

**SUBJECT: APPROVAL OF WILDFIRE MITIGATION CAMPAIGN
DEVELOPMENT CONTRACT WITH FORS MARSH**

DATE: MARCH 4, 2025

PRESENTED BY: KIANA FREEMAN, RECOVERY & RESILIENCE MANAGER

SUMMARY:

Following the Marshall Fire (2021), the City of Louisville is committed to implementing a comprehensive wildfire mitigation campaign. This initiative aims to enhance community preparedness, improve infrastructure resilience, and promote responsible land management practices. By prioritizing wildfire mitigation, the City strives to protect residents, preserve natural resources, and ensure a safer, more sustainable future. To effectively tackle the complex challenges posed by wildfires, multiple city departments are collaborating to implement mitigation initiatives.

The Recovery & Resilience division was implemented to oversee preparedness and mitigation efforts for all-hazards. Part of the division's role is to connect with community members and work on improving the resilience of private properties. Currently, the division has hosted a variety of meetings and educational discussions around mitigation strategies for homeowners. The division has also worked with external partners such as the Louisville Fire Protection District and Wildfire Partners on educational resources for the community.

The Community Development department has implemented multiple policy changes to codes and ordinances to increase the resilience of Louisville. The City is implementing a home hardening code to residential structures. This change to the residential code is aimed to ensure homeowners are taking mitigation measures on their homes and properties. More information about the home-hardening code can be found on the [City website](#).

The Parks, Recreation and Open Space Department has implemented multiple mitigation programs across public lands. Cattle and goats have been contracted to graze on open space land to remove vegetation that could put the City at risk and improve soil quality. The department also has implemented a weed management structure through an Integrated Weed Management Plan (IWMP) on 1,435 acres of land and increased perimeter mowing to create a larger fire break. Open Space has hosted multiple volunteer events such as removal of woody debris from public lands and educational events for the community about what mitigation strategies the City has. Finally, the department hired consultants to develop a Wildfire Risk Assessment (WRA) and story map to outline the identification of hazards and risks and the development of mitigation opportunities for Louisville's public lands to be more resilient against future events. This WRA and the story map will be a vital tool for this scope of work.

SUBJECT: CONTRACT WITH FORS MARSH

DATE: MARCH 4, 2025

PAGE 2 OF 2

Implementing a wildfire mitigation campaign is critical for the City to enhance safety, protect property, and preserve the natural environment. To achieve these goals, the City would like to contract Fors Marsh to fulfill the scope outlined in this RFP. Through the request for proposal process and interviews, Fors Marsh showed experience and a comprehensive approach to wildfire resilience that will benefit the community and provide a proactive approach toward preparedness. Full project expectations are defined in the scope of work and include bringing all of the City's wildfire mitigation information together in one place, increasing wildfire risk awareness, increasing understanding of wildfire mitigation strategies, and provide the community with simple approachable education to drive risk-informed decisions.

FISCAL IMPACT:

This consulting project will be funded through the Colorado State Forest Service grant which was awarded to the City of Louisville in 2023. Part of the original grant was for a full-time staff member; however, CSFS has rescoped the grant to allow the City to hire professional consulting services for this project. Staff will reallocate the grant funds from the vacant staff position to the professional service account, which will be amended in the May 6, 2025 budget amendment.

PROGRAM/SUB-PROGRAM IMPACT:

Administrative Services

RECOMMENDATION:

Approve Wildfire Mitigation Campaign contract with Fors Marsh.

ATTACHMENT(S):

1. City of Louisville & Fors Marsh Contract of Services

STRATEGIC PLAN IMPACT:

☐		Financial Stewardship & Asset Management	☐		Reliable Core Services
☐		Vibrant Economic Climate	☒		Quality Programs & Amenities
☒		Engaged Community	☐		Healthy Workforce
☐		Supportive Technology	☐		Collaborative Regional Partner

**AN AGREEMENT BY AND BETWEEN THE CITY OF LOUISVILLE
AND FORS MARSH
FOR CONSULTING SERVICES**

1).0 PARTIES

This AGREEMENT FOR CONSULTING SERVICES (this "Agreement") is made and entered into this ____ day of _____, 20____ (the "Effective Date"), by and between the **City of Louisville**, a Colorado home rule municipal corporation, hereinafter referred to as the "City", and Fors Marsh, a Virginia limited liability company hereinafter referred to as the "Consultant".

