

## Rincon Consultants Community Engagement Services

<p><b>Website Development and Maintenance</b></p> <p>Rincon can develop an interactive, informational website for any project. Websites are typically used as an educational tool to help guide the viewer through the history and purpose of the project, processes, project information in a spatial format. The website will contain different landing pages that focus on specific topics and contain a variety of content necessary to help educate stakeholders about the project. The webpage will enable community members and stakeholders to participate in online surveys, offer suggestions, and exchange ideas.</p> <p>Pricing includes website development, edits over the life of a 2-year project, and hosting.</p> <p><small>*This item is currently included in the MJHE scope of work and would not be needed unless the development of an additional website is desired.</small></p>	<p>\$20,000</p>
<p><b>Online Survey</b></p> <p>The Rincon team will draft an online survey and revise questions based on staff feedback. The project applicant will be responsible for advertising the survey's availability through other communication channels maintained by individual jurisdictions. Following its closing, an accompanying summary report will be created with numerical breakdowns of responses, charts and graphs where applicable, and narrative descriptions of the qualitative results.</p> <p>Pricing includes development of the survey and 3 hours of staff time to summarize survey results.</p> <p><small>*This item is included in the MJHE scope of work. Pricing shown is for additional survey(s).</small></p>	<p>\$4,500</p>
<p><b>Study Session - Consultant Attendance and Presentation</b></p> <p>Rincon staff can attend and present study session materials during working sessions or public meetings held with elected boards and/or officials. Pricing includes all preparation time but does not assume the preparation of study session materials as this is included as a task within the current scope of work.</p> <p>Pricing assumes preparation and in person attendance by one senior level staff person and includes all travel costs for a study session located within 60 miles of a Rincon office. Additional staff and/or additional travel time will be billed on an hourly basis at current rates.</p> <p><small>*This item is not included in the MJHE scope of work.</small></p>	<p>To be billed at current rates. Estimated \$4,000 per "Housing Element 101" study session (1-hour).</p> <p>Virtual attendance to be billed at current rates. Estimated \$200 - \$300 per person (1-hour event)</p>

<p><b>Community Workshop</b></p> <p>Formal community workshops are a great way to engage the public and provide them with an opportunity to discuss their priorities, ideas, and vision for the future. Workshops can be set up with digital elements as well, such as surveys and videos, to serve multiple goals and introduce the participants to various topics.</p> <p>Prior to each workshop, we will develop a Facilitator's Guide that describes the notification efforts, key messages, and format and materials that will be used at workshops. Jurisdictional staff would be responsible for securing venues and coordinating logistics for each workshop. Project fact sheets, comment cards and graphic displays will be produced.</p> <p>Pricing includes one round of review of all workshop materials; Rincon will address one set of consolidated comments prior to the workshop. These materials will be reviewed and approved by City staff prior to being used at these meetings. The preparation of workshop and comment summaries is not included and will be billed at current rates.</p> <p>Pricing assumes 3 staff people for each workshop and includes all travel costs for 3 staff people located within 60 miles of the event. Additional staff and/or additional travel time will be billed on an hourly basis at current rates. Some cost savings can be realized if multiple workshops are organized around the same topic and on consecutive days.</p> <p>*One workshop per participating jurisdiction is included in the MJHE scope of work. Pricing shown is for additional meetings.</p>	<p>\$12,000 per 2-hour workshop</p> <p>Summary of public comments estimated at \$2,500</p>
<p><b>Focus Group Meetings</b></p> <p>Rincon staff can prepare for and attend meetings with a focused group of stakeholders in small group settings (5-6 stakeholders). We can prepare introductions, project overview, questions and talking points, and meeting notes and facilitate the meeting. MCAG staff would identify and invite attendees.</p> <p>Pricing is for a virtual session and assumes 1 senior level and one junior level staff. In-person meetings are available; travel time would be additional and would be billed at current rates.</p> <p>*Three virtual focus groups are included in the MJHE scope of work. Pricing shown is for additional meetings.</p>	<p>To be billed at current rates. Estimated \$2,000 per meeting</p>

