

**CITY OF SANDY SPRINGS  
GENERAL GOVERNMENT SERVICES  
TASK ORDER**

<b>Title:</b>	Communications	<b>Task Order Number:</b>	CM-FY20-01
<b>Applicable CLIN:</b>		<b>Issue Date:</b>	
<b>Period of Performance:</b>		July 1, 2019 – June 30, 2020	
<b>Issued To:</b>			
<b>Requirements (SOW Reference):</b>		WBS 6.0 – WBS 6.4 <sup>1</sup>	
<b>Workload</b> <i>(specified by City)</i>			
<b>Item and Quantity</b>			
<b>Communications (WBS 6.0)</b>			
Maintain high customer services levels related to handling of resident inquiries and complaints, including collaboration with the Call Center team. The Call Center receives an average of 1,500 calls per week and 350 inquiries through web chat. Quarterly, provide an overview of key topics called in by constituency.			
Meet or exceed deadlines for requests for assistance from internal departments (e.g. publicity assistance, development of collateral, presentation assistance).			
Research and development of proclamations and letters of notation			
Assistance with City-hosted business events (e.g. delegation visits)			
Providing information for both internal and external audiences through written materials, presentations and public information meetings			
<b>Community Relations (WBS 6.1)</b>			
250+ homeowner associations			
Regular outreach to neighborhood associations and community groups, including an annual meeting for HOA leadership			
Ongoing assistance in proactive outreach to neighborhoods/businesses regarding city projects and initiatives (averaging 3-5 per month)			
Cross collaboration with community organizations such as Sandy Springs Chamber of Commerce, Leadership Sandy Springs and Sandy Springs Conservancy			
Work collaboratively with other city departments to gather and disseminate information pertinent to the community			
Compile a weekly update for the City Manager related to department activities during the week			
Provide weekly traffic updates through the Sandy Springs Alerts notification system			
<b>Media and General Communications (WBS 6.2)</b>			
Maintain the City's web products: sandyspringsga.gov, citysprings.com, kb.SandySpringsGA.gov, spr.gs, as well as Unified Platform for delivery of web-based content			
Develop new web products and integrations between legacy systems and the Unified Platform (as required)			
Provide training and support services to website content creators in other City departments			
Maintain the City's social media products: facebook.com/SandySpringsGA, facebook.com/CitySprings, facebook.com/COSSRecandParks twitter.com/SandySpringsGA			

<sup>1</sup> WBS references are to the General Government Services Statement of Work (SOW) attached to this Task Order

and provide assistance and oversight with VisitCitySprings (Instagram), facebook.com/CitySprings and twitter.com/CitySprings		
Assist in maintenance of Police social media products: facebook.com/SandySpringsPolice and twitter.com/SandySprings_PD and Fire departments social presence at facebook.com/sandyspringsfiredept		
Provide professional-grade photography and Videography services		
Develop signage and maintain and develop the City's signage system		
Develop and post content on the City's internal bulletin board communication systems		
Produce bi-monthly e-newsletter on City happenings		
Produce quarterly e-newsletter related to Economic Development and Recreation and Parks activities		
Produce monthly internal-staff newsletter for the police department		
Respond to an average of 10 media inquiries per week and conduct proactive media outreach		
Draft and issue press announcements and messaging documents (average of 3-5 per month)		
Media training for City personnel		
<b>Marketing (WBS 6.3)</b>		
Printed publications highlighting key topics of interest including, brochures, informational one-sheets, inserts and articles for the local newspapers		
Printed materials, including fliers, brochures, and press materials to promote Recreation and Parks programming		
Printed materials, including fliers, brochures and press materials to promote City Springs and the Performing Arts Center		
Ideation to execution of collateral materials (e.g. media advertisements, posters, informational one-sheets, etc)		
Work with staff and vendors to ensure brand integrity		
Develop photos, videos and graphic elements as needed		
Publish the City's annual Year in Review		
<b>Special Events (WBS 6.4)</b>		
Develop and execute City events (Events produced by the City during the Fiscal Year 2018 included: MLK Day, Arbor Day, Kids2Park Day, Back to School Bash, Food That Rocks, July 4 Fireworks, National Night Out, Spooky Springs, Harvest Music Fest, Veterans Day, Sparkle Sandy Springs, and annual Sculpture Competition at City Springs)		
<b>Emergency Operations (WBS 6.5)</b>		
Staff the Emergency Operations Center to meet communications needs during emergency activations		
Issuance of emergency notifications through Sandy Springs Alerts notification system, web and social media (e.g. road closures, severe weather, winter storms etc)		
<b>Deliverables</b> <i>(specified by City)</i>		
<b>Data Item Description</b>	<b>Data Item Number</b>	<b>Submission Frequency</b>
For all WBS elements under Communications, the Contractor shall be required to produce documents including, but not limited to, reports, correspondence in all forms (written, e-mail,		