2).0 RECITALS AND PURPOSE

- a) The City desires to engage the Consultant for the purpose of providing consulting services as further set forth in the Consultant's Scope of Services (which services are hereinafter referred to as the "Services").
- b) The Consultant represents that it has the special expertise, qualifications and background necessary to complete the Services.

3).0 SCOPE OF SERVICES

The Consultant agrees to provide the City with the specific Services and to perform the specific tasks, duties and responsibilities set forth in Scope of Services attached hereto as Exhibit "A" and incorporated herein by reference.

4).0 COMPENSATION

- a) The City shall pay the Consultant for services under this agreement a total not to exceed the amounts set forth in Exhibit "B" attached hereto and incorporated herein by this reference. [Further revise as needed to reflect whether contract is hourly or flat amount]. The City shall not pay mileage and other reimbursable expenses (such as meals, parking, travel expenses, necessary memberships, etc.), unless such expenses are (1) clearly set forth in the Scope of Services, and (2) necessary for performance of the Services ("Pre-Approved Expenses"). The foregoing amounts of compensation shall be inclusive of all costs of whatsoever nature associated with the Consultant's efforts, including but not limited to salaries, benefits, overhead, administration, profits, expenses, and outside consultant fees. The Scope of Services and payment therefor shall only be changed by a properly authorized amendment to this Agreement. No City employee has the authority to bind the City with regard to any payment for any services which exceeds the amount payable under the terms of this Agreement.
- b) The Consultant shall submit monthly an invoice to the City for Services rendered and a detailed expense report for Pre-Approved Expenses incurred during the

previous month. The invoice shall document the Services provided during the preceding month, identifying by work category and subcategory the work and tasks performed and such other information as may be required by the City. The Consultant shall provide such additional backup documentation as may be required by the City. The City shall pay the invoice within thirty (30) days of receipt unless the Services or the documentation therefor are unsatisfactory. Payments made after thirty (30) days may be assessed an interest charge of one percent (1%) per month unless the delay in payment resulted from unsatisfactory work or documentation therefor.

5).0 PROJECT REPRESENTATION

- a) The City designates Kiana Freeman, Recovery & Resilience Manager, as the responsible City staff to provide direction to the Consultant during the conduct of the Services. The Consultant shall comply with the directions given by the Recovery & Resilience Manager and such person's designees.
- b) The Consultant designates Natalie Adler as its project manager and as the principal in charge who shall be providing the Services under this Agreement. [The Services shall not be provided by persons other than Natalie Adler. [or] [Should any of the representatives be replaced, particularly Natalie Adler, and such replacement require the City or the Consultant to undertake additional reevaluations, coordination, orientations, etc., the Consultant shall be fully responsible for all such additional costs and services.]

6).0 TERM

- 6.1 The term of this Agreement shall be from the Effective Date to December 31, 2026, unless sooner terminated pursuant to Section 13, below. The Consultant's Services under this Agreement shall commence on the Effective Date and Consultant shall proceed with diligence and promptness so that the Services are completed in a timely fashion consistent with the City's requirements.
- 6.2 Nothing in this Agreement is intended or shall be deemed or construed as creating any multiple-fiscal year direct or indirect debt or financial obligation on the part of the City within the meaning of Colorado Constitution Article X, Section 20 or any other constitutional or statutory provision. All financial obligations of the City under this Agreement are subject to annual budgeting and appropriation by the Louisville City Council, in its sole discretion. Notwithstanding anything in this Agreement to the contrary, in the event of non-appropriation, this Agreement shall terminate effective December 31 of the then-current fiscal year.

