

February 23, 2007

Patti Peterson
Administrative Supervisor
Portland Office of Transportation, Parking Enforcement
1120 S.W. 5th Avenue, Suite 800
Portland, Oregon 97204
Patricia.peterson@pdxtrans.org

Subject: Final Scope of Work, Budget, and Schedule for Public Relations Class

Dear Ms. Peterson:

EnviroIssues is pleased to provide the final scope of work, budget, and schedule for the public relations training with the City of Portland's Bureau of Transportation, Parking Enforcement Division (PED). Please review the following information. Additional details may be found in our proposal sent January 30, 2007.

Project Scope of Work

TASK 1: DEVELOP APPROACH AND MATERIALS FOR TRAINING SESSIONS

EnviroIssues will design a class curriculum that addresses the following training objectives for PED staff:

- More effectively and professionally interact with difficult citizens while ensuring compliance with parking regulations.
- Share their personal experiences with difficult encounters as well as learn effective techniques for addressing such situations.
- Learn techniques for processing feelings resulting from difficult encounters.
- Experience a team-building atmosphere.

The curriculum will be developed through a review of the approach and materials utilized for previous PED public relations classes. We will also research and identify other known effective techniques to create a curriculum that educates the attendees. Through this analysis we will build on the areas that were effective in the previous workshops and create additional techniques making the workshop current, informative and interactive. The curriculum will include a communications style assessment component designed to help PED staff understand their own communication style, as well as how to recognize and work with other communications styles. This curriculum will also include teambuilding elements aimed at increasing communication among staff in order to build morale as well as teaching staff useful techniques for dealing with difficult citizens.

TASK 2: FACILITATE TRAINING SESSIONS

EnviroIssues will facilitate up to four, 3.5 hour training sessions of approximately 17 PED staff each on both March 13 and March 14, 2007. Each session will be attended by a mix of Parking Enforcement Officer's, Abandoned Auto Inspectors, and Administrative Team members. Training sessions will follow the curriculum developed within Task 1. During each session EnviroIssues will provide a skilled facilitator to capture themes, concerns and questions from attendees.

TASK 3: DEBRIEF WITH PARKING ENFORCEMENT MANAGEMENT

EnviroIssues will provide a one-hour debrief session with PED management. The debrief session will include a discussion of the themes that emerged from the various group sessions, as well as a discussion of what went well and areas for improvement and any proposed follow-up steps.

Project Budget:

| Labor | Penny Mable— \$136 | | Ryan Orth— \$68 | | Totals |
|---|-----------------------|----------------|-----------------|--------------|----------------|
| | Hours | Cost | Hours | Cost | |
| Task 1 | | | | | |
| Develop approach and materials for training sessions | 10 | \$1,360 | 7 | \$476 | \$1,836 |
| Task 2 | | | | | |
| Facilitate training sessions | 15 | \$2,040 | | | \$2,040 |
| Task 3 | | | | | |
| Debrief with Parking Enforcement Management (telephone) | 1 | \$136 | | | \$136 |
| Totals | 26 | \$3,536 | 7 | \$476 | \$4,012 |
| Other Direct Costs | | | | | |
| Direct expenses will be billed directly at cost | | | | | |

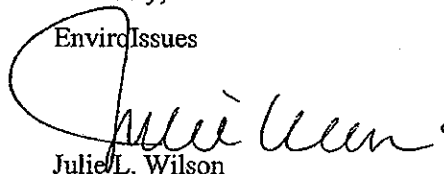
Project Schedule and Deliverables:

| Task | Deliverable | Due Date |
|--|---|---------------|
| Task 1: Develop Approach and Materials for Training Sessions | Draft Curriculum outline Draft meeting agenda Draft communications style handout packet (including test and score sheet) Draft communications tips sheet | COB March 5 |
| Task 1: Develop Approach and Materials for Training Sessions | Final Curriculum outline Final meeting agenda Final communications style handout packet (including test and score sheet) Final communications tips sheet | COB March 9 |
| Task 2: Facilitate Training Sessions | | March 13 & 14 |
| Task 3: Debrief with Parking Enforcement Management | | April 2-10 |

Please contact us at 503.248.9500 with any questions about these details. We very much look forward to working with the Portland Office of Transportation and the Parking Enforcement Division.

Sincerely,

EnviroIssues



Julie L. Wilson
Principal

Cc: Nolan Mackrill

■ EnviroIssues

January 30, 2007

Nolan Mackrill
Division Manager
Portland Office of Transportation, Parking Enforcement
1120 S.W. 5th Avenue, Suite 800
Portland, Oregon 97204
Nolan.mackrill@pdxtrans.org

Subject: Request for Proposal: Public Relations Class

Dear Mr. Mackrill:

Portland Department of Transportation Parking Enforcement officers face difficult public relations situations on a daily basis. Continually interacting with the public in high stress situations can create challenges for enforcement staff. Through annual public relations classes, PDOT is encouraging staff to voice frustrations and to learn positive techniques in order to interact with citizens in a constructive manner. These classes will help build morale and will also teach officers important tools to improve their daily enforcement activities.

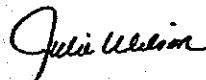
EnviroIssues appreciates the opportunity to present our qualifications under our existing on-call to assist PDOT in facilitating workshops that engage and educate staff. EnviroIssues will work collaboratively with PDOT to expand on material used in the past and implement new techniques to help workshops remain current, informative and interactive.

