

COST PROPOSAL/SCOPE OF WORK

Costs presented are for 4 issues per year. Each issue has a detailed schedule and work plan that we've perfected over time. The result is a stress-free 10-week development period with concrete deadlines set for both CCCSWA and GIGANTIC staff. GIGANTIC staff manages this schedule and prepares an easy-to-read calendar outlining each party's action items for each issue. We notify and remind staff of deadlines and provide follow-up when needed.

Strategic/Issue Planning

There is one quarterly planning meeting with at least one GIGANTIC staff person at CCCSWA offices. Before this meeting, our team meets internally to discuss issue ideas and to prepare a master list of article and issue focus ideas to present to CCCSWA.

To do this, we track the issue history, read board packets, read local press clippings, review residents' feedback and questions, research relevant community activities in CCCSWA's jurisdiction, and draw upon our extensive knowledge of solid waste issues. We ensure that over time there is fair and balanced coverage of the different member agencies and program partners. We also use information from the residential survey conducted in 2008 to understand what our audience does and doesn't know about CCCSWA, recycling, composting and programs in general, as well as perceived barriers to program participation we can address in *Diversions* articles. Familiarity with CCCSWA's communities, e.g. non-profits, community & neighborhood groups, green businesses, individuals, etc. help us suggest article ideas for *Diversions* that are tuned into the readership and help CCCSWA position themselves as connected to their constituents.

Over time, we've planned the content to take our audience on a path to understanding waste diversion programs—beginning with the basics (Recycling 101)—through to complex topics such as biodegradability of waste disposed in landfills.

Keeping it Fresh

This long-term approach makes it easy for us to keep content fresh, even though we've done the newsletter for many years. In fact, we enjoy the constant evolution the newsletter undergoes. **To demonstrate our commitment to this aspect of the newsletter's production, we would like to offer a high-level strategic review of the newsletter at no extra cost to the Authority.** This can take place at a point in time mutually agreed upon by both GIGANTIC and the Authority. The high-level review would go beyond our normal issue planning process and involve a broader assessment of the content and design, including how the content and design is working to support CCCSWA strategic vision for the next few years. We would also include implementing recommended changes or enhancements.



When we meet with the CCCSWA each quarter, they have all they need to efficiently choose an issue focus, select from a menu of article outlines complete with image suggestions, and give direction to our content development team. Thanks to the excellent work relationship we have established with the CCCSWA team, each issue's planning meeting—which rarely takes longer than 90 minutes—is a highly collaborative and productive session, allowing us to fine-tune article suggestions, discuss and include additional story ideas from the CCCSWA team and even brainstorm possible focus topics for the next issue.

Content Development

The new, roomier layout usually contains 7-8 articles, with one possibly published on the website. For the purposes of this proposal, the cost includes 7-9 articles per issue.

The original articles emphasize “real people” in local settings. GIGANTIC conducts interviews and takes custom on-site photos to “tell stories” engaging readers. We've developed a voice and style that have become representative of the CCCSWA, allowing us to even ghostwrite articles such as the Op-Ed from the Executive Director that introduces the focus topic of each issue.



Most articles require research as well. Since we know individuals at CCCSWA program partners (Pacific Rim, Valley Waste Management, Allied Waste, etc) as well as key community groups, we know who to call, and we have spent time building those relationships. We have, in a sense, become trusted ambassadors of the CCCSWA as we go out into the community on its behalf to do interviews and photos or make research inquiries.

Whenever possible, we combine on-site visits for articles and photographs, and use a writer-photographer to save money, time and greenhouse gas emissions.

Illustration, Photography

GIGANTIC recommends using photography and photo-based illustrations to align with the new visual look. Our proposal is for 2-3 custom illustrations, using stock when applicable, and up to 4 new, custom photographs. CCCSWA has rights to all newly created content. Use of stock photography is subject to usage rights of the selected stock agency.

Graphic Design

Graphic design task accounts for all time for the graphic designer to initially layout articles, create and place graphics, touch up photos and make revisions, and prepare files for printing.

Print Production & Production Management

We implement quality control measures throughout the production process:

- in-house revision/edits of all drafts before they go to client
- interviewee and other stakeholders' approval on articles, including quotes to assure accuracy
- several rounds of layout review by both GIS and client (PDF, paper proof, printer proof)
- outside proofreader reviews final draft before newsletter goes to print
- print production management to ensure timely delivery and bill insertion

GIGANTIC's long-standing relationships with printer and mail house ensure a smooth and glitch-free production process. We coordinate the file transfer to the printer, facilitate the printer proof review and ensure the timeliness of printing and shipping. After shipping is completed, we confirm receipt and insertion of the newsletter with the mail house and send print samples to all stakeholders. GIGANTIC also handles communication with the hauler, obtaining each issue's insert number, keeping hauler staff abreast of the production status of *Diversions* and providing them with a final PDF file.

Printing & Delivery

The current print bid is good for three years, regardless of paper cost increases.

The specs include:

64,000

70# Endeavor Velvet Book FSC Certified, 50% recycled, 25% post-consumer.

7.25 x 17.5, roll fold to 7.25 x 3.5

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Follow specific packing instructions

Shipping to San Leandro, CA

Expenses

Expenses include mileage, postage, phone calls, delivery, color drafts, laser printing and supplies, and are built in to the costs of this scope.



COST BREAKDOWN PER ISSUE

TASK	COST PER ISSUE	ANNUAL COST
*Strategic Planning	\$1,965	\$7,860
Content Development/Copy Writing	\$3,620	\$14,480
*Photography/Illustration	\$625	\$2,500
*Graphic Design	\$1,955	\$7,820
*Printing	\$6,680	\$26,720
Shipping	\$235	\$940
Project & Production Managment	\$1,250	\$5,000
SUBTOTAL	\$16,330	\$65,320
Sales Tax (9.25%)	\$1,038.32	\$4,153.28
TOTAL	\$17,368.32	\$69,473.28

*Taxable Item

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