



March 27, 2025

To: South Mountain Partnership

Carla T. Kungl, Ph.D.

From: Kyemani Davis, Group Leader

Emily Brewer

John Devlin

Katelyn Mader

Re: State of the Region Report: Revision Initiative for South Mountain Partnership

Attached is the Conversation Communication Co. proposal for our revision initiative for South Mountain Partnership's State of the Region Report. This proposal outlines our revisions for the State of the Region Report with a particular focus on chapters five and six, respectively. As outlined in our proposal, the purpose of the revision would be to create two versions, one for print and one for readability, to be appealing to their respective audiences.

Conservation Communication Co.'s proposed deliverables, as seen within the proposal, will provide SMP with two versions of their reports to increase readability and condense both chapters while also being visually appealing to their audiences. We believe these separate versions will accomplish SMP's needs while additionally refining their original report.

We would welcome any feedback regarding our proposal from both the South Mountain Partnership and Dr. Kungl, and we look forward to completing the proposed deliverables and refining the State of the Region Report.

Sincerely,

Conservation Communication Co.