<p><b>Stakeholder interviews</b></p> <p>Rincon staff can prepare for and attend meetings with key stakeholders in one-on-one meetings. We can prepare introductions, project overview, questions and talking points, and meeting notes and facilitate the meeting. The project applicant would identify and invite attendees.</p> <p>Pricing is for a virtual session. In-person meetings are available; travel time would be additional and would be billed at current rates.</p> <p>*Three virtual focus groups are included in the MJHE scope of work, but no one-on-one meetings have been scoped. Pricing shown is for additional meetings.</p>	<p>To be billed at current rates. Estimated \$2,000 per meeting</p>
<p><b>In-Person Polling Devices</b></p> <p>In-person, interactive polling can be added to any in person workshop or event.</p> <p>*This item is not included in the MJHE scope of work.</p>	<p>\$5,000</p>
<p><b>Public Hearings – Consultant Attendance</b></p> <p>Rincon staff can attend and present at Planning Commission, City Council, and/or County Board of Supervisor hearings. Pricing includes all preparation time but does not assume the preparation of study session materials as this is included as a task within the current scope of work.</p> <p>Pricing assumes preparation and attendance by one Principal/Director level and one senior level staff person for a public hearing located within 60 miles of a Rincon office. Additional staff and/or additional travel time will be billed on an hourly basis at current rates.</p> <p>*Participation in two public hearings per jurisdiction is included in the MJHE scope of work. Pricing shown is for participation at additional public hearings/meetings.</p>	<p>To be billed at current rates. Estimated \$6,000 per public hearing (3-hours)</p> <p>Virtual attendance to be billed at current rates. Estimated \$400 - \$600 per person (2-hour event)</p>
<p><b>Bilingual Translators</b></p> <p>Rincon can provide non-certified Spanish translation support for virtual and in-person meetings. This includes an in-person translator who will simultaneously translate the English speaker(s) words and phrases into Spanish and for virtual meetings, a translator who will simultaneously translate the English speaker(s) words and phrases into Spanish via Zoom.</p> <p>Pricing assumes preparation and attendance by one staff person for a public hearing located within 60 miles of a Rincon office. Additional staff and/or additional travel time will be billed on an hourly basis at current rates.</p> <p>*This item is not included in the MJHE scope of work.</p>	<p>To be billed at current rates. Estimated \$3,000 per study session (1-hour)</p>

<p><b>Online Videos</b></p> <p>Some of the most successful engagement efforts have been through short and simple presentations and videos. Learning from these successes, Rincon can create an online video engagement series that leverages online and visual engagement tools.</p> <p>Rincon will provide an initial outline of each video and/or brochure within this task for City staff review prior to developing the full content, and will rely on City staff to support video efforts, providing local images (as necessary) and using the City's tech media team to support the development of final versions and final production of the videos. Pricing includes one round of review of the video outline; Rincon will address one set of consolidated comments prior to development of the video.</p> <p><small>*This item is not included in the MJHE scope of work.</small></p>	<p>\$8,000</p>
<p><b>Participatory Mapping Exercises and Tools</b></p> <p>Participatory mapping exercises are a type of survey that allows participants to view, comment, and prioritize specific topics. Rincon will develop online maps that can be utilized as part of the online survey, or separately, when the site inventory is ready for public review. This participatory mapping exercise would allow community members to identify and rank current housing conditions, identify and rank potential opportunity sites, and rate potential methods for implementing affordable housing, design standards, and policy changes to reduce barriers to housing.</p> <p>Pricing includes one round of review of all participatory mapping materials; Rincon will address one set of consolidated comments prior to release of the mapping exercise. These materials will be reviewed and approved by City staff prior to being used at these meetings. The preparation of workshop and comment summaries is not included and will be billed at current rates.</p> <p><small>*This item is not included in the MJHE scope of work.</small></p>	<p>\$12,000</p> <p>Summary of public comments estimated at \$2,500</p>
<p><b>Virtual Office Hours/Information Sessions</b></p> <p>Rincon can host more informal, virtual office hour events or information sessions to answer questions about the housing element effort and process.</p> <p><small>*This item is not included in the MJHE scope of work.</small></p>	<p>To be billed at current rates. Estimated \$200 - \$300 per person (1-hour event)</p>

