

**SCHEDULE 2A**  
ENGINEERING COST SUMMARY

<b>SCHEDULE 2A (1)</b>				
<b>ENGINEERING COST SUMMARY</b>				
1.	CITY COLUMBUS, OHIO DEPT. OF PUBLIC UTILITIES	2. CIP NO.: 650004-100005 CT NO.: N/A	3. VERSION: 2	
4.	NAME OF CONSULTANT: MurphyEpson, Inc.	5. PROJECT TITLE: Blueprint Columbus Public Information Outreach		
6.	ADDRESS: 1650 Watermark Dr., Suite 210 Columbus, OH 43215	7. TYPE OF CONTRACT: <b>DIRECT HOURLY W/MULTIPLIER</b>		
8.	<b>DIRECT LABOR:</b>	EST. HRS.	HOURLY RATE	SUBTOTAL
	Principal/Strategic Counsel	39	\$225.00	\$8,775.00
	Senior Project Manager/Strategist	529	\$175.00	\$92,575.00
	Project Manager/Task Lead/Planner	150	\$130.00	\$19,500.00
	Graphic Designer/Art Director/Copywriter	332	\$130.00	\$43,160.00
	Account Coordinator	420	\$100.00	\$42,000.00
	Contract Manager	12	\$120.00	\$1,440.00
	Clerical/Interns	92	\$70.00	\$6,440.00
		1574		
	<b>DIRECT LABOR TOTAL:</b>			<b>\$213,890.00</b>
9.	<b>INDIRECT LABOR:</b>	Overhead & Administrative (a)	Profit (b)	Indirect Cost & Profit Multiplier (a + b) + (a * b)
		0.00	0.00	0.00
	<b>INDIRECT LABOR + PROFIT TOTAL:</b>			<b>\$0.00</b>
10.	<b>TOTAL LABOR + PROFIT COSTS (item 8 + item 9) (or 1 + Indirect Cost &amp; Profit Multiplier):</b>			<b>\$213,890.00</b>
11.	<b>OTHER DIRECT COSTS:</b>			EST. COST
	a. TRAVEL MILEAGE: 1000 miles x \$ .56 / mile Parking:			\$560.00
	a. TRAVEL SUBTOTAL:			\$560.00
	b. EQUIPMENT, MATERIALS, SUPPLIES (EMS) (List itemized breakdown below or on Schedule 2A-2 Expenses)			EST. COST
	Translation services for collateral			\$900.00
	Door Hangers			\$1,600.00
	Paid FB Advertising, 5 (5 week campaigns)			\$5,600.00
	Street Team Vests			\$720.00
	Bus Bench Ad			\$11,000.00
	Post Card Printing, Postage & Mailing; Zoom Business Fee (\$150 per public meeting)			\$6,600.00
	b. EMS SUBTOTAL:			\$26,420.00
	c. SUBCONTRACTS			EST. COST
	D&D Policyworks			\$127,248.00
	c. SUB SUBTOTAL:			\$127,248.00
	d. OTHER (Specify categories) Misc Deliveries, Postage, Copies, etc			EST. COST
				\$0.00
	d. OTHER SUBTOTAL:			\$0.00
	<b>e. TOTAL OTHER DIRECT COSTS TOTAL (items a through d):</b>			<b>\$154,228.00</b>
12.	TOTAL COST (item 10 + 11)			\$368,118.00
13.	(If Authorized; Name of sub & amount if not performed by prime.)			\$0.00
14.	(If Authorized; Name of sub & amount if not performed by prime.)			\$0.00
15.	(If Authorized; Name of sub & amount if not performed by prime.)			\$0.00
16.	CONTINGENCY ( _____ %)			\$0.00
17.	<b>MAXIMUM FEE (items 12 through 16)</b>			<b>\$368,118.00</b>