

## **EXPLANATION OF CONSENT AGENDA ITEM E.2.c.(7) – October 28, 2015**

### **ITEM:**

Consideration of approving 12 month services agreement for Clockwork Marketing to provide Public Relations Services to assist with communication of the KSC/CPA Rail Extension project. Clockwork will author press releases to ensure timely and accurate information is shared through multiple media outlets. Not to exceed \$96,200

### **EXPLANATION:**

Background The Surface Transportation (STB) board is the lead Federal Sponsor for an Environmental Impact Statement (EIS) to determine if the KSC - CPA rail extension, connecting 17 miles of existing rail line at KSC with a main line of the FEC, is feasible and advantageous. Eleven (11) miles of new rail line are proposed to begin in the Port's North Cargo area, extending across the Banana River, entering KSC on Merritt Island and then connecting with KSC's existing rail line. This has been preliminarily identified as the most viable route.

As part of the EIS review, all rail routes must be reviewed to determine the route with the least environmental impact. Alternative routes will be researched and likely cause confusion with the general public as the process progresses. Clockwork will assist in strategic communications by drafting short and long term communications plans, author press releases and create social media pages to disseminate accurate information in a timely manner.

### **Funding Review by Finance (Pat Poston):**

The total NTE amount of \$96,000 is included in the FY16 Capital Budget and no increase is required. [Budget item 2235 - Rail Connectivity]

**Staff Recommends Approval**  
**Prepared by Jim Dubea**



**PUBLIC RELATIONS  
SUMMARY OF SERVICES  
for  
CPA RAIL EXTENSION PROJECT  
CANAVERAL PORT AUTHORITY  
NOVEMBER 10, 2015 – NOVEMBER 9, 2016**

ATTN: Jim Dubea  
Deputy Executive Director,  
Government & Strategic Partnerships  
Canaveral Port Authority

The following is a summary of services for Clockwork Marketing to provide continued Public Relations Services to assist with communication of the CPA Rail Extension project. An effective plan will assist in steering the conversation in the right direction and help garner support for this critical project, necessary for CPA to reach its strategic goals.

**Project Overview**

The Canaveral Port Authority filed a request with the Surface Transportation Board (STB) for authority to construct and operate approximately 11 miles of new rail line to Port Canaveral in Brevard County, Florida. The preferred route for the rail extension, filed with this request, would also utilize approximately 17 miles of existing rail line at the National Aeronautics and Space Administration's John F. Kennedy Space Center (KSC) to make a connection with a main line of the Florida East Coast Railway.

In addition to this proposed route, there are several other routes under consideration that are being studied by the STB, including routes along State Road 528 and through Cape Canaveral Air Force property.

The construction and operation of this proposed project has the potential to result in significant environmental impacts; therefore, the Board's Office of Environmental Analysis (OEA) has determined that the preparation of an Environmental Impact Statement (EIS) is appropriate pursuant to the National Environmental Policy Act (NEPA).

OEA issued a Notice of Intent and Draft Scope of Study for the EIS in the Federal Register, initiating the scoping process, on October 27, 2014.

- Monitor and address problems or issues the community faces
- Monitor the communication resources used in the community for information and influence

### **Antagonists**

- Identify and monitor specific concerns
- Determine if there is a reasonable opportunity to influence their point of view and sphere of influence
- Advise CPA on actions or responses to requests for information and meetings

### **Media**

- This is the most important audience
- Keep local, regional, national, international and industry media informed and current with updates
- Establish and maintain positive and open working relationships

### **Key Influencers**

- Establish and maintain open lines of communication with local, regional and national political influencers
- Maintain positive working relationships with economic development, businesses and environmental organizations

### **Other Ports in Florida**

- Monitor how other ports are positioning themselves
- Stay informed on their community issues to measure effectiveness of their outreach

### **Public Relations/Media Relations/Community Relations**

Clockwork will work with the CPA team on the following to assist with developing and communicating cohesive messaging to the target audiences. These services will encompass the following:

- Attend weekly conference call meetings with the CPA, Legal, Contractor and Environmental team members.
- Develop key message points and timeline.

KSC/CPA Rail Extension Project Summary of Services (November 10, 2015 – November 9, 2016)  
 Clockwork Marketing Services, 10245 Centurion Parkway N, Suite 315, Jacksonville, FL 32256  
 (904) 280-7960 [www.clockworkmarketing.com](http://www.clockworkmarketing.com)

## Fees

- The total annual fee for the services outlined above and based on activities for November 2014–November 2015 is \$95,000.
- A one-time annual fee of \$1,120 will be billed in the first month of service in addition to the monthly service fee. This fee is to cover direct costs for online and print media subscriptions specifically related to the local community to include:
  - *Florida Today*
  - *Vierra Voice*
  - *Orlando Business Journal*
  - *Daytona Beach News Journal*
  - *Orlando Sentinel*
  - *Space Coast Daily*
  - *Brevard News Journal*
  - *Spacecoast Living*
  - *Brevard Times*
- Either Client or Clockwork shall have the right to cancel the agreement without cause or make changes by notifying the other party in writing ninety (90) days prior to cancellation or changes.

This Summary of Services is presented on 9.17.15 to:

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Deputy Executive Director,  
Government and Strategic Partnerships  
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Cape Canaveral, FL 32920  
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Proposal submitted by:

**Clockwork Marketing Services, Inc.**

  
Maxine McBride, President

September 17, 2015  
Date