

CONTRACTOR SCOPE OF WORK

CONTRACTOR	Jasculca Terman Strategic Communications
CONTRACTING AGENCY	Chicago Department of Public Health (CDPH)
PROJECT NAME	Communications Support for Chicago's Cumulative Impact Assessment (CIA) project
TIMELINE	August 2022 - June 2023
BUDGET	\$85,800

ABOUT JASCULCA TERMAN



Jasculca Terman Strategic Communications (JT) is an award winning, independently-owned strategic communications firm specializing in public affairs, public policy initiatives, crisis management, proactive communications projects, events and international advance, digital strategy and engagement, and video production.

Founded in 1981, JT pioneered the practice of public affairs in the Chicago market by applying the strategic and tactical discipline and creativity of political campaigns to the management of communications projects.

OVERVIEW OF WORK

JT will support the communications and engagement working group. JT will report to CDPH and the Cumulative Impact Assessment project management and accountability structures (Environmental Equity Working Group - EEWG), with CDPH's Environmental Permitting and Inspections team supervising JT'S work. As such, JT'S scope and activities will be responsive to the co-designed structure and work plan developed by these project partners.

JT's communications support will serve to advance the overall ENGAGEMENT GOALS for the Cumulative Impact Assessment (CIA):

- EEWG co-designs the CIA for Chicago and is involved in all decision-making throughout the process.
- CDPH listens to, reflects on, and learns from community engagement in order to inform actionable plans for the CIA.

**SUPPORT PROJECT
LOGISTICS &
COORDINATION**

AUG. 2022 – JUNE 2023

- Attend regular coordination meetings with CDPH, and other partners as applicable. Partner with CDPH and other partners on follow-up logistics and coordination.
- Draft communications/slides/etc.
- Attend weekly CIA Project Management Team meetings.

**COMMUNICATIONS
& ENGAGEMENT
WORKING GROUP/
PROJECT
MANAGEMENT TEAM**

NOV. 2022 – DEC. 2023

- Support co-chairs from CDPH and EEWG.
- Develop communications strategy and timeline.
- Develop and update website and other materials at each phase of the process to ensure that public-facing information is accurate and current.
- Assist in the development of communications materials for use in activities including any engagement workshops.
- Support working group project leads in developing messages, materials and graphics that articulate the overall approach and work plan documenting the CIA process.