

## **EXHIBIT A**

### **Phase 1: Strategic Communications & Election Feasibility Assessment Services**

**TIMELINE: April 20 – July 31, 2020**

- Meet with City to set a realistic project schedule to get election-ready by the filing deadline required to qualify for the November 2020 ballot.
- Review available background material on City needs and electoral options.
- Assess City's current public communications efforts as they relate to City's electoral goal(s).
- Update Provider's community/political analysis relating to City electoral goal(s).
- Conduct high-level phone or personal interviews with City leaders, including Mayor and City Councilmembers.
- Attend and/or participate in City project-related meetings and conference calls as needed.
- Recommend an EARLY public information and community engagement strategy, tools, calendar, and budget that supports City's election Feasibility goals.
- Polling Support - Collaborate with pollster and City to prepare tracking survey and interpret results of election Feasibility research.
- Develop public messaging that effectively tells City's story and engages the public.
- Prepare and send direct mail and digital messaging approved by City to raise awareness of City needs as well as City's proposed solution (a November 2020 local revenue measure).
- Provide guidance as City implements/navigates EARLY public information/engagement strategy.
- Help City interpret and use public input generated from EARLY public information and LISTENING effort to help inform City's plan to go to the ballot.
- Provide Feasibility recommendations relative to City's November 2020 electoral goal(s).
- Provide ongoing project-related strategic counsel and communications advice as needed.

**Contractor's services do not include legal or financial advice or counsel of any kind.**