7).0 INSURANCE

- a) The Consultant agrees to procure and maintain, at its own cost, the policies of insurance set forth in Subsections 7.1.1 through 7.1.4. The Consultant shall not be relieved of any liability, claims, demands, or other obligations assumed pursuant

to this Agreement by reason of its failure to procure or maintain insurance, or by reason of its failure to procure or maintain insurance in sufficient amounts, durations, or types. The coverages required below shall be procured and maintained with forms and insurers acceptable to the City. All coverages shall be continuously maintained from the date of commencement of services hereunder. The required coverages are:

- 7.1.1 Workers' Compensation insurance as required by the Labor Code of the State of Colorado and Employers Liability Insurance. Evidence of qualified self-insured status may be substituted.
- 7.1.2 General Liability insurance with minimum combined single limits of ONE MILLION DOLLARS (\$1,000,000) each occurrence and TWO MILLION DOLLARS (\$2,000,000) aggregate. The policy shall include the City of Louisville, its officers and its employees, as additional insureds, with primary coverage as respects the City of Louisville, its officers and its employees, and shall contain a severability of interests provision.
- 7.1.3 Comprehensive Automobile Liability insurance with minimum combined single limits for bodily injury and property damage of not less than FOUR HUNDRED THOUSAND DOLLARS (\$400,000) per person in any one occurrence and ONE MILLION DOLLARS (\$1,000,000) for two or more persons in any one occurrence, and auto property damage insurance of at least FIFTY THOUSAND DOLLARS (\$50,000) per occurrence, with respect to each of Consultant's owned, hired or non-owned vehicles assigned to or used in performance of the services. The policy shall contain a severability of interests provision. If the Consultant has no owned automobiles, the requirements of this paragraph shall be met by each employee of the Consultant providing services to the City of Louisville under this Agreement.
- 7.1.4 Professional Liability coverage with minimum combined single limits of ONE MILLION DOLLARS (\$1,000,000) each occurrence and ONE MILLION DOLLARS (\$1,000,000) aggregate.
- 1.5 The Consultant's general liability insurance, automobile liability and physical damage insurance, and professional liability insurance shall be endorsed to include the City, and its elected and appointed officers and employees, as additional insureds, unless the City in its sole discretion waives such requirement. Every policy required above shall be primary insurance, and any insurance carried by the City, its officers, or its employees, shall be excess and not contributory insurance to that provided by the Consultant. Such policies shall contain a severability of interests provision. The Consultant shall be solely responsible for any deductible losses under each of the policies required above.
- 2.5 Certificates of insurance shall be provided by the Consultant as evidence that policies providing the required coverages, conditions, and minimum limits are in full force and effect, and shall be subject to review and approval by the City. No

required coverage shall be cancelled, terminated or materially changed until at least 30 days' prior written notice has been given to the City. The City reserves the right to request and receive a certified copy of any policy and any endorsement thereto.

- 3.5 Failure on the part of the Consultant to procure or maintain policies providing the required coverages, conditions, and minimum limits shall constitute a material breach of contract upon which the City may immediately terminate this Agreement, or at its discretion may procure or renew any such policy or any extended reporting period thereto and may pay any and all premiums in connection therewith, and all monies so paid by the City shall be repaid by Consultant to the City upon demand, or the City may offset the cost of the premiums against any monies due to Consultant from the City.
- 4.5 The parties understand and agree that the City is relying on, and does not waive or intend to waive by any provision of this Agreement, the monetary limitations or any other rights, immunities, and protections provided by the Colorado Governmental Immunity Act, § 24-10-101 et seq., C.R.S., as from time to time amended, or otherwise available to the City, its officers, or its employees.