<p><b>Pop Up Events</b></p> <p>Many residents will not attend workshops – this especially true for disadvantaged communities. Our team would plan, promote and attend a pre-determined number of pop-up events and/or community meetings for special interest groups in each of the participating jurisdictions. Events would be scheduled in clusters to maximize project budget. Pop-up events could potentially include the Merced County Fair, farmers markets/flea markets, holiday events, local sporting events, and/or other community gatherings.</p> <p>Pricing just includes attendance at the event; separate costs are involved for the preparation and production of collateral materials.</p> <p>Estimated pricing assumes preparation and attendance by one staff person for a public hearing located within 60 miles of a Rincon office. Additional staff and/or additional travel time will be billed on an hourly basis at current rates.</p> <p><small>*This item is not included in the MJHE scope of work.</small></p>	<p>To be billed at current rates. Estimated \$1,500 - \$3,000 per person (4-hour event)</p>
<p><b>Email Blasts or Press Releases</b></p> <p>In concert with social media efforts, content for email blasts can be prepared to keep the community engaged and informed at key point in the process. Alternatively, our team can provide press releases for use by each local agency for news media. If this optional task is selected, we will coordinate distribution with public information officers at each agency including MCAG.</p> <p><small>*This item is not included in the MJHE scope of work.</small></p>	<p>\$1,500 per email blast</p>
<p><b>Social Media</b></p> <p>Over the past decade, communication through online and social media has transformed how information is both disseminated and received by the public. These online media tools are powerful, cost-effective, and increasingly becoming the expected norm for how information is communicated. A strategy can be developed for sharing project information through social media outlets such as Facebook, NextDoor, and Twitter. Language and images would be provided at key points in the process to MCAG for managing content through existing MCAG and jurisdictional social media accounts. If only social media content is desired, Rincon can prepare language and images that can be pushed to jurisdictional social media accounts by staff.</p> <p><small>*This item is not included in the MJHE scope of work.</small></p>	<p>Strategy Development: \$4,500</p> <p>Social Media Content: \$1,500 per push</p>

<p><b>Collateral Materials</b></p> <p>Rincon can prepare fact sheets and/or a frequently asked questions document for use throughout the process.</p> <p>Pricing varies widely for the development of collateral materials. Pricing shown here is representative of the creation of a one-page, graphically pleasing fact sheet, or a large informational poster board for display at a community event, or an interactive booth activity such as a sticky dot mapping exercise.</p> <p><small>*The creation of collateral materials for community workshops is included in the MJHE scope of work. Pricing shown is for the creation of other materials.</small></p>	<p>To be billed at current rates. Estimated \$2,000 per document</p>
<p><b>Bilingual Translation of Materials</b></p> <p>Rincon can provide non-certified translation of documents and materials to reach non-English speaking residents. Currently Rincon has the ability to translate documents from English to Spanish.</p> <p><small>*The translation of all community workshop materials to Spanish is included in the MJHE scope of work. Pricing shown is for the translation of any other materials.</small></p>	<p>To be billed at current rates. Estimated \$1,500 per 3-page document</p>
<p><b>Engagement Toolkits</b></p> <p>Rincon can develop toolkits to support the engagement of community members outside of defined meetings and workshops. These toolkits can be used by Housing Task Force members or other identified project ambassadors to support outreach about the housing element process and to solicit additional feedback. The toolkit would include a project overview and fact sheet, survey and/or discussions questions. The toolkit can also be used by MCAG staff.</p> <p><small>*This item is not included in the MJHE scope of work.</small></p>	<p>\$7,500</p>