Our proposal responds to the request for proposal, including our workshop implementation approach and proposed workshop dates. We offer an experienced and efficient team approach, with Penny Mabie as the facilitator and Ryan Orth for material creation support. Penny has twenty years of experience in facilitating teambuilding and educational workshops. Ryan has four years of experience working to develop material that informs and engages the community. Both Penny and Ryan look forward to working with PDOT to develop and facilitate workshops that encourage staff participation and create helpful tools for dealing with the public.

We value the opportunity to support PDOT as they educate officers on dealing with the public. Please do not hesitate to contact me if you have questions on our approach or qualifications (503)248-9500.

Sincerely,

EnviroIssues



Julie Wilson
Principal

Cc: Patti Peterson



OUR OBJECTIVES

EnviroIssues will meet PDOT's Bureau of Transportation systems management needs for staff communication with the public through:

- Clear understanding of Bureau objectives and required outcomes.
- Skilled development of training curriculum.
- Creative and dynamic staff training focused on measurable outcome.

ABOUT OUR FIRM

EnviroIssues is the largest facilitation, public involvement and communications firm in the Pacific Northwest. With over 65 staff and offices in Portland, Seattle, Richland and Tacoma we are able to quickly and efficiently meet client needs. EnviroIssues has worked closely with PDOT on a range of projects, from the anti-theft campaign to the city's leaf removal project. We look forward to another opportunity to build on our existing relationship with PDOT and to offer our facilitation services in order to meet the city's current needs.





OUR APPROACH TO YOUR NEEDS

The City of Portland's Bureau of Transportation will provide public relations training within its Parking Enforcement Division (PED) for Parking Enforcement Officer's, Abandoned Auto Inspectors, and Administrative Team members. The training will be designed to enable PED staff to meet the following objectives:

- More effectively and professionally interact with difficult citizens while ensuring compliance with parking regulations.
- Share their personal experiences with difficult encounters as well as learn effective techniques for addressing such situations.
- Learn techniques for processing feelings resulting from difficult encounters.
- Experience a team-building atmosphere.

EnviroIssues will help develop a curriculum designed to meet these objectives, facilitate a series of class sessions with PED staff, and participate in a debrief of these sessions with PED Management.

TASK 1:

DEVELOP APPROACH AND MATERIALS FOR TRAINING SESSIONS

EnviroIssues will design a class curriculum that addresses the training objectives listed above. The curriculum will be developed through a review of the approach and materials utilized for previous PED public relations classes. We will also research and identify other known effective techniques to create a curriculum that educates the attendees. Through this analysis we will build on the areas that were effective in the previous workshops and create additional techniques making the workshop current, informative and interactive. This curriculum will include team-building elements aimed at increasing communication among staff in order to build morale as well as teaching staff useful techniques for dealing with difficult citizens.

TASK 2:

FACILITATE TRAINING SESSIONS

EnviroIssues will facilitate up to four, 3.5 hour training sessions of approximately 17 PED staff each. Each session will be attended by a mix of Parking Enforcement Officer's, Abandoned Auto Inspectors, and Administrative Team members. We will schedule these sessions to maximize staff availability, understanding various shifts occur throughout the day. EnviroIssues will work with PDOT to schedule the workshops between February and early March with two workshops being held per day. Possible dates include February 8-9, February 22-23 and March 13-14. During each session EnviroIssues will provide a skilled facilitator to capture themes, concerns and questions from attendees.

TASK 3:

DEBRIEF WITH PARKING ENFORCEMENT MANAGEMENT

EnviroIssues will provide a one-hour debrief session with PED management. The debrief session will include a discussion of the themes that emerged from the various group sessions, as well as a discussion of what went well and areas for improvement and any proposed follow-up steps.



EXPERIENCE TO MEET YOUR NEEDS

Several of Penny's recent projects are similar in scope to the requested work including:

RECYCLING ORDINANCE TRAINING AND RETREAT FACILITATION

Seattle Public Utilities

EnviroIssues developed training content and support materials for a series of training sessions on a new City of Seattle ordinance prohibiting residents, businesses, and self-haul customers from disposing of certain recyclable materials in their garbage, effective January 1, 2005. Each interactive training session focused on the Mandatory Recycling Ordinance, its implementation and how to communicate changes effectively to the public. Training sessions were customized for specific audiences, including solid waste and recycling transfer station staff, solid waste inspectors, customer service representatives and contractor representatives. We planned and facilitated an eight-hour annual retreat for the Solid Waste Resource Management Planning Group.

STRATEGIC PLANNING RETREAT

Mithun

EnviroIssues developed and facilitated a planning retreat to address the issue of leadership in design teams for more than 50 senior associates and principals of Mithun, an architectural firm. Our team developed a pre-retreat survey and analyzed the survey results for the basis of agenda development. We incorporated team-building activities, validation of retreat topics, small group brainstorming and discussions on focused areas, and full group work to identify common themes and gain agreement on the most important issues and actions identified in the retreat. EnviroIssues helped the group develop follow-on strategies to address the issues, including action planning with specific

assignments, deadlines, and benchmarks for checking progress.

RECLAIMED WATER COMMUNICATIONS WORKSHOP

King County

EnviroIssues co-lead a team building retreat aimed at developing better team communication and relationships. This facilitation included a personality analysis of attendees as well as providing communication tools to increase understanding among team members. EnviroIssues worked with county staff Division to create a questionnaire aimed at understanding the group's communication style. We also facilitated the workshop and documented the questions and concerns that were raised. Following the workshop, EnviroIssues drafted a summary of the event highlighting the results.