

DRAFT Scope of Services

Facilitation Services

TTAD | Airport Community Advisory Committee (ACAT)

From Freshtracks Communications | April 11, 2017

CONTACT

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Introduction

Thank you for inviting Freshtracks Communications (Freshtracks) to submit the following draft scope of services that outlines how we may be able to assist the Airport Community Advisory Committee (ACAT) with planning, facilitation and communication services. Our understanding is that ACAT is looking at the possibility of hiring an outside facilitator in order to strengthen ACAT, create more autonomy and lessen the burden on TTAD staff.

Background

For the past five years, Freshtracks has been providing community outreach, communications and meeting facilitation services to the Truckee Tahoe Airport District on a variety of projects. Following is a highlight of a few of the projects Freshtracks has helped with at TTAD:

- Developed content for TTAD publications: Pilot News, Connected, 2015 website development work
- Produced 2017 Noise Manual: In collaboration with TTAD staff, produced this documents
- Designed + Implemented Community Outreach Programs:
 - 2014-2016 TTAD Master Plan Process + Community Workshops
 - 2015 Multi-use Hangar Outreach
 - 2016 Summer Neighborhood Workshop Series
- Board Workshop Facilitation:
 - Facilitated planning process for Board annual workshops for the past four years

Scope of Services

Following is a set of services Freshtracks could offer to support the work of ACAT over the next year.

Timeframe: April 2017-April 2018

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Tasks:

- ACAT Monthly Meeting Facilitation



- Work with ACAT Chair + TTAD staff to design monthly agendas, create materials and facilitate meetings.
 - Provide documentation for monthly ACAT meetings
 - Work with ACAT to further develop an annual work plan including: projects, timelines, budgets, responsibilities
 - Assist with reports to the Board on special projects and work
- **Communications**
- Help ACAT design a logo and brand in concert with TTAD but that create a separate identity
 - Potentially work with ACAT to create an ACAT website
- **Special Projects**
- On an ad needed basis, and per budget and scope approval, be available to help ACAT implement special projects specifically in the areas of community outreach and/or communications

Budget

Freshtracks currently has a contract with TTAD for the 2016-2017 fiscal year. We are assuming that ACAT services would fit into the annual TTAD contract moving forward.

Following is an estimate of budget for facilitation of monthly ACAT meetings:

- Facilitation of monthly ACAT meetings (prep, meeting materials, facilitation, summary notes) Estimate \$10,000 per year (\$1,000 per month)
- Communications + Special Projects: A scope would be developed for each project.

Consultant Team + Hourly Rates

Following is a list of Freshtracks team members who would serve the various needs of the project.

Seana Doherty—Freshtracks Project Manager (\$150/hr.)
Greyson Howard—Freshtracks Associate (\$65/hr.)
Lauren Sharer—Graphic Design (\$65/hr.)



About Freshtracks

Freshtracks is an award-winning public outreach firm based in Truckee, California with over 20 years of experience serving communities in Lake Tahoe and throughout Northern California. Freshtracks helps mission-driven organizations and public agencies find solutions to complex issues through authentic public engagement and information strategies. With a passion for bringing people together to create paths forward, Freshtracks works to create compelling public information pieces and design highly participatory meetings and processes that result in better communities, healthier environments and strengthened organizations.

For more information about Freshtracks go to: www.fresh-tracks.org

***Resume Attached**

