

December 16, 2021

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 General Manager
 Kinneloa Irrigation District
 1999 Kinclair Drive
 Pasadena, CA 91107-1017

Project Goal: *Develop creative and compelling digital assets to educate and inspire Kinneloa Irrigation District customers.*

Professional Services Estimate: E-blast newsletters

OUTREACH STRATEGY	DESCRIPTION	Cost
E-blasts to customers	<ul style="list-style-type: none"> « Produce four (4) quarterly email newsletters for distribution to customers and stakeholders of Kinneloa Irrigation District. « Collaborate with District staff on newsletter topics to ensure CV Strategies focuses on developing timely and relevant content. « Create compelling written articles promoting district news, conservation, and other relevant messages pertaining to water quality, supply, and use. « Craft dynamic General Manager letter « Promote Kinneloa Irrigation District website and social media accounts to share timely information and encourage further engagement with customers. « Incorporate graphics, icons, photos, and other images to design a colorful and visually appealing layout that captures attention. « Facilitate the distribution of each e-blast. 	\$8,900
Customer Communication Survey	<ul style="list-style-type: none"> « Create a brief email survey to collect basic demographic information, including household size, languages spoken, and preferred methods of communication. « Compile responses to provide greater insight into customers of Kinneloa Irrigation District. « Utilize demographic information to better tailor communications and more effectively reach the intended audience. 	\$500
Subtotal		\$9,400
Total Cost (Not to exceed)		\$9,400

..... Rates for Communication Services

- » President - \$225/hour
- » Graphics/Design/Video - \$150/hour
- » Vice-President - \$200/hour
- » Photographer - \$125/hour
- » Account Manager/Specialist - \$175/hour
- » Translator - \$125/hour
- » Support Staff - \$100/hour

..... *Terms & Compensation*

Either party may end this agreement by providing written notice to the other party. In the event of termination, CV Strategies shall be paid for all hours and expenses accrued up to the date of termination.

Hard costs incurred by CV Strategies will be billed to the client with a nominal service charge of 10% (not to exceed \$250). This includes all anticipated hard costs such as printing, mailing, photography, video, advertising, etc. Required travel mileage will be billed at the published IRS rate.

All services and hard costs will be billed monthly. Invoices should be paid in full upon receipt.

..... *Agreed & Approved*

Name

Signature

Title

Date

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