8).0 INDEMNIFICATION

To the fullest extent permitted by law, the Consultant agrees to indemnify and hold harmless the City, and its elected and appointed officers and its employees, from and against all liability, claims, and demands, on account of any injury, loss, or damage, which arise out of or are connected with the services hereunder, if and to the extent such injury, loss, or damage is caused by the negligent act, omission, or other fault of the Consultant or any subcontractor of the Consultant, or any officer, employee, or agent of the Consultant or any subcontractor, or any other person for whom Consultant is responsible. The Consultant shall investigate, handle, respond to, and provide defense for and defend against any such liability, claims, and demands. The Consultant shall further bear all other costs and expenses incurred by the City or Consultant and related to any such liability, claims and demands, including but not limited to court costs, expert witness fees and attorneys' fees if the court determines that these incurred costs and expenses are related to such negligent acts, errors, and omissions or other fault of the Consultant. [Notwithstanding the foregoing, Consultant's duty to defend, indemnify and hold harmless the City, and its elected and appointed officials and employees as set forth in this section shall only arise upon determination, by adjudication, alternative dispute resolution, or mutual agreement between Consultant and the City, of the Consultant's liability or fault.] The City shall be entitled to its costs and attorneys' fees incurred in any action to enforce the provisions of this Section 8.0. The Consultant's indemnification obligation shall not be construed to extend to any injury, loss, or damage which is caused by the act, omission, or other fault of the City.

9).0 QUALITY OF WORK

Consultant's professional services shall be in accordance with the prevailing standard of practice normally exercised in the performance of services of a similar nature in the Denver metropolitan area.

10).0 INDEPENDENT CONTRACTOR

It is the expressed intent of the parties that the Consultant is an independent contractor and not the agent, employee or servant of the City, and that:

- 10.1. Consultant shall satisfy all tax and other governmentally imposed responsibilities including but not limited to, payment of state, federal, and social security taxes, unemployment taxes, worker's compensation and self-employment taxes. No state, federal or local taxes of any kind shall be withheld or paid by the City.
- 1.10. **Consultant is not entitled to worker's compensation benefits except as may be provided by the Consultant nor to unemployment insurance benefits unless unemployment compensation coverage is provided by the Consultant or some entity other than the City.**
- 1.11. Consultant does not have the authority to act for the City, or to bind the City in any respect whatsoever, or to incur any debts or liabilities in the name of or on behalf of the City.
- 1.12. Consultant has and retains control of and supervision over the performance of Consultant's obligations hereunder and control over any persons employed by Consultant for performing the Services hereunder.
- 1.13. The City will not provide training or instruction to Consultant or any of its employees regarding the performance of the Services hereunder.
- 1.14. Neither the Consultant nor any of its officers or employees will receive benefits of any type from the City.
- 1.15. Consultant represents that it is engaged in providing similar services to other clients and/or the general public and is not required to work exclusively for the City.
- 1.16. All Services are to be performed solely at the risk of Consultant and Consultant shall take all precautions necessary for the proper and sole performance thereof.
- 1.17. Consultant will not combine its business operations in any way with the City's business operations and each party shall maintain their operations as separate and distinct.

11).0 ASSIGNMENT

Except as provided in section 22.0 hereof, Consultant shall not assign or delegate this Agreement or any portion thereof, or any monies due or to become due hereunder without the City's prior written consent.

12).0 DEFAULT

Each and every term and condition hereof shall be deemed to be a material element of this Agreement. In the event either party should fail or refuse to perform according to the terms of this Agreement, such party may be declared in default.

13).0 TERMINATION

- a) This Agreement may be terminated by either party for material breach or default of this Agreement by the other party not caused by any action or omission of the other party by giving the other party written notice at least thirty (30) days in advance of the termination date. Termination pursuant to this subsection shall not prevent either party from exercising any other legal remedies which may be available to it.
- b) In addition to the foregoing, this Agreement may be terminated by the City for its convenience and without cause of any nature by giving written notice at least fifteen (15) days in advance of the termination date. In the event of such termination, the Consultant will be paid for the reasonable value of the services rendered to the date of termination, not to exceed a pro-rated daily rate, for the services rendered to the date of termination, and upon such payment, all obligations of the City to the Consultant under this Agreement will cease. Termination pursuant to this subsection shall not prevent either party from exercising any other legal remedies which may be available to it.

14).0 INSPECTION AND AUDIT

The City and its duly authorized representatives shall have access to any books, documents, papers, and records of the Consultant that are related to this Agreement for the purpose of making audits, examinations, excerpts, and transcriptions.

