



Date: February 7, 2019

TO: DISTRIBUTION

RE: DESERT CONSERVATION PROGRAM PROJECT COMPLETION NOTIFICATION:
DESERT CONSERVATION PROGRAM (DCP) BRANDING PROJECT
2015-ROBERTSON-1515C
2017-ROBERTSON-1770A

The work for the above referenced project has been completed. Please see the attached for all project related information.

The purpose of the above referenced project was:

The purpose of this project is for the development of an overall marketing and branding strategy, development of work templates, methods of increasing awareness of the Mojave Max program and its connection to the DCP.

The major accomplishment or findings of this project include:

Robertson + Partners developed an overall strategic branding and marketing strategy as well as a new brand identity with the launch of the 'To the Max' campaign. The 'To the Max' campaign touched on four specific informational pillars: Learn to the Max, Explore to the Max, Build to the Max and Shred to the Max.

A new website was developed which showcased a new look and feel for the Mojave Max program and the four informational pillars.

In addition to advertising on billboards and radio, Robertson and Partners created videos and ads for social media output. Robertson + Partners also developed new collateral, and office templates.

BUILD:MAX SHRED:MAX EXPLORE:MAX LEARN:MAX

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4701 W Russell Road, Suite 200, Las Vegas, NV 89118 • Phone 702.455.3536 • FAX 702.366.8580

For more information about this project and/or for other Project Reports or Symposium Reports, please visit our website at: <http://www.clarkcountynv.gov/airquality/dcp/Pages/default.aspx>

If you have any questions, please contact Heather Green at (702) 455-1605.

Sincerely,



Marci D. Henson
Director, Air Quality
Administrator, MSHCP

cc:

US Fish and Wildlife Service
Board of County Commissioners (7)
Permittees' Executive Committee
Permittees' Process Management Group
Thomas Boldt, Purchasing
Catherine Jorgenson, District Attorney – Civil Division
Desert Conservation Program Community Advisory Committee
Desert Conservation Program Interested Parties List
Multiple Species Habitat Conservation Plan Implementing Agencies
Science Advisor
SNPLMA Office (for SNPLMA projects)
Congressional Office
DCP Staff

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DESERT CONSERVATION PROGRAM PROJECT COMPLETION NOTICE

Date of Issuance: 2/6/2019

General Project Information

Project Category	Conservation
Compliance Category	4-Public Info/Ed
Project Level	Level 4
Project Title	DCP Branding Project
Project Number	2015-ROBERTSON-1515C 2017-ROBERTSON-1770A
Contractor	Robertson + Partners
Contractor Person of Contact	Reece Markman
Contractor Project Manager	Reece Markman
DCP Project Manager	Heather Green
DCP Person of Contact/Contract Manager	Heather Green
Competitive Award or Sole Source	Competitive Award
Contract Start Date	02/02/2016
Purchase Order Number	4800008284-012
Contract End Date	07/20/2019
Commissioner & District	A Michael Naft B Marilyn Kirkpatrick C Larry Brown D Lawrence Weekly E Tick Segerblom F Justin Jones G James B. Gibson
Congressional Rep & District	1 Dina Titus 3 Susie Lee

Financial Breakdown

Funding Source	S10 17-19
Original Contract Amount	\$600,000.00
Total Change Request Amount	0
Revised Contract Amount	\$600,000.00
<small>(Original Award plus Change Requests)</small>	
Funds Not Used in Contract	0.00
Final Payout Amount	\$600,000.00

Performance Information

Total Number of Change Requests	8
Number of Change Requests by Contractor	0
Number of Change Requests by DCP	8
Total Number of Deliverables	17
Number of Deliverables Accepted	17
Number of Deliverables Rejected	0
Number of Delinquent Deliverables	0
Total Number of Milestones	14
Number of Cancelled Milestones	1
Number of Delinquent Milestones	3
Number of Milestones Met on Time	10
Total Number of Invoices Submitted	23
Number of Rejected Invoices	0