

Scope of Work for Columbus Water & Power Strategic Communications

Oct. 1, 2025 to Sept. 30, 2026

Continued work on launch of Columbus Water & Power brand through Better US Awards -- \$10,000

- Create and implement PR plan for Better US Awards Celebration, including coordinating media tour of new offices and assistance with on-site facilitation of media event
- Work with Mayor's office, other city departments city council and regional partners to help amplify the launch and highlight how Columbus Water & Power helps the community daily.

Ongoing PR/Communication Planning -- \$55,000; 367 hours

- Continued assistance on the organization's rebranding projects to Columbus Water & Power
- Create a PR blueprint for the year with timely story ideas for pitching to media, thought leadership planning, community partnership engagement and more
- Pursue at least one timely story idea each month to generate media coverage
- Identify thought leadership opportunities for Director Atha and CWP leadership team
- Identify key community partnerships to expand in order to amplify the work of CWP
- Meetings, strategy calls, status updates

General design -- \$5,000; 34 hours

- General design work such as social media graphics, collateral, etc.

Utility Lines -- \$20,000; 133 hours

- 4 editions of Utility Lines
 - 4 full days of photography
 - Design and revisions for each newsletter

Total for all the above: \$90,000