

**FIRST AMENDMENT TO AGREEMENT  
FOR UTILITY SERVICES COMPREHENSIVE RATE STUDY**

This First Amendment to that certain Agreement to provide Utility Services Comprehensive Rate Study is entered into effective as of June 18, 2024, by and between Indian River County, a political subdivision of the State of Florida ("County") and Stantec Consulting Services, Inc. ("Consultant").

**BACKGROUND RECITALS**

**WHEREAS**, the County and the Consultant entered into an Agreement for Utility Services Comprehensive Rate Study effective November 7, 2023; and

**WHEREAS**, the parties desire to amend the Scope of Services detailed in the Request for Proposals to include marketing services to assist with the communication of the rate study results to the Departments' customers; and

**WHEREAS**, the parties desire to amend Exhibit 1 – Scope of Services and Not to Exceed Fee; and

**NOW, THEREFORE**, in consideration of the foregoing, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the County and the Contractor agree as follows:

1. The background recitals are true and correct and form a material part of this First Amendment.
2. Study Requirements in the Scope of Services portion of the Request for Proposals is modified as follows:
  1. Awarded services to include the design and production of planning, presentation, and communications materials, as well as web site development services.
3. Exhibit 1 Pricing is amended to reflect new pricing and is attached to this Amendment.
4. All other terms and provisions of the Agreement shall be unchanged and remain in full force and effect.

IN WITNESS WHEREOF, the parties have caused this First Amendment to be executed effective the day and year first set forth above.

Stantec Consulting Services, Inc.

INDIAN RIVER COUNTY, FLORIDA  
BOARD OF COUNTY COMMISSIONERS

By: \_\_\_\_\_  
Printed name: \_\_\_\_\_  
Title: \_\_\_\_\_

(Corporate Seal)

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Susan Adams, Chairman

Attest: Ryan L. Butler, Clerk of Circuit Court  
And Comptroller

By: \_\_\_\_\_  
Deputy Clerk

Approved:

\_\_\_\_\_  
John A. Titkanich, Jr. County Administrator

Approved as to form and legal sufficiency:

\_\_\_\_\_  
\_\_\_\_\_  
William K. DeBaal, County Attorney



## Scope of Services

### TASK 1 - WRITTEN COMMUNICATIONS PLAN

A written communications plan is a key component of successful engagement and is the framework from which the project team will operate. The plan has multiple facets, each of which is arrived at through a collaborative effort between the County's project team and Stantec. Due to the shorter engagement period associated with the project, this effort will result in a summary style plan, consisting of 4-5 pages as outlined below:

- Stakeholder Mapping (to be provided by the County)
- Key Messaging (4-5 key messages that address the 'what', 'why' and 'when' of the rate study)
- Outreach strategy, including identifying the tools to be used and the timing of each to maximize reach within budget and time allowed.
- Outreach schedule, which will build off the schedule for considering identified rate increases, ensuring that stakeholder touchpoints are in alignment with the key milestone dates.

The development of the communications plan is iterative in nature and will require 2 virtual meetings, to develop and review drafts of the items outlined above.

### TASK 2 - CORE OUTREACH TEAM COORDINATION

To best serve the project, a core outreach team should be developed that includes key members of the County staff as well as the Stantec rate study and public engagement specialists. Others may be added or participate periodically, but the core group of 6-8 individuals will typically engage on a one-hour scheduled call every other week for the duration of the effort until rate adjustments are formally considered to coordinate action items, discuss issues/feedback, and evaluate/review progress on the various engagement tools. The estimated hours and fees included herein assume a twice a month calls for a period of 4 months.

### TASK 3 – WEBSITE DEVELOPMENT

The development of a focused website is key to establishing a communication portal with stakeholders for information about the utility and the rate study. Efforts are made to drive as much communication as possible to and through the website for utility information, rate study updates, schedule, and to function as a repository for questions and comments. These questions and comments will be sent to a web-based e-mail address and then forwarded automatically to an e-mail address of the County's choosing for cataloguing and responses.

It is recommended that the website utilize a vanity URL that can outlast the project so the site can be used if desired as a future reporting tool on the success of the program and proactive communications about Indian River County Utilities Department and future rate reviews/updates.

The site will be designed using a service such as Squarespace or GoDaddy and will be hosted on a third-party server. Once created, the URL and the website will belong to the County. Upon initial development, once a month updates to the website are included in the estimated fee for a period of up to 4 months. However, domain name costs and web services costs (estimated at \$1,500 / year) will be the responsibility of the County.

#### TASK 4 – ROADSHOW PRESENTATION

Many times, the most effective means of communicating with stakeholders is to meet them ‘where they are.’ One effective tool to do this is to prepare a short, 5–10-minute core presentation, such as a narrated PowerPoint played as a video, which conveys the major rate study elements, including key messages, milestones, schedule, and helps stakeholders understand where they can get additional information. While this presentation is expected to be given by County staff to various groups, Stantec will help develop the presentation, review and guide the narration script, and even provide narration if desired. This same presentation can be used to facilitate community roundtables as well.

#### TASK 5 – COLLATERAL MATERIALS

Every public engagement plan benefits from consistent messaging and the use of appropriate collateral materials that can help reduce complex matters to understandable and consumable language. Each piece of material should contain consistent branding with the website, using County-approved colors and logos. Working with the County, the following one-page fact sheets will be developed with suitable graphics and text:

- a. Summary fact sheet about the rate study with a QR code that links to the website.
- b. FAQ’s, limited to five questions intended to address the ‘what,’ ‘why’ and ‘when’ of the study.
- c. One page talking points sheet for customer service, addressing potential customer questions, and directing them as appropriate.
- d. Business card sized collateral item with QR code for website.

#### ESTIMATED HOURS & FEE BY TASK

Based upon the tasks as described herein, the anticipated resource distribution and level of effort needed to complete each task, and the hourly rates from the consulting agreement for the rate study, we have prepared an estimate of the cost of each task as shown below. As such, we would propose to provide the requested public engagement services on a **time and material basis for a not to exceed amount of \$35,000.**

Tasks	Director	Principal - QC	Project Manager	Consultant	Analyst	Administrative	Hours	Cost
Hourly Rate	\$375	\$285	\$225	\$185	\$165	\$100		
Task 1 Written Communications Plan	2	1	16	2	3	0	24	\$5,500
Task 2 Core Outreach Team Coordination	8	0	8	0	0	2	18	\$5,000
Task 3 Website Development	2	2	18	24	26	9	81	\$15,000
Task 4 Roadshow Presentation	4	1	6	0	1	2	14	\$3,500
Task 5 Collateral Materials	3	3	10	6	4	0	26	\$6,000
<b>Total Estimate for Not to Exceed Fee</b>	<b>19</b>	<b>7</b>	<b>58</b>	<b>32</b>	<b>34</b>	<b>13</b>	<b>163</b>	<b>\$35,000</b>