

STATE OF TEXAS §
 §
COUNTY OF FORT BEND §

**AMENDMENT TO AGREEMENT FOR
PROFESSIONAL CONSULTING SERVICES
CENSUS PROJECT MANAGER**

THIS AMENDMENT, is made and entered into by and between Fort Bend County (hereinafter “County”), a body corporate and politic under the laws of the State of Texas, and Outreach Strategists, LLC (hereinafter “Consultant”), a company authorized to conduct business in the State of Texas.

WHEREAS, the parties executed and accepted that certain Agreement for Professional Consulting Services (Census Project Manager) on December 5, 2019, (hereinafter “Agreement”); and

WHEREAS, the parties desire to amend the Agreement to reflect additional Services to be provided by the Consultant under the terms of the Agreement.

NOW, THEREFORE, the parties do mutually agree as follows:

1. County shall pay Consultant an additional amount not to exceed three hundred sixty-five thousand dollars and no/100 (\$365,000.00) to perform additional as described in Consultant’s Scope of Work #2 attached hereto as Exhibit “A” and incorporated herein for all purposes.
2. The Maximum Compensation payable to Consultant for all Services rendered is hereby increased to an amount not to exceed four hundred fourteen thousand five hundred dollars and no/100 (\$414,500.00), authorized as follows:
 \$49,500.00 under the Agreement; and
 \$365,000.00 under this Amendment.
3. In no case shall the amount paid by County for all Services under the Agreement and this Amendment exceed the Maximum Compensation without an agreement executed by the parties.
4. The parties hereby agree to extend the time of performance under the Agreement to end no later than August 31, 2020.
5. In addition to all documents, data, reports, research, graphic presentation materials, etc., developed by Consultant as a part of its work under this Agreement referenced in Section 8. of the Agreement, any compilation of

cell phone number of residents within targeted Census block groups created under the additional Services, shall also become property of the County with the Consultant use limited to fulfilling its obligation under the Agreement.

6. BY ACCEPTANCE OF AGREEMENT, CONSULTANT ACKNOWLEDGES THAT THE COUNTY IS OPPOSED TO HUMAN TRAFFICKING AND THAT NO COUNTY FUNDS WILL BE USED IN SUPPORT OF SERVICES OR ACTIVITIES THAT VIOLATE HUMAN TRAFFICKING LAWS.

Except as provided herein, all terms and conditions of the Agreement shall remain unchanged.

IN WITNESS WHEREOF, the parties hereto have signed or have caused their respective names to be signed to multiple counterparts to be effective on the date signed by the final party.

FORT BEND COUNTY

OUTREACH STRATEGISTS, LLC

KP George, County Judge

Authorized Agent – Signature

Date

Authorized Agent – Printed Name

ATTEST:

Title

Laura Richard, County Clerk

Date

AUDITOR'S CERTIFICATE

I hereby certify that funds are available in the amount of \$_____ to accomplish and pay the obligation of Fort Bend County under this contract.

Robert Ed Sturdivant, County Auditor

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Statement of Work #2

Background

With the County's receipt of \$415,000 in external funding to execute the Census Amplification program, and at the request of the County, we propose the following services and related cost to fully execute the program as designed.

The major additive services compared to the original scope of work are:

- additional services to execute a program designed by the County census team and for which grant funds have been raised directly for the purpose of the Census 2020 efforts,
- extension of contract term end from May 31, 2020 to August 31, 2020, and
- delivery of a postmortem report

It should be noted that this statement of work does not include the following:

- production of printed materials, nor
- management of distribution of printed materials

Services

Phases

	Planning	Education & Awareness	Get Out the Count	Postmortem
Start	November 2019	January 2020	March 2020	August 2020
End	December 2019	February 2020	July 2020	

Proposed initiatives

Get Out the Count

March 2020
through
July 2020

- Draft presentations for, manage, and facilitate monthly Complete Count Committee meetings with explicit purpose of driving action to mobilize hard to count residents
- Maintain Complete Count Committee listserv
- Maintain Complete Count Committee Resources page
- Staffing (dependent on receipt of mobilization payment)
 - Recruit, hire, and directly manage one (1) Organizing Lead through August 31, 2020
 - Recruit, hire, and directly manage one (1) part-time Organizer through July 31, 2020
- Research (dependent on receipt of mobilization payment)
 - Manage production, client approval, and deployment of a message development experiment to derive County-specific messaging
 - Manage production, client approval, and deployment of a content experiment to inform direct mail and SMS campaigns
- Digital advertising (dependent on receipt of mobilization payment)
 - Manage production, client approval, and placement of digital advertising to targeted Census blockgroups where possible
- Direct mail (dependent on receipt of mobilization payment)
 - Manage production, client approval, and postage of seven (7) pieces of direct mail to targeted Census blockgroups
 - Analyze USPS carrier routes and identify carrier routes within targeted Census blockgroups
- SMS/Text messaging (dependent on receipt of mobilization payment)
 - Manage acquisition of cell phone numbers of residents within targeted Census blockgroups
 - Purchase all estimated number of text messages needed to send 11 rounds of text messages to acquired cell phone numbers
 - Manage entire end-to-end text messaging campaign, including drafting of instructions and FAQs
- Peer to peer communication
 - Set up and maintain peer to peer communication platform allowing for controlling outbound Census messaging
 - Manage entire end-to-end peer to peer messaging campaign, including drafting of instructions and FAQs
- Draft press releases from time to time to increase awareness about the County and its Census Amplification program

	<ul style="list-style-type: none"> • Draft media advisories from time to time to increase awareness about the County and Complete Count Committee's efforts to increase response rates among the hard to count population
Postmortem August 2020	<ul style="list-style-type: none"> • Draft postmortem report with qualitative and quantitative (depending on Census data availability) insights and lessons learned

Cost

Assuming a term spanning from March 1, 2020 through August 31, 2020, we propose the following cost:

Month	Item	Cost	Invoiced
March 2020	Program Execution Mobilization Payment (via wire transfer upon contract signing)	\$228,920.00	ASAP
March 2020	Project Execution Services	\$22,680.00	April 1, 2020
April 2020	Project Execution Services	\$22,680.00	May 1, 2020
May 2020	Project Execution Services	\$22,680.00	June 1, 2020
June 2020	Project Execution Services	\$22,680.00	July 1, 2020
July 2020	Project Execution Services	\$22,680.00	August 1, 2020
August 2020	Project Execution Services	\$22,680.00	September 1, 2020

\$365,000.00