

# COMPONENT SERVICES AGREEMENT 1.3

## NEEDS ASSESSMENT UPDATE OF OFFENDER POPULATION PROJECTIONS & PUBLIC OUTREACH / COMMUNICATION SERVICES

### SCOPE - NEEDS ASSESSMENT UPDATE

---

1. Update offender population projections/bed needs developed in 2018 based on recent data sets that include county demographics and justice data.
  - Collect and analyze county demographic data
  - Collect and analyze local crime and incarceration data
  - Develop baseline inmate population projections
2. Identify criminal justice system options Berks County has or may implement to manage jail population.
  - Conduct interviews with criminal justice stakeholders to identify potential or planned system changes.
  - Evaluate with officials the potential for COVID-19 justice system changes to remain in place or be expanded past the end of the pandemic.
3. Develop alternative projections that measure impact of potential criminal justice system options on jail population levels/bed needs.
4. Issue Draft and Final Report.

**COMPENSATION: \$38,830.00**

### SCOPE - PUBLIC OUTREACH / COMMUNICATIONS

---

5. Develop Communication Strategy
  - Research Existing Communication to Date on Project. Communication Tools the County of Berks Currently Uses and Other Sources for Public Outreach. Research Neighboring Counties Upgrading Jails for Synergies.

- Kick Off Meeting with Steering Committee
  - a) Mission Statement & Guiding Principles for Project Established
  - b) Stakeholder and Key Stakeholder Lists
  - c) Name the Facility
- Development of Strategic Content for Public Outreach
  - a) Development of a Communication Plan for the Project
    - Identify Project's Relationship with the Community
    - Blending of Technical Elements for Phases of Projects
    - Critical Milestone Dates Established for Public and Stakeholder Engagement
  - b) Brand and Potential Logo for Project
  - c) Project Website, Fact Sheet, Social Media, Talking Points, etc.

#### 6. Execution of Communication Plan

- Integration of Findings from Needs Assessment into Plan
- Inform and Educate County of Berks Stakeholders and Public on New Correctional Center
- Update Strategic Content and Tools including Maintaining and Updating Project Website

#### 7. Project Management Support

- Support of Technical Project Team with File Sharing Documentation
  - a) Meeting Minutes
  - b) Meeting Calendars, Agendas, and Other Digital File Share
- Steering Committee, County Commission and Project Management Updates

**COMPENSATION: \$45,260.00**