

**CONTRACT CHANGE ORDER**  
**Pursuant to**  
**CONTRACT NO. 10493570**

**CONTRACT CHANGE ORDER NO.: 10493570-001**

This Contract Change Order is effective 10/3/2017, and is issued to modify the Contract referenced above, and, to the extent applicable, the Contract Change Orders that have been executed to date, between Entergy New Orleans, Inc., (“User”) and BRIGHT MOMENTS LLC, (“Contractor”).

1. The Contract is modified as follows:

- A. Modify the Scope of Work, Description and Schedule of Work, to provide all material, labor, and equipment to complete the scope detailed in Exhibit A
- B. Modify the compensation, for the additional work as described in item 1A above. For such additional work, Contractor shall be compensated the sum of **(\$254,675)**. The revised sum of the Contract referenced above that includes this Contract Change Order is **(\$454,675)**
- C. This Contract Change Order shall also modify the End Date of the Contract referenced above to be extended to 1/31/2018.

1.2 In addition to the terms and conditions contained herein, the following shall apply only to the performance of the services set forth in the Contract Order referenced above:

- 1) **Contractor and Subcontractors shall abide by the requirements of 41 CFR 60-1.4(a), 60-300.5(a) and 60-741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities, and prohibit discrimination against all individuals based on their race, color, religion, sex, sexual orientation, gender identity, or national origin. Moreover, these regulations require that covered prime contractors and subcontractors take affirmative action to employ and advance in employment individuals without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status or disability.** To the extent applicable, the employee notice requirement set forth in 29 C.F.R. Part 471, Appendix A to Subpart A, are hereby incorporated by reference into this contract.
- 2) Contractor warrants and represents that it will not use any retiree of Company, Affiliates, or Users to perform any portion of the Work, as an employee, Subcontractor (including as a 1099 worker) or in any other capacity, if the individual has not been retired from Company, Affiliates, or Users for at least six consecutive months prior to performing services for Contractor.

2. Contractor shall direct any project or technical questions to Charles L Rice at 504-670-3620, and any commercial questions concerning this Change Order to Tanner A Guidroz at 504-576-3845.

3. The completion date, all major intermediate milestones, the project schedule, the contract price and all other items, covenants and conditions of the above referenced Contract, except as duly modified by this and previous Contract Change Orders, (if any), remain in full force and effect.

Executed by the parties hereto effective as of the day and year first above mentioned.

APPROVED BY:

USER

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

ACCEPTED BY:

CONTRACTOR

By: *William Roselle*

Name: *William Roselle*

Title: *President & CEO*

Date: *10/3/17*

*Brightmont LLC The  
Shubert Group*

#### Exhibit A

Contractor will monitor and attend external activities, such as community events and forums, hosted by third-party organizations and opposition groups and provide reports on the topics related to or impacting the proposed New Orleans Power Station. The firm also attends Council Utility Committee meetings covering NOPS or issues related to the proposal in order to provide guidance and adjust messaging.

The proposed New Orleans Power Station is a potential campaign issue during the local 2017 mayoral and councilmember election activities. Due to the conversation around NOPS in this campaign environment, additional monitoring and messaging is required to address emerging issues.

Due to the fluent nature of the regulatory procedural schedule, Bright Moments adjusts the support for number and scope of community meetings based on changing requirements. This includes organization of community meetings, media outreach, strategic planning and material development.

The Consultants will utilize approved messaging and methods of communications and community outreach to build, sustain and deliver credible messages to intended audiences. The consultants will work with the Client's local corporate leaders, counselors and other members of the team to create and execute effective communication and community outreach strategies to fulfill these agreed upon objectives:

1. Create positive awareness of the Entergy New Orleans proposal based on increased energy reliability, affordability to customers and realization of economic benefits including increased revenues and jobs.
2. Position the project as a vital piece of the new infrastructure that has been added to New Orleans since Katrina so that the city can withstand another serious storm or hurricane without major interruption to daily life.
3. Explain the benefits of the new, smaller plant and its environmental safeguards.
4. Remind the public, from leadership to citizenry, of the important role of Entergy New Orleans in the economic and civic life of the entire region.

#### **DELIVERABLES**

1. Formal communication and community outreach planning detailing specific strategies and tactics to achieve objectives.
2. Strategic issue plans detailing with goals and objectives of the program, positioning proposed project as an essential reliability transition need, explain the downsizing and its benefits, establish credible positions for commentary and third-party validation.
3. All materials relating to the development and execution of the website/digital and social media program.
4. Messaging materials, working papers and final plans for communication and community outreach to achieve objectives. Materials include but are not limited to news media databases, news releases, prepared statements, preparation materials such as FAQs, talking points, fact sheets and backgrounders.
5. Planning and logistical support for community forums, meetings and presentations; community organizational databases and materials related to outreach such as notices of meetings and schedules.
6. All plans and designs related to the development and execution of the program not otherwise identified in this scope of services.

## **STRATEGIES AND TACTICS**

**Media Relations** - Create a program that achieves stated objectives through an effective news media relations program, highlighted by specific tactics targeted to audiences served by the Client. It will include but not be limited to those outlined in Consultants' proposal focusing on third-party validators, targeted messaging, feature article pitching, news media interviews, community forums, meetings and presentations, rapid response to issues raised at meetings and/or interviews and tracking of the issue through media coverage.

**Community Outreach** - Create a program of comprehensive engagement of the entire New Orleans community with specific emphasis on New Orleans East and development of effective message to counter the misinformation disseminated by opponents of progress. It will include third party and expert validation, stakeholder meetings, and forums hosted by the Client.