15).0 DOCUMENTS

All computer input and output, analyses, plans, documents photographic images, tests, maps, surveys, electronic files and written material of any kind generated in the performance of this Agreement or developed for the City in performance of the Services are and shall remain the sole and exclusive property of the City. All such materials shall be promptly provided to the City upon request therefor and at the time of termination of this Agreement, without further charge or expense to the City. Consultant shall not provide copies of any such material to any other party without the prior written consent of the City.

16).0 ENFORCEMENT

- a) In the event that suit is brought upon this Agreement to enforce its terms, the prevailing party shall be entitled to its reasonable attorneys' fees and related court costs.
- b) This Agreement shall be deemed entered into in Boulder County, Colorado, and shall be governed by and interpreted under the laws of the State of Colorado. Any action arising out of, in connection with, or relating to this Agreement shall be filed in the District Court of Boulder County of the State of Colorado, and in no other court. Consultant hereby waives its right to challenge the personal jurisdiction of the District Court of Boulder County of the State of Colorado over it.

17).0 COMPLIANCE WITH LAWS

- 1.2 Consultant shall be solely responsible for compliance with all applicable federal, state, and local laws, including the ordinances, resolutions, rules, and regulations of the City; for payment of all applicable taxes; and obtaining and keeping in force all applicable permits and approvals.
- 2.2 Consultant acknowledges that the City of Louisville Code of Ethics provides that independent contractors who perform official actions on behalf of the City which involve the use of discretionary authority shall not receive any gifts seeking to influence their official actions on behalf of the City, and that City officers and employees similarly shall not receive such gifts. Consultant agrees to abide by the gift restrictions of the City's Code of Ethics.

18).0 INTEGRATION AND AMENDMENT

This Agreement represents the entire Agreement between the parties and there are no oral or collateral agreements or understandings. This Agreement may be amended only by an instrument in writing signed by the parties.

19).0 NOTICES

All notices required or permitted under this Agreement shall be in writing and shall be given by hand delivery, by United States first class mail, postage prepaid, registered or certified, return receipt requested, by national overnight carrier, or by facsimile transmission, addressed to the party for whom it is intended at the following address:

If to the City:

City of Louisville
Attn: City Manager
749 Main Street
Louisville, Colorado 80027
Telephone: (303) 335-4533
Fax: (303) 335-4550

If to the Consultant:

Fors Marsh
Attn: Daniel Speed, Contracts Manager
4250 Fairfax Dr., Suite 520
Arlington, VA 22203
Email: contractsgroup@forsmarsh.com
dspeed@forsmarsh.com

Any such notice or other communication shall be effective when received as indicated on the delivery receipt, if by hand delivery or overnight carrier; on the United States mail return receipt, if by United States mail; or on facsimile transmission receipt. Either party may by similar notice given, change the address to which future notices or other communications shall be sent.

20).0 EQUAL OPPORTUNITY EMPLOYER

- a) Consultant will not discriminate against any employee or applicant for employment because of race, color, religion, age, sex, disability or national origin. Consultant will take affirmative action to ensure that applicants are employed and that employees are treated during employment without regard to their race, color, religion, age, sex, disability, or national origin. Such action shall include but not be limited to the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Consultant agrees to post in conspicuous places, available to employees and applicants for employment, notice to be provided by an agency of the federal government, setting forth the provisions of the Equal Opportunity Laws.
- b) Consultant shall be in compliance with the applicable provisions of the American with Disabilities Act of 1990 as enacted and from time to time amended and any other applicable federal, state, or local laws and regulations. A signed, written certificate stating compliance with the Americans with Disabilities Act may be requested at any time during the life of this Agreement or any renewal thereof.

21.0 NO THIRD PARTY BENEFICIARIES

It is expressly understood and agreed that enforcement of the terms and conditions of this Agreement, and all rights of action relating to such enforcement, shall be strictly reserved to City and Consultant, and nothing contained in this Agreement shall give or allow any such claim or right of action by any other third party on such Agreement. It is the express intention of the parties that any person other than City or Consultant receiving services or benefits under this Agreement shall be deemed to be an incidental beneficiary only.

