

SECTION 2

STUDY ADMINISTRATION/PUBLIC INFORMATION

Administration and management of the Keys Carrying Capacity Study will utilize a team approach, e.g. Project Management Team (PMT) and study team. The PMT and study team will develop the contracts required to execute the carrying capacity study; perform study tasks, as necessary; secure and manage funding; track milestones; report on the study status; provide coordination between contractors; conduct public and technical coordination workshops; ensure that the final carrying capacity analysis model meets the study requirements; and write the final report. Technical workshop participants will be selected by the PMT, in accordance with the technical issue to be resolved. If the PMT determines that an advisory committee or peer review group is necessary during the study, appropriate representatives will be selected at that time. The purpose of the advisory committee or peer review group, if required, would be to provide technical expertise and guidance on the development of the carrying capacity analysis model, direction for additional research, and direction for resolving outstanding issues.

Appendix E includes the estimated cost and schedule for performing the work required to complete the FKCCS, and identifies anticipated work in kind (WIK) credit tasks to be completed by the DCA. Technical workshops identified in this SOW may reveal the need for additional research, data collection and/or data analyses. It is understood between the USACE and the DCA that the SOW and/or WIK credit tasks may be adjusted during the study period by written agreement between the Executive Committee members. The modification of the SOW and/or WIK credit tasks will not change the statutory requirement of cost sharing responsibilities or the maximum limit on allowable WIK credit, pursuant to Section 105 of the Water Resources Development Act of 1986.

Public information will be a significant and integral part of the FKCCS. While the FKCCS will be strictly scientifically driven, due to the widespread public, political, agency and media interest, a diligent effort will be expended to provide a rigorous public information program. The primary objectives of the Public Information effort are:

1. Inform Keys citizens and all stakeholders throughout the course of the study;
2. Provide opportunities for interaction between the public and those persons involved in the formulation of the FKCCS,
3. Obtain information and input from the public,
4. Provide effective transfer to the public of the carrying capacity analysis procedures and study results, and
5. Provide the public with insight and direction on study decisions.

Study Administration

Task 1. Contracts. Due to its complex nature, this study will be executed in phases. To facilitate this approach, the study will be divided into contracts based around the necessary expertise and experience in the following areas: public information, modeling and scenario development, data collection for the natural resource categories, and data collection for the human infrastructure and social categories. The Public Information contract will be ready for advertisement after the signing of the PCA and transfer of funds by the DCA.

Task 1.a. Coordinate Contracting Procedure. Based upon this conceptual SOW, detailed scopes of work will be developed for the Request For Proposal (RFP) process. Coordination of the study requirements for each contract delivery order will be provided throughout the entire contracting procedure, i.e. until the contract is awarded.

Task 1.b. Administer Contract Delivery Orders. This task requires the administration of the contract(s) through coordination with the contractor(s) to ensure that the contractor(s) understand(s) the requirement(s) of the delivery order(s).

Task 2. Conduct Coordination Workshops. Coordination between all parties involved in the development of every phase of the study is critical to its timely and successful completion. A series of PMT/contractor coordination workshops are planned at key milestones in the study (see Appendix E). At these workshops the PMT will review the specific deliverables each contractor is responsible for, refine the contractors focus as necessary, and discuss the overall direction of the study and the schedule.

Task 3. Coordinate Public and Agency Input. Public and agency input will be solicited through public and technical workshops. This input will be coordinated with the PMT, study team, contractors, and the public.

Task 4. Coordinate Peer Review Process. Peer reviews, if necessary, will be performed by members of the science and technology community that are not otherwise associated with the study effort. This task may require coordination of peer reviews of study parameters such as data collection; scientific determination of requirements, responses, limiting factors, and tolerance limits, if identifiable and quantifiable, of natural resource indicators and species of concern; and modeling.

Task 5. Final Report. A FKCCS report will be prepared documenting the data collection; public and technical workshops; peer review efforts, if applicable; modeling; methodology and study process.

