

EXHIBIT A Scope of Work

The scope of work for this project is to develop and implement a media relations campaign for the San Francisco Bay Area. The campaign should reflect the following goals and objectives:

1. To establish and develop long term relationships with regional media outlets in order to:
 - generate more press calls to the appropriate agency when a water quality related issue becomes news, and;
 - educate the media generally on the issues so when news breaks, or specific press campaigns are developed, the media will be more receptive to cover the issues.
2. To generate media coverage that will encourage individuals to adopt behavior changes which result in water pollution prevention and to:
 - raise the public's awareness of water quality related issues, and;
 - focus on specific behavior changes that will prevent water pollution.

The campaign must encompass the following areas within the San Francisco Bay: Alameda County, Contra Costa County, Marin County, Santa Clara County, San Mateo, City & County of San Francisco, Solano, Sonoma and Napa Counties.

The target audiences for this campaign includes: reporters, editors of major Bay Area print and electronic media, and the general public.

The target media outlets for this campaign include: those major print and electronic media outlets that reach the service area of BADA/BASMAA agencies (e.g., San Jose Mercury News, San Francisco Examiner and Chronicle, and other major print media; KTVU, KRON, KPIX, KNTV, KCBS, KGO, KQED; non-english speaking media outlets; on-line media, and; other major television and/or radio media outlets, as appropriate).

Building on BADA and BASMAA's 1998/99 media relations campaign, Consultant will develop and implement a media relations campaign that accomplishes Task A and B listed below. This campaign must also link efforts with other BADA/BASMAA public outreach activities that are identified in Exhibit C.

Task A - Generate long-term relationships with regional media outlets and establish BADA/BASMAA representatives as information sources on water quality and pollution prevention issues. Activities in this task include the following:

1. The Consultant shall develop and submit a media relations work plan to the BASMAA/BADA work group within 30 days following contract approval. The work plan will detail subtasks, budgets and timelines and include the following components:
 - List of targeted media outlets based on an analysis of regional reach and frequency including a list of the targeted editors and reporters (e.g., news editors, editorial page editors, home page editors, feature writers, etc.) for tasks.

- List of deliverables including press briefings, media training for BASMAA/BAA representatives, and other activities that will establish BADA/BASMAA representatives as sources of information on water quality and pollution prevention issues.
 - Plan for assisting local agencies with local media relations efforts (e.g., providing local programs with media contacts that will be approached in their service area, press releases, etc.).
2. The Consultant shall link media relations activities with other BADA/BASMAA public education activities, as appropriate, to obtain optimum value (see Exhibit C).
 3. The Consultant shall implement the media relations work plan. The work plan must be approved by the BADA/BASMAA media relations work group prior to implementation.
 4. Consultant shall track, document, evaluate and report on media relations efforts. Reports will be submitted monthly to the BADA/BASMAA work group on the first day of each month. A final report will be submitted by June 30, 2000.
 5. Consultant shall provide on-call services as directed by the BADA/BASMAA work group and agreed to by Consultant.

Task B

Generate balanced regional media coverage aimed at promoting individual behavior changes leading to water pollution prevention. Activities in the task include the following:

1. The Consultant shall develop and submit a media coverage work plan to the BASMAA/BADA work group within 30 days following contract approval. The work plan will detail subtasks, budgets and timelines and include the following components:
 - List of targeted media outlets based on an analysis of regional reach and frequency.
 - List of deliverables including: an updated BADA/BASMAA media kit (if needed), media follow-up, press interviews, media events, news releases, media pitches, public service announcements, and other vehicles to promote media coverage.
 - Plan for assisting local agencies with local media relations efforts (e.g., providing master copies of coverage materials, etc.).
2. The Consultant shall link media relations activities with other BADA/BASMAA public education activities, as appropriate, to obtain optimum value (see Exhibit C).
3. The Consultant shall implement the media relations work plan. The work plan must be approved by the BADA/BASMAA media relations work group prior to implementation.
4. Consultant shall track, document, evaluate and report on media coverage efforts. Reports will be submitted monthly to the BADA/BASMAA work group on the first day of each month. A final report will be submitted by June 30, 2000.
5. Consultant shall provide on-call services as directed by the BADA/BASMAA work group and agreed to by Consultant.

EXHIBIT B

Consultant Fee Schedule and Payment

FEE SCHEDULE

Personnel Category	Fee Range
Project Director	\$100. - \$125./hour
Media Specialist	\$75. - \$100./hour
Coordinator	\$50. - \$75./hour

The maximum amount of compensation to be paid to Consultant for Tasks A and B under this agreement including both payment for professional services and reimbursable expenses, shall not exceed the following budgets, unless written authorization is received.

Task A	\$18,000
Task B	<u>\$27,000</u> \$45,000

PAYMENT

The Association will pay Consultant for satisfactory professional and competent services and expenses upon submission of a complete billing statement with a monthly report at the end of each month. Each billing statement will include reference to this Agreement, a monthly report detailing the level of effort and a description of work performed for each Task during the subject month, costs broken down by Tasks, personnel involved, hours spent, and a brief description of expenses and charges. It is not necessary for the Consultant to submit receipts for expenses and charges. It is not necessary for the Consultant to submit receipts for expenses in each billing statement but the Consultant shall retain and make available on request by Association all receipts and documentation for services, expenses and charges for purposes of auditing for a period of three years following the completion of work under this agreement.

Monthly billing statements shall be submitted simultaneously to the project manager and to the Association:

Don Birrer, Executive Director BADA
862 Sir Francis Drake Blvd., #252
San Anselmo, CA 94960

EXHIBIT C
BADA/BASMAA Media Relations Campaign 1999-00
Key Issues and Activities

Charged with preventing pollution to the Bay Area water environment, BADA and BASMAA are involved in numerous efforts to educate and inform people about water issues. As part of this media relations campaign, it is important to note the organizations' key issues and activities. It is expected the Consultant will link media relations efforts to BADA/BASMAA's issues and activities to gain dual value.

Issues (involving residential sources of pollutants)

- Pesticides
- Household Hazardous Wastes
- Mercury
- Transportation and Car Maintenance Related Pollutants
- Impervious Surfaces/Encroachment

Activities (involving residential and some commercial target audiences)

- Integrated Pest Management Store Campaign (CCCSD/BADA/BASMAA)
- "Start at the Source" Manuals versions 2 for architects, engineers, planners, and developers
- Regional Construction Workshops for contractors
- BAYWISE telephone information line
- Research Studies
 - ◊ State Water Plans (BADA)
 - ◊ Recognized Surface Cleaners
 - ◊ Pesticides in treated waters
 - ◊ Pesticides in urban creeks
- Coastal Clean-up Day