

Phase 1 Deliverables:	
1. Literature review results	\$1,000
2. Communications audit results	\$800
3. One in-person planning meeting	\$1,000
<i>Services sub-total</i>	\$2,800
<i>Travel expenses (not to exceed) 1 person/1 trip/1day</i>	\$600
PHASE 1 TOTAL	\$3,400
Phase 2 Deliverables:	
1. Communications strategy for homeowner campaign and message documents	\$5,000
2. Communications strategy for lawn care company campaign and message documents	\$5,000
3. One in-person planning meeting for homeowner campaign	\$1,000
4. Two – three in-person meetings with lawn care company representatives	\$1,500
<i>Services sub-total</i>	\$12,500
<i>Travel expenses (not to exceed) 1 person/1day/ 2 trips</i>	\$1,200
PHASE 2 TOTAL	\$13,700
Phase 3 Deliverables:	
1. Writing of 2-3 campaign materials	1,000
2. One full-day values-based communications workshop and one 2-3 hour training session	\$1,500
3. On-going consulting, 2 hours per month for 6 months	\$1,320
<i>Services sub-total</i>	\$3,820
<i>Travel expenses (not to exceed) 1 person 1 trip 2 days</i>	\$800
<i>Graphic designer (not to exceed)</i>	\$2,000
PHASE 3 TOTAL	\$6,620
PROJECT TOTAL	\$23,720