Public Information

Task 1. Prepare Public Information Plan. The Contractor shall develop a Public Information Plan that guides the conduct of the Public Information effort. In preparing the plan, the Contractor will carry out the following sub-tasks:

Task 1.a. Develop Coordination Plan for On-Going Related Studies. In developing the plan the Contractor will identify and coordinate with all public information efforts of related, on-going studies in the Keys. This effort will provide synergy and avoid unnecessary duplication of information, meetings, etc. Such on-going Keys study efforts include, but are not limited to, the Monroe County Sanitary Wastewater Master Plan, the Monroe County Stormwater Master Plan, the Florida Keys National Marine Sanctuary (FKNMS) studies, the FKNMS Water Quality Protection Program studies and Florida Bay studies.

Task 1.b. Develop Stakeholder List. The Contractor shall prepare a list of all stakeholders to be informed on the progress of the study. Stakeholders consist of individuals, political leaders, formal and informal groups, and governmental and non-governmental organizations that are expected to be interested or concerned about the future of the Keys. The list of stakeholders is expected to be extensive, and include both on-Keys and off-Keys groups. This list will be updated on a quarterly basis by the Contractor over the course of the study. The Contractor will not only utilize standard Public Information methods (analysis of past participation in similar issue areas, self identification, third party identification, etc.) to identify all the stakeholders, but also an effort will be made to seek innovative methods. The search for and use of the innovative methods for stakeholder identification will be documented in the Public Information Plan.

Task 1.c. Identify the Information Exchange to be Accomplished During the FKCCS. The Public Information plan shall identify:

- (1) Public Information objectives for each study phase.
- (2) Information to be provided to all the stakeholders, and information to be obtained from all the stakeholders for each study phase.
- (3) Groups or interests with whom information must be exchanged.
- (4) Special circumstances that affect the selection of Public Information techniques.
- (5) Public Information methods to be utilized to accomplish the required information exchange for each study phase.

Key phases and issues of the study to be addressed by the plan shall include, but are not limited to:

-Study initiation

- What the study is and isn't
- Scoping
- Identification of carrying capacity indicators and factors
- Identification of issues
- Future scenario development
- Study progress reviews
- Study findings
- Study completion/transfer of carrying capacity analysis model and study outputs to the DCA.

In accomplishing task 1.c. the Contractor shall specify the Public Information methods to accomplish the information exchange at each phase of the FKCCS. Methods to be utilized to inform the stakeholders may include, but not be limited to: briefings, exhibits/displays, feature stories, technical reports, news conferences, newsletters, information brochures, public service announcements, speakers bureau, presentations to civic and technical groups, hot line, press kits, and a web site. Methods to interact with the stakeholders may include, but not be limited to: small group workshops, interviews, focus groups, surveys, hotline, poster sessions, on-site meetings/walking tours, and public information exchanges.

Task 2. Public Information Plan Review and Update. The Contractor shall prepare the draft Public Information plan for submittal to the PMT for review and comment within six weeks of Notice to Proceed. The Contractor shall respond to the official comments of the team, and prepare a final Public Information plan within two weeks of receipt of official comments. The final plan shall be submitted to the PMT for review and acceptance. When accepted, the final plan will constitute the basis for conducting Public Information activities in support of the FKCCS. The Contractor shall meet with the PMT over the course of the FKCCS to provide updates on Public Information activities and findings, and to obtain guidance for updating and adjusting the Public Information Plan.

Task 3. Prepare Computerized Mailing List. The Contractor shall develop and maintain a computerized mailing list of all the stakeholders. The mailing list shall be capable of being sub-divided and sorted on the basis of relevant categories (i.e. residential location, type of public, etc.).

Task 4. Prepare Public Information Materials. The Contractor shall prepare appropriate materials for informing the various stakeholders identified in the Public Information Plan. The type and character of such information materials will be dependent on the stakeholders identified, specific needs in relation to the phase of the study, and issues of concern. It is anticipated that such public information materials will consist of briefings, exhibits/displays, feature stories, technical reports, news conferences, news releases, newsletters, information brochures, public service announcements, speakers bureau, presentations to civic and technical groups, hot line, press kits, internet website, brochures, fact sheets, and media kits.

Task 5. Public Information Plan Execution. The Contractor shall be responsible for executing the activities specified in the approved Public Information Plan and for providing all logistics and supplies necessary to accomplish such activities.