

Office of Sustainability - County of San Mateo:

Waste Team Educational Materials Development | October 2017 - March 2018

Scope of Work: Tasks and Deliverables

Working collaboratively with the Office of Sustainability (OOS) Waste Team, Circlepoint will re-design a variety of existing collateral and develop new materials to help County residents establish new habits and build connections to civic waste management goals. As the team who collaborated with OOS on the recent rebranding, our team is well-equipped to provide all of the communications and design services listed in this Scope of Work with maximum efficiency.

Below is a list of the key services we anticipate providing under this agreement. As a creative communications company with a deep bench of professionals, Circlepoint has a depth of resources available to the OOS beyond these services if needed. From multicultural communications and direct outreach to video production and photography, we are available to support the OOS and fulfill the needs of any given project.

TASK 1: EDUCATIONAL WASTE PRINT COLLATERAL MATERIALS

Collateral Redesign - With a clear sense of the OOS's established style, Circlepoint will ensure all collateral updates are made according to the existing branding guidelines and designed to be highly legible and accessible. Some deliverables will require a complete redesign; including revising content, re-creating specialized graphic content, sourcing and inserting new photography and or combining content from multiple pieces. Other pieces will only need a stylistic refresh to bring them into alignment with the updated branding guidelines. We will approach each piece by working closely with OOS to determine the appropriate level of effort. We will confirm the goals and audience for each deliverable to ensure the redesigned collateral piece meets its objectives and is developed in the most efficient manner possible.

Content Refinements - Our team will review each deliverable to offer suggestions for refining existing content, including suggesting more memorable names for various pieces, recommending key messages to highlight and adjusting copy for maximum accessibility.

Translation Services - We will work with our trusted multicultural outreach partner, InterEthnica, to secure culturally relevant translations of the ***Worm Composting Brochure, Backyard Composting Brochure, Combined Grasscycling Guide and Sustainable Garden brochure***. InterEthnica contracts with certified translators who are local to the Bay Area and familiar with civic and waste management projects and their related vocabularies.

As Needed Graphic Design and Content Support - As part of this scope, we have included contingency labor to provide as needed graphic design and content support for the OOS Waste Team. This could include developing new collateral pieces (simple brochures, posters, flyers, etc), event signage, signage, infographics, illustrations or other creative needs. We will work with the Waste Team to evaluate the level of effort required for any additional deliverables and address them in priority order.

Task 1: Deliverables

- Kickoff meeting
- Each print deliverable includes:
 - Content sketch (1)
 - Round of copy refinements (1)



- Digital draft (1)
 - Digital final (1)
 - Packaged design files
- Print deliverables include:
 - Kickoff meeting
 - Worm composting brochure (English and Spanish versions)
 - Backyard composting brochure (English and Spanish versions)
 - Combined Grasscycling Guide and Sustainable Garden brochure (English and Spanish versions)
 - Combined AB 1826 and AB 341 brochure
 - Instructor Manual Template (Front & back covers + 1 spread = 4 pages max)
 - Student Workbook Template (Front & back covers + 1 spread = 4 pages max, + update of existing graphics)
 - EPP Guide (12 pages, 2 new, non-infographic, graphic productions)
 - Recycling & Reuse Guide
 - School Resource Newsletter
 - Construction & Demolition Guide
 - Graphic Organizer Board Puzzle Game (two versions)
 - Display Board Puzzle Game (two versions)
 - 4R's Board Game
 - Landfill/Recycle/Compost Stickers
 - Worm Head Cut Out Prop (1)
 - *Details of the print deliverables may be subject to change. If needed, OOS and Circlepoint staff will carefully evaluate the changes to the print deliverables and ensure the changes are within the agreed upon budget and scope.*
- Translation to Spanish and alternate layout for
 - Worm composting brochure
 - Backyard composting brochure
 - Combined Grasscycling Guide and Sustainable Garden brochure
- As-needed graphic design / content support for new collateral pieces such as posters, signage, brochures, stickers, infographics and illustrations.

EXCLUSIONS/ASSUMPTIONS

Circlepoint has the following exclusions and assumptions:

- Period of performance is 12 months.
- Two (2) rounds of revisions on all design deliverables.
- Client will provide a complete draft content, including images and source files, when possible. Circlepoint will provide message development and content refinement.
- Client will be responsible for all production costs.
- Circlepoint will provide all print collateral files to OOS team in editable format after finalized (Adobe InDesign, Illustrator).