness of RSMP among target audiences.

Deliverables

Number	Description	Due Date
4.1	List of completed material and final YouTube video link in a memo	

4.2	List of completed materials and final YouTube video and GIS storymap links in memo.	
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CHANGES TO SCOPE OF WORK

Task Number: 5 **Task Cost:** \$41,995.00

Task Title: Plan and host first annual conference to showcase RSMP findings

Task Description:

The RSMP will soon have sufficient results and findings to fill a conference session that will be of interest to stormwater program managers, public works directors, elected officials, and other stakeholders. RECIPIENT will help plan and host the first such conference in the spring of. All printed materials will feature the new RSMP brand.

A: Copies of contracts with venue and caterer; facilitation and support during conference

RECIPIENT will secure an appropriate venue at a date agreed upon by the RSMP Coordinator and advisory committee members. Participants will be provided morning and afternoon tea/coffee service and light refreshments, and box lunches or a buffet service. It is appropriate to charge each attendee a fee to cover lunch. RECIPIENT will collect and handle participant payments for lunches.

B: Conference agenda with confirmed list of presenters

RECIPIENT will collect input from the RSMP Coordinator and SWG Project Manager about priorities, agenda and “sequencing” of the day. RECIPIENT will make contacts and coordinate with presenters, confirm of availability for the conference, and handle all arrangements with speakers and poster presenters for the conference. All presenters will be instructed to use RSMP templates and logo.

C. Registration announcements, on-line registration service, name badges, and final participant list

RECIPIENT will publish information about, market the conference and manage the entire registration process through participant check-in at the door on the day of the conference.

D. Publish final conference materials

RECIPIENT will post (or prepare and organize for efficient posting by another, agreed-upon party) all presentations, handouts, agenda, speaker bios, and participant list on a website agreed to by the RSMP Coordinator and advisory committee.

E. Assist SAM and ECY staff with meeting materials and support for up to 3 workshops with 60-80 participants each held throughout western Washington in August-Oct 2018. Specific work products to be defined with SAM staff.

Task Goal Statement:

Plan and host the first Annual RSMP conference.

Task Expected Outcome:

RSMP results and findings will be shared with stormwater program managers, public works directors, elected officials, and other stakeholders.

Deliverables

Number	Description	Due Date
5.1	Link to posted conference materials included in quarterly report.	
5.2	Description of SAM workshop materials posted and support provided in memo	

Funding Distribution Summary

Recipient / Ecology Share

Funding Distribution Name	Recipient Match %	Recipient Share	Ecology Share	Total
Regional Stormwater Monitoring Program	0 %	\$ 0.00	\$ 241,431.00	\$ 241,431.00
Total		\$ 0.00	\$ 241,431.00	\$ 241,431.00

