

Blueprint Columbus City of Columbus Department of Public Utilities 11/17/2021	Principal/ Strategic Counsel		Senior Project Manager/Strategist		Project Manager/ Task Lead/Planner		Graphic Designer/Art Director/Copywriter		Account Coordinator/ Social Media		Contract Manager		Clerical/Interns		Total	Labor	Quantity	Direct	Subcontractor	Total	Notes	
	Hours	Rate	Hours	Rate	Hours	Rate	Hours	Rate	Hours	Rate	Hours	Rate	Hours	Rate	Hours	Cost		Cost	Cost	Cost		
		\$		\$		\$		\$		\$		\$		\$								
MURPHYEPSON PROFESSIONAL SERVICES		\$ 225.00		\$ 175.00		\$ 130.00		\$ 130.00		\$ 100.00		\$ 120.00		\$ 70.00								
WORK ORDER #1 - GENERAL SUPPORT																						
1.1 Project Management Coordination		\$ -	72	\$ 12,600.00	36	\$ 4,680.00		\$ -	24	\$ 2,400.00	12	\$ 1,440.00	12	\$ 840.00	156	\$ 21,960.00			\$ -	\$ 21,960.00		
1.2 Blueprint Discovery Session	2	\$ 450.00	4	\$ 700.00	2	\$ 260.00	2	\$ 260.00	2	\$ 200.00		\$ -		\$ -	12	\$ 1,870.00			\$ 200.00	\$ 2,070.00		
1.3 Progress Meetings		\$ -	20	\$ 3,500.00		\$ -		\$ -		\$ -		\$ -		\$ -	20	\$ 3,500.00			\$ 2,000.00	\$ 5,500.00		
1.4 Construction Progress Meetings		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -	0	\$ -			\$ 1,500.00	\$ 1,500.00		
1.5 Strategy Development and Counsel	12	\$ 2,700.00	24	\$ 4,200.00	16	\$ 2,080.00		\$ -		\$ -		\$ -		\$ -	52	\$ 8,980.00			\$ -	\$ 8,980.00		
SUBTOTAL															240	\$ 36,310.00			\$ 3,700.00	\$ 40,010.00		
WORK ORDER #2 - MARKETING/DESIGN/PRODUCTION																						
2.1 Brand Audit		\$ -	16	\$ 2,800.00		\$ -	16	\$ 2,080.00	8	\$ 800.00		\$ -		\$ -	40	\$ 5,680.00			\$ -	\$ 5,680.00		
2.2 Photo Assets		\$ -	16	\$ 2,800.00		\$ -	40	\$ 5,200.00	8	\$ 800.00		\$ -		\$ -	64	\$ 8,800.00			\$ -	\$ 8,800.00		
2.3 Hero Piece Collateral (3 pieces)	1	\$ 225.00	48	\$ 8,400.00		\$ -	80	\$ 10,400.00		\$ -		\$ -		\$ -	129	\$ 19,025.00		\$ 900.00	\$ -	\$ 19,925.00	Translation Service	
2.4 Door Hangers		\$ -	8	\$ 1,400.00		\$ -	24	\$ 3,120.00		\$ -		\$ -		\$ -	32	\$ 4,520.00		\$ 1,600.00	\$ -	\$ 6,120.00	Door Hangers Printing	
2.5 Facebook Ads		\$ -	8	\$ 1,400.00		\$ -	16	\$ 2,080.00	2	\$ 200.00		\$ -		\$ -	26	\$ 3,680.00		\$ 5,600.00	\$ -	\$ 9,280.00	FB paid ads	
2.6 Quarterly Newsletters		\$ -	16	\$ 2,800.00		\$ -	6	\$ 780.00	2	\$ 200.00		\$ -		\$ -	24	\$ 3,780.00			\$ -	\$ 3,780.00		
2.7 Vests		\$ -	1	\$ 175.00		\$ -	12	\$ 1,560.00	4	\$ 400.00		\$ -		\$ -	17	\$ 2,135.00		\$ 720.00	\$ -	\$ 2,855.00	Street Team vest	
2.8 Bus Bench Ad		\$ -	4	\$ 700.00		\$ -	16	\$ 2,080.00		\$ -		\$ -		\$ -	20	\$ 2,780.00		\$ 11,000.00	\$ -	\$ 13,780.00	Bus Bench Ad	
SUBTOTAL															352	\$ 50,400.00			\$ -	\$ 70,220.00		
WORK ORDER #3 - COMMUNITY OUTREACH																						
3.1 Hilltop 4 Outreach (60% Design/February)																					Post Card Printing, Postage & Mailing (for all Outreach); Zoom Business Fee (Optional)	
	6	\$ 1,350.00	34	\$ 5,950.00	24	\$ 3,120.00	24	\$ 3,120.00	48	\$ 4,800.00		\$ -	16	\$ 1,120.00	152	\$ 19,460.00		\$ 6,600.00	\$ 8,400.00	\$ 34,460.00		
3.2 Hilltop 1 Outreach (Pre-Construction/June)	6	\$ 1,350.00	30	\$ 5,250.00	24	\$ 3,120.00	24	\$ 3,120.00	46	\$ 4,600.00		\$ -	16	\$ 1,120.00	146	\$ 18,560.00			\$ 5,400.00	\$ 23,960.00		
3.3 Miller Kelton Outreach (Pre-Construction/July)	6	\$ 1,350.00	30	\$ 5,250.00	24	\$ 3,120.00	24	\$ 3,120.00	46	\$ 4,600.00		\$ -	16	\$ 1,120.00	146	\$ 18,560.00			\$ 5,400.00	\$ 23,960.00		
3.4 Hilltop 4 Outreach (90% Design/August)		\$ -	20	\$ 3,500.00		\$ -		\$ -	6	\$ 600.00		\$ -	16	\$ 1,120.00	42	\$ 5,220.00			\$ 5,000.00	\$ 10,220.00		
3.5 James Livingston Outreach (30% Design/ September)																						
	6	\$ 1,350.00	42	\$ 7,350.00	24	\$ 3,120.00	24	\$ 3,120.00	46	\$ 4,600.00		\$ -	16	\$ 1,120.00	158	\$ 20,660.00			\$ 7,900.00	\$ 28,560.00		
3.6 General Community Outreach, Resident Inquiries, Problem Resolution & Ongoing Outreach		\$ -	136	\$ 23,800.00		\$ -	24	\$ 3,120.00	178	\$ 17,800.00		\$ -		\$ -	338	\$ 44,720.00			\$ 88,200.00	\$ 132,920.00		
SUBTOTAL															982	\$ 127,180.00			\$ 120,300.00	\$ 254,080.00		
Miscellaneous																						
Miscellaneous tasks.		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -	0	\$ -		\$ 560.00	\$ 3,248.00	\$ 3,808.00	Misc Mileage	
SUBTOTAL	39		529		150		332		420		12		92		0	\$ -				\$ 3,808.00		
GRAND TOTAL	39	\$ 8,775.00	529	\$ 92,575.00	150	\$ 19,500.00	332	\$ 43,160.00	420	\$ 42,000.00	12	\$ 1,440.00	92	\$ 6,440.00	1574	\$ 213,890.00		\$ 26,980.00	\$ 127,248.00	\$ 368,118.00		
															1574	\$ 213,890.00				\$ 368,118.00		

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