



180-Day Work Plan – Bayou District Consulting

I. Purpose of the Work Plan

Bayou District Consulting (BDC) will serve as the community quarterback advisor, ensuring that the City of Pensacola's engagement and communications—led by Impact Campaigns—are grounded in accurate redevelopment feasibility, infrastructure conditions, funding strategy, and cross-agency alignment. BDC will oversee coordination across the City, CRA, Impact Campaigns, Manjeet Ranu, Geosyntec, and planning/design partners.

II. Core Workstreams

1. Project Administration & Coordination

- Weekly coordination with Impact Campaigns
- Bi-weekly meetings with City/CRA
- QA/QC for outreach materials, messaging, and content accuracy
- Master schedule and critical path management
- Contract and compliance support

2. Community Engagement Infrastructure & Strategy Support

- Redevelopment feasibility and policy alignment for all public-facing content
- Coordination with demolition sequencing
- Support meeting design, agendas, facilitation prep
- Collaboration with technical partners for accuracy

3. Advisory Services for Redevelopment, Policy, and Funding

- Review land-use, infrastructure, and demolition materials
- Guidance on governance, partnerships, and implementation

- Briefing memos for City leadership

4. Stakeholder & Partner Coordination

- Participation in 20+ stakeholder meetings
- After-action synthesis for redevelopment implications
- Coordination with institutions and civic partners
- Direct participation and coordination in town halls and community meetings

5. Documentation, Reporting & Synthesis

- Monthly executive summaries
- Review and refinement of Impact Campaigns' Engagement Findings Report
- Development of dashboards, briefings, and decision-support tools
- Final redevelopment pathway memo

III. Integrated Timeline (180 Days)

Phase 1 — Mobilization (Weeks 1–4)

- Client kickoff sessions
- Website + engagement platform launch (Impact Campaigns)
- Infrastructure/demolition review (BDC + Geosyntec)

Phase 2 — Engagement Launch (Weeks 5–10)

- Stakeholder meetings begin (Impact Campaigns)
- Survey deployment
- BDC provides content QA/QC and redevelopment framing
- Initial themes generated

Phase 3 — Public Meetings & Visioning (Weeks 11–18)

- One town-hall meeting (Impact Campaigns)

- Technical validation by BDC, Manjeet, Geosyntec, Leland Consulting Group
- 2nd Survey deployment

Phase 4 — Synthesis & Alignment (Weeks 19–24)

- One town-hall meeting (Impact Campaigns)
- Draft Engagement Findings Report (Impact Campaigns)
- Redevelopment implications (BDC)
- Draft 180 Day Pathways Memo, recommendations for continuing the strategy (BDC)
- Funding/governance alignment (Manjeet)

Phase 5 — Evaluation and Next Steps (Weeks 25–26)

- Final Engagement Findings Report
- Final 180-Day Redevelopment Pathway Memo/ Next Steps recommendations
- Presentation to City/CRA

V. Deliverables

- Advisory memos
- Monthly executive summaries
- Cross-partner coordination briefs
- Town hall materials and after-action notes
- Final 180-Day Redevelopment Pathway Memo
- Presentation



180-Day Project Fee Schedule – Bayou District Consulting & Partners

1. Bayou District Consulting (BDC)

Scope: Strategic advisory, program management, redevelopment feasibility, partner alignment, policy + capital stack guidance, community quarterback role.

Director (250 hrs @ \$300/hr): \$75,000

Project Principal (250 hrs @ \$200/hr): \$50,000

Total BDC Cost: \$125,000 (plus travel/materials if applicable)

2. Impact Campaigns

Scope: Engagement plan, website + digital platform buildout, 20 stakeholder meetings, 2 town halls, visioning survey, paid ads, content creation, and reporting.

Engagement Plan & Platforms: \$17,780

Content + Mailers + Ads: \$16,060

Stakeholder Meetings + Town Halls + Survey + Report: \$26,120

Consulting & Project Management: \$11,840

Total Impact Campaigns Cost: \$71,800

3. Manjeet Ranu – Executive Advisor

30 hours @ \$350/hr = \$10,500

A-la-Carte

4. Geosyntec (Engineering & Environmental)

Estimated Range: \$20,000–\$30,000.

5. SMP Architecture

Estimated Range: \$10,000–\$25,000

6. Leland Consulting Group

Estimated Range: \$15,000–\$25,000

7. Jerry Pate Design

Estimated Range: \$7,500 –\$10,000

Total Project Cost Summary

Confirmed Costs: \$207,300

Estimated Additional Costs: \$52,500–\$90,000

Grand Total Range: \$258,800 – \$297,300

The utilization of additional technical and advisory team members is expected to occur primarily in the second 180-day term, when the project advances into detailed scenario development, infrastructure and feasibility analysis, and implementation planning. BDC anticipates limited use of the projected additional costs to fall within the initial 180-day work authorization. Prior to initiating the second phase, BDC will submit a revised scope of work and updated budget for City review and approval.