

## **EXHIBIT A** **Scope of Work**

### **Implementation of Objectives of the Delta Tourism Awareness 5-Year Marketing Plan**

#### **1. PURPOSE**

This Contract Agreement (Agreement) is entered into between the Sacramento-San Joaquin Delta Conservancy (Conservancy) and the Delta Protection Commission (Commission).

The Delta Tourism Awareness 5-Year Marketing Plan (Marketing Plan), established six “Key Strategic Imperatives” that the Delta community can undertake to increase awareness and tourism to the Sacramento-San Joaquin Delta. This agreement is to address “Improving the Guest Experience and Visitor Services” imperative, specifically:

**Improve the Delta’s Location Strategy: One of the main complaints from surveys has been that poor signage and hard-to-find locations. While some people want to get lost, some people would rather not. Having improved road signs offering directions is key, as well as a downloadable foldable map for all guests. Specifically create coordinated signage that improves existing “Entering CA Delta” signage such as “You are X miles from the Bridge.”**

This agreement will produce a downloadable physical map, as well as produce the improved signage as designed and determined by the Delta Signage Plan being developed by Delta Marketing Task Force.

#### **2. BACKGROUND**

Visit CA Delta is a collaborative effort between the Conservancy and Commission to develop a marketing and tourism infrastructure for the Sacramento-San Joaquin Delta. To date, Visit CA Delta has established the Delta Marketing Task Force (made up of Delta businesses, Chambers of Commerce, and locals), produced a Delta brand, and developed a 5-year marketing plan and website. Visit CA Delta is expected to become a completely Delta-run project.

#### **3. TERM OF AGREEMENT**

The term of this Agreement is June 30, 2017 through June 30, 2020.

#### 4. SCOPE OF WORK

The tasks and activities that shall be achieved under this agreement, along with their costs, are described below.

##### **Task 1. Physical Recreation Map of the Delta**

The Delta Protection Commission will secure an agreement with a map designer in order to design and produce a physical recreation map of the Delta. The Commission will collaborate with the Conservancy on the selection of the contractor and project management.

The contractor will work with the Delta Marketing Task Force to determine map priorities, size, and design of the recreation map.

The map may include, but is not limited to:

- Bike Trails
- Bird Watching Spots
- Campgrounds
- Fishing Spots
- Hiking Trails
- Museums
- Parks
- U-pick Stations
- Watersports locations

Once the map is designed, the Commission will secure a means (either through the Office of State Publishing or other entity if exempt) to print up to 5,000 copies of the map for distribution.

**COST:** \$20,000

##### **DELIVERABLES:**

- An electronic, reproducible version of a recreation map of the Delta and up to 5,000 printed copies.

##### **Task 2. Signage**

Once the development of the Delta Signage Plan and signage design process has been undertaken by the Conservancy, the Delta Protection Commission will secure a contractor to produce the type of signage determined by the planning process and place the signs in the designated areas. The Commission will collaborate with the Conservancy on the selection of the

contractor and project management. The Contractor shall work with the Delta Marketing Task Force through the production process and the placement of the signage, if necessary.

Depending on the decisions made during the development of the Delta Signage Plan, an appropriate amount of signage will be produced within \$7425,000. Signs are to be placed in the order of importance designated in the Signage Plan.

**COST:** \$7424,000

**DELIVERABLES:**

- Produced Delta signage per the Delta Awareness Sign Plan
- Placement of Delta signage per the locations identified in the Delta Awareness Sign Plan and through coordination with the Delta Marketing Task Force

**Task 3. Reports**

The Commission shall produce a semi-annual report on progress made under the agreement. The report will consist of a narrative of work performed during the prior six months. The semi-annual reports shall be submitted on each January 15, and July 15 during the term of this agreement.

A final report shall be produced within 30 days of the termination of this agreement that provides an overview of the work undertaken under this agreement, along with copies or pictures of the deliverables

**COST:** \$1,000

**DELIVERABLES:**

- Quarterly reports submitted on the 15<sup>th</sup> on January, April, July, and October throughout the agreement period.
- Final report submitted within 30 days of the termination of this agreement.

**5. POINTS OF CONTACT**

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