22.0 SUBCONTRACTORS

Consultant may utilize subcontractors identified in its qualifications submittal to assist with non-specialized works as necessary to complete projects. Consultant will submit any proposed subcontractor and the description of its services to the City for approval. The City will not work directly with subcontractors.

23.0 AUTHORITY TO BIND

Each of the persons signing below on behalf of any party hereby represents and warrants that such person is signing with full and complete authority to bind the party on whose behalf of whom such person is signing, to each and every term of this Agreement.

In witness whereof, the parties have executed this Agreement to be effective on the date first above written.

CITY OF LOUISVILLE,
a Colorado Municipal Corporation

By: _____
Christopher M. Leh, Mayor

Attest: _____
Genny Kline, Interim City Clerk

CONSULTANT:

By: Daniel Speed
Title: Contracts Manager

Exhibit A – Scope of Services

Goals	Objectives
Increase wildfire risk awareness	• Raise public awareness of the likelihood and extent of wildfire risk in Louisville – particularly in areas outside of the Marshall Fire impact areas using the results of Louisville’s new wildfire risk assessment
Increase the understanding of wildfire mitigation strategies	• Help the public understand, support and even have a little fun with the new local mitigation practices they might have questions about • Engage and align with the ecosystem of partners who are already frequently engaging with Louisville residents about wildfires through campaigns.
Drive risk-informed decisions and behaviors	• Provide simple and approachable education for homeowners, commercial building owners and operators, contractors, builders, and developers on how and why to comply with new home-hardening ordinance. • Overcome cost and capability barriers to wildfire mitigation and preparedness investments by highlighting accessible options and alternatives for landscaping, home maintenance, and materials.

The consulting team will meet with the City of Louisville team to collaborate and develop the materials outlined in the scope to achieve the aimed goals and objectives. Actual deliverables listed below are not final and can differ from this scope of services based on recommendations by City staff and consultant. It will be determined in the first kickoff planning meeting between City Staff and Fors Marsh the final deliverables provided to the City. Louisville staff will be responsible for the implementation of the deliverable and products. Phases and deliverables can include (but are not limited to):

- Phase 1A: Initial Project Meetings & Planning, research, scoping, strategy development.
 - Campaign strategy & project plan
- Phase 1B: Materials Development (*included in costs*):
 - Suite of campaign products
 - (1) Infographic
 - (1) New web-page design on the City of Louisville’s website
 - (1) Fact sheet
 - (1) Social media graphic & (1) social media message bank
 - (3) Public signs
 - (2) Edited photos
 - (2) Booth banners
 - (1) Updated web-page design
 - (1) Multipage infographic of full home and each system
 - (1) Microsoft PowerPoint presentation for training contractors

- *Optional deliverables (for an additional charge)*
 - (1) Recorded training videos
 - (3) Pop-up banners
 - (1) 90-second animated video
 - Branded certification for contractors who have participated in the city's training
 - Campaign branding task
- Phase 2: Education and Outreach – The consultant will work with the City of Louisville team to develop and provide recommendations on implementation strategies for the deliverables created for the wildfire mitigation campaign.
 - Potential deliverables (*included in costs*):
 - Communications calendar
 - Campaign Partner inventory
- Phase 3: Final deliverables and close out – At the end of the campaign, the City team and consultants will collaborate to close out the end of the project and ensure all goals, and deliverables are met.
 - Potential deliverables (*included in costs*):
 - Campaign implementation playbook
 - WUI policy recommendations paper

Timeline of Project: The project of the campaign will be completed within the year 2025. The timeline of project will be scoped at the initial project meeting between Fors Marsh and the City of Louisville staff. See *Scope of Additional Services* for any additional work.