**Social Media** - Develop and/or revise branded information that allows the public to become educated about the proposed project and answers questions from consumers. The program will include but not be limited to website additions, increase the use of infographics that demonstrate how the project will help the city during critical times and be cost effective. Social media techniques will include online methods for sharing content and support for the project, as well as Facebook, Twitter, You-Tube outlets, content creation and tracking.

## **OTHER SERVICES CONSULTANT WILL PROVIDE:**

1. Provide continuous account services and consultation to ensure prompt completion of projects;
2. Maintain internal procedures that ensure budget control, prompt billing and quality control;
3. Provide regular reports on meetings and decisions as they affect the communications program as well as regular financial and project status reports.

SCOPE OF SERVICE	# HOURS/ WEEK	# WEEKS	# CONTRACT HOURS	HOURLY RATE	PROJECTED BUDGET	
<b>ISSUE MANAGEMENT</b>	<b>8</b>	<b>35</b>	<b>280</b>			\$37,800.00
<i>Staff Breakdown Details</i>						
William Rouselle				140	\$135.00	\$18,900.00
Malcolm Ehrhardt				140	\$135.00	\$18,900.00
<b>COMMITTEE MEETINGS &amp; PUBLIC HEARINGS</b>	<b>2</b>	<b>10 MTGS</b>	<b>80</b>			\$10,800.00
<i>Staff Breakdown Details</i>						
William Rouselle				20	\$135.00	\$2,700.00
Malcolm Ehrhardt				20	\$135.00	\$2,700.00
BM Staff Member (Caryn or Geriease)				20	\$135.00	\$2,700.00
TEG Staff Member (Erin or Rona)				20	\$135.00	\$2,700.00
<b>SOCIAL MEDIA</b>	<b>10</b>	<b>35</b>	<b>350</b>			\$47,250.00
<i>Staff Breakdown Details</i>						
TEG Staff Member (Erin or Rona)				175	\$135.00	\$23,625.00
BM Staff Member (Caryn)				175	\$135.00	\$23,625.00
<b>WEBSITE CONTENT</b>	<b>5</b>	<b>35</b>	<b>175</b>			\$23,625.00
<i>Staff Breakdown Details</i>						
TEG Staff Member (Erin/Rona)				87.5	\$135.00	\$11,812.50
BM Staff Member (Caryn/Geriease)				87.5	\$135.00	\$11,812.50
<b>MEDIA RELATIONS</b>	<b>10</b>	<b>35</b>	<b>350</b>			\$47,385.00
<i>Staff Breakdown Details</i>						
Malcolm Ehrhardt				117	\$135.00	\$15,795.00
Erin Doucette				117	\$135.00	\$15,795.00
Rona Hoang				117	\$135.00	\$15,795.00
<b>COMMUNITY RELATIONS: LARGE MEETINGS; PLANNING AND ATTENDANCE</b>	<b>8</b>	<b>40.5 (planning &amp; attendance)</b>	<b>8 MTGS</b>	<b>324</b>		\$43,740.00
<i>Staff Breakdown Details</i>						
Bill Rouselle (Planning)				80	\$135.00	\$10,800.00
Bill Rouselle (Attendance)				24	\$135.00	\$3,240.00
Malcolm Ehrhardt (Planning)				20	\$135.00	\$2,700.00
BM Staff Member (Caryn or Geriease) (Planning)				78	\$135.00	\$10,530.00
BM Staff Member (Caryn or Geriease) (Attendance)				24	\$135.00	\$3,240.00
BM Support Staff Member (planning)				50	\$135.00	\$6,750.00
BM Support Staff Member (Attendance)				24	\$135.00	\$3,240.00
TEG Staff Member (Erin or Rona) (Attendance)				24	\$135.00	\$3,240.00
<b>COMMUNITY RELATIONS: 10 SMALL STAKEHOLDER MEETINGS; PLANNINGS AND ATTENDANCE</b>	<b>16.5 (planning &amp; attendance)</b>	<b>10 MTGS</b>	<b>165</b>			\$22,275.00
<i>Staff Breakdown Details</i>						
Bill Rouselle (Planning)				40	\$135.00	\$5,400.00
Bill Rouselle (Attendance)				25	\$135.00	\$3,375.00
Malcolm Ehrhardt (Planning)				20	\$135.00	\$2,700.00
BM Staff Member (Caryn or Geriease) (Planning)				40	\$135.00	\$5,400.00
BM Staff Member (Caryn or Geriease) (Attendance)				15	\$135.00	\$2,025.00
BM Support Staff Member (planning)				10	\$135.00	\$1,350.00
TEG Staff Member (Erin or Rona) (Attendance)				15	\$135.00	\$2,025.00
<b>PROGRAM ADMINISTRATION TOTAL:</b>						<b>\$232,875.00</b>
<b>EXTERNAL VENDOR HARD COSTS:</b>						<b>\$21,800.00</b>
Community Meeting Signage Printing (Yard Signs)		8 MTGS		\$350.00	\$2,800.00	
Yard Sign Distribution		8 MTGS		\$100.00	\$800.00	
Flyer Translation to Spanish & Vietnamese		8 MTGS		\$800.00	\$6,400.00	
Creative Design		5 MONTHS		\$1000 / mo	\$5,000.00	
Photography		8 MTGS		\$200.00	\$1,600.00	
Videography		8 MTGS		\$200.00	\$1,600.00	
AV Support (as needed)		8 MTGS		\$450.00	\$3,600.00	
<b>EXTERNAL VENDOR HARD COST TOTAL:</b>						<b>\$21,800.00</b>

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