General Government Services Task Order  
Communications

etc.), plans and updates, as required in the ordinary course of business or as directed by the City Manager.		
<b>Community Relations (WBS 6.1)</b>		
Week in Review	DI-COSS-GS-001	Weekly
Weekly Traffic Update	DI-COSS-GS-002	Weekly
<b>Media and General Communications (WBS 6.2)</b>		
Media Clips	DI-COSS-GS-003	Daily
E-newsletter	DI-COSS-GS-004	Monthly
Economic Development   Recreation and Parks e-newsletters	DI-COSS-GS-005	Quarterly
SSPD bi-monthly newsletter	DI-COSS-GS-006	Bi-Monthly
Web and Social Media Statistics	DI-COSS-GS-007	Quarterly
<b>Marketing (WBS 6.3)</b>		
Year in Review	DI-COSS-GS-008	Annually
<b>Special Events (WBS 6.4)</b>		
Recap Reports on executed events	DI-COSS-GS-009	Per event
<b>Emergency Operations (WBS 6.5)</b>		
Activation Support	DI-COSS-GS-010	Per emergency

<b>Performance Metrics</b> <i>(completed by Offeror)</i>	

<b>Special Considerations</b>	
<b>Key personnel:</b>	<i>ENTER NAME HERE</i> - Community Relations Manager <i>ENTER NAME HERE</i> – Senior Communications Specialist <i>ENTER NAME HERE</i> – Visual Communications Manager
<b>City-Furnished Property:</b>	All office supplies, furniture, fixtures, equipment, motor vehicles, computer hardware and software will be provided by the City.
<b>Travel:</b>	A cost reimbursable item, as approved by the City pursuant to CLIN 0007 of the General Government Services Base Contract.
<b>Training:</b>	A cost reimbursable item, as approved by the City pursuant to CLIN 0008 of the General Government Services Base Contract. For purposes of this Task Order, the Contractor shall include in its cost calculations the amount of \$10,000 for training.
<b>Other:</b>	Other cost reimbursable items, as approved by the City pursuant to CLIN 0008 of the General Government Services Base Contract.

<b>Level of Effort and Fixed Price</b> <i>(completed by Offeror)</i>			
<b>Contract Labor Categories</b>	<b>FTE</b>	<b>FBR<sup>2</sup></b> <b>\$</b>	<b>Labor Category Price</b> <b>\$</b>

<sup>2</sup> See Section B.5 of the Base Contract for not to exceed fully burdened labor rates.

General Government Services Task Order  
Communications

		Premium for overtime and shift differential	
<b>Total FTE:</b>		<b>Total Fixed Price:</b>	
<b>Issued To:</b>			
<b>City of Sandy Springs Approval:</b>			
<b>Date:</b>			
<b>Attest:</b>			

**ATTACHMENT 1  
TO COMMUNICATIONS  
TASK ORDER**

**STATEMENT OF WORK**

See Section J – Attachment 01 for  
Statement of Work