EXHIBIT B – Pricing

Role Description	Hourly Rate	Number of Hours	Cost for Phase 1
Project Lead	\$111.55	100	\$11,155.00
Junior Research Assistant	\$61.36	165	\$10,124.40
Policy Analyst	\$77.28	12	\$927.36
Subject Matter Expert	\$187.39	18	\$3,373.02
Graphic Designer	\$102.30	300	\$30,690.00
Other Direct Cost (ODC)		-	\$1,605.00
Phase 1 Total		595	\$57,874.78

Phase 2: Education and Outreach (March 2025)

Role Description	Hourly Rate	Number of Hours	Cost for Phase 2
Project Lead	\$111.55	80	\$8,924.00
Junior Research Assistant	\$61.36	120	\$7,363.20
Policy Analyst	\$77.28	0	\$0
Subject Matter Expert	\$187.39	6	\$1,124.34
Graphic Designer	\$102.30	8	\$818.40
Phase 2 Total		214	\$18,229.94

Phase 3: Final Deliverables and Project Closeout (April and May 2025)

Role Description	Hourly Rate	Number of Hours	Cost for Phase 3
Project Lead	\$111.55	28	\$3,123.40
Junior Research Assistant	\$61.36	72	\$4,417.92
Policy Analyst	\$77.28	40	\$3,091.20
Subject Matter Expert	\$187.39	4	\$749.56
Graphic Designer	\$102.30	0	\$0
Phase 3 Total		144	\$11,382.08

Total Project

Role Description	Hourly Rate	Number of Hours	Total Cost
Project Lead	\$111.55	208	\$23,202.40
Junior Research Assistant	\$61.36	357	\$21,905.52
Policy Analyst	\$77.28	52	\$4,018.56
Subject Matter Expert	\$187.39	28	\$5,246.92
Graphic Designer	\$102.30	308	\$31,508.40
Other Direct Cost (ODC)		-	\$1,605.00
Project Total		953	\$87,486.80

Optional Phase 1 Tasks and Materials

Role Description	Hourly Rate	Formative Research/ Focus Group		Animated Life of an Ember Video		Contractor Training Video		Branded Contractor Training Certification		Fully Branded Campaign with Personified Ember	
		Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost
Project Lead	\$111.55	30	\$3,346.50	15	\$1,673.25	20	\$2,231.00	10	\$1,115.50	30	\$3,346.50
Junior Research Assistant	\$61.36	30	\$1,840.80	25	\$1,534.00	25	\$1,534.00	15	\$920.40	30	\$1,840.80
Policy Analyst	\$77.28	20	\$1,545.60	5	\$386.40	5	\$386.40	30	\$2,318.40	5	\$386.40
Subject Matter Expert	\$187.39	40	\$7,495.60	5	\$936.95	5	\$936.95	5	\$936.95	20	\$3,747.80
Graphic Designer	\$102.30	10	\$1,023.00	90	\$9,207.00	50	\$5,115.00	10	\$1,023.00	75	\$7,672.50
Other Direct Cost (ODC)		-	\$2,140.00	-	-	-	\$10,700.00	-	-	-	-
Optional Task and Material Totals		130	\$17,391.50	140	\$13,737.60	105	\$20,903.35	70	\$6,314.25	160	\$16,994.00

Technical Assumptions

The detailed budget provided above is based on the following assumptions:

- Each communications product (e.g., fact sheet, infographic) shall go through two rounds of client review. The first review will focus on creative concept and written content direction and the final review will focus on technical accuracy of the written content and photos/illustrations (as applicable).
- The labor hours and other direct costs outlined in the budget are based on the material concepts and quantities proposed. If the specifications of the materials change, costs may also change.
- The phase 2 budget is based on implementation recommendations only and not the actual implementation of the campaign per answers to questions provided by Kiana Freeman on 12/11/24.
- The team will be available for in-person meetings, as needed, once per month for the five months of the period of performance. All other meetings will be conducted virtually via Microsoft Teams or Zoom.

Scope of Additional Services: After the completion of the primary services outlined in this agreement, the Consultant may be engaged to provide additional services as identified by the City of Louisville during the term of this Agreement. These additional services may include, but are not limited to, the tasks and activities identified by both parties as necessary for the completion of new or expanded projects. Any services requested by the City of Louisville that are outside of the original scope in this agreement will be billed at an hourly rate as listed above. The consultant will provide an estimate of the time required for such services upon request. Both parties must mutually agree to any additional services and rates in writing before work begins.