



Communications Research & Findings

City of Portland Governance Transition

R2: May 13, 2024

This scope focuses on research (survey, focus groups, review of other cities) related to creating a central communications function within the City of Portland's new form of government. This function will include a Communications Officer as well as a communications team. This project will build on research and engagement conducted by In Common during 2023, which helped establish the need and top priorities for a central communications team. This phase will focus on the level of integration and centralization across the City's six new service areas, the level of authority the Officer will have, and the candidate profile for the Officer position.

PHASE ONE — 1 week

Kickoff, project planning and research review.

Deliverables

- Plan + facilitate kickoff meeting with City Project Manager
- Review of past research by In Common
- Project work plan with deliverables and deadlines

PHASE TWO — 3-4 weeks

Review cities' communications officer job descriptions collected by City Project Manager; review and edit survey questions proposed by City Project Manager; design focus group facilitation guide. Note: estimate does not include scheduling for any focus groups or stakeholder interviews, first draft of survey questions nor distribution of the survey.

Deliverables

- Plan + facilitate kickoff meeting with City Project Manager
- Recommendations memo from collected job descriptions
- Review & edit survey questions (2 rounds of revision)
- Develop focus group guide (2 rounds of revision)

PHASE THREE — 4-5 weeks

Facilitate focus groups and conduct stakeholder interviews. Synthesize and review findings into a presentation deck or document for use by Project Manager. Note: estimate does not include scheduling for any focus groups or stakeholder interviews, nor distribution of the survey.

Deliverables

- Conduct focus group interviews (7 one hour sessions)
- Conduct stakeholder interviews (5 one hour interviews)
- Synthesize and report findings, including recommendations for candidate profile/communications officer duties, level of centralization/integration of communications services across the city.

BUDGET PROPOSAL

Phase One	Cost
Kickoff, project planning + work plan	\$1,500
Survey + focus group design; peer city research	\$3,475.00
Conduct focus groups + interviews; synthesize + report findings	\$8,750
Total	\$13,050

Hourly Rates:

Leslie Carlson, Principal & Public Relations Director, \$200/hour

Heidi Nielsen, Creative & Account Director, \$200/hour

Lizzy Atwood Wills, Senior Strategist & Account Manager, \$175/hour

This price quotation will be honored for 30 days from the day it was sent. All estimates may vary +/-10%. Any deviation from original project scope as described in the overview in this document may result in a change in price. Should this occur, Client will be made aware of the change as soon as possible. Requests outside of scope will be estimated separately. Any alterations by the Client of project specifications may result in price changes. In Common Agency reserves the right to assess a 5% late fee if full payment is not received within 30 days plus 1% monthly thereafter. Client expressly agrees to be liable to In Common Agency for all costs of collection including attorney's fees.

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