

ACWA Request for Proposals FY2023 – 2025
Public Education and Outreach
Workplan Template

Instructions:

Provide a workplan for your proposal using the template below. The workplan must be organized with project Task descriptions and defined Deliverables for each task.

The anticipated project timeframe is to award projects within the dates listed below. Projects may occur anytime during this span and last as long as needed to complete the work but must end no later than February 28, 2025.

You must provide a description for all tasks and deliverables that will occur during this timeframe. This RFP covers up to three state fiscal years:

- FY23: March 1, 2023-June 30, 2023
- FY24: July 1, 2023-June 30, 2024
- FY25: July 1, 2024-February 28, 2025

Do not include progress reports as a task or deliverable in the work plan. These are required reporting requirements for all projects.

Fill out the template, save the file, and include as an attachment to the online ACWA application.

If you have questions about the workplan format, contact Laura Eldred at (907) 376-1855 or laura.eldred@alaska.gov.

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Use the template provided here for your proposed workplan (add or delete tasks as needed for your project proposal):

Project Title: Provide descriptive project title
Proposed Project Duration: Provide project start and end dates

Instructions: The work plan template has been started for you with required deliverables listed below in black. Describe deliverable(s) in a brief sentence or two and assign a due date in the table below.

- Include all task products as individual deliverables. For example, this includes permits, meetings, planning documents, monitoring data, reports etc.
- List all applicable permits from federal, state or municipal agencies as deliverables.
- Include the format of each deliverable if known (i.e. Word, Excel, PDF, jpeg, etc.)
- Add or delete rows as needed.

TASK 1: Planning – outreach plan development for xxx (insert outreach topic)

Deliverable(s) and Permits:

Develop an outreach plan that includes the following components:

- Goal(s)
- Objectives
- Key messages
- Stakeholders and target audience(s)
- Communication activities and tools (Any new outreach materials developed should use existing materials to the maximum extent possible).
- Timeline for implementation
- Measures of success (such as pre and post target audience surveys to gauge whether the outreach has impacted their actions or other method of measuring whether the outreach messaging has impacted their actions)

A draft outreach plan will be submitted to the DEC Project Manager for review and comments to be incorporated into the final version. The outreach plan must be approved by the DEC Project Manager prior to implementation.

Required deliverables are listed below in black. Describe deliverable(s) in a brief sentence and assign a due date in the table below. Add or delete rows as needed.

Deliverable	Due Date:
Draft Outreach Plan for DEC review (Word)	
Final Outreach Plan (Word and PDF)	
additional deliverables as needed	

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TASK 2: Implement outreach plan (Option: you may divide this task into several tasks to describe specific outreach tasks)

Plan should use several outreach mechanisms and be designed to reach as users as possible.

- a. Provide education on the impacts of pollution to waterbody health and on ways to reduce this pollution.
- b. Participate in area sport or home shows or other public venue (where available/applicable) with a staffed outreach booth to reach target audience.
- c. Demonstrate measurable results and measures of outreach messaging success.

Deliverable(s) and Permits:

Required deliverables are listed below in black. Describe deliverable(s) in a brief sentence and assign a due date in the table below. Add or delete rows as needed.

Deliverable	Due Date:
Description of the proposed outreach activities and target audience(s) (Word)	
Analysis and evaluation of measurable results (Word or Excel)	
Copies of outreach materials, presentations, social media posts (Word, PDF, or other format)	
Photos of outreach activities (jpeg)	
additional deliverables as needed	

TASK 3: Final report

Include a final project report that describes the outreach activities that took place, public response, and an evaluation of success of the messaging in reaching the target audience and affecting a desired behavior change (e.g. not dumping marine sewage near shore). The report should also include recommendations for future effective outreach activities. The report should include photos and be a stand-alone document that could be posted to the DEC web page.

A draft report will be submitted to the DEC Project Manager for review and comments to incorporate into the final version.

Deliverable(s) and Permits:

Required deliverables are listed below in black. Describe deliverable(s) in a brief sentence and assign a due date in the table below. Add or delete rows as needed.

Deliverable	Due Date:
Draft Report for DEC review (Word)	

Workplan Template

Final Report (Word)	
additional deliverables as needed	

TASK 4: Additional tasks as appropriate (Description of the task)

Deliverable(s) and Permits:

Deliverable	Due Date:

You may add or delete tasks as needed, following the format above, to complete your workplan.