

EXHIBIT A -- SCOPE OF SERVICES

Phase One Services

- Provide Project Management support, including developing meeting agendas, facilitating planning sessions, and coordinating the timely deployment of team tasks and assignments consistent with a timetable, agreed-upon strategy/work plan, and budget.
- Oversee Public Opinion Research Study to be conducted by City's designated pollster to assess issues such as constituent satisfaction, views on City revenue, service challenges, infrastructure projects, and the viability of up to two revenue-enhancement mechanisms desired by the City of San Leandro.
- Analyze and present survey, including identifying the public's service/funding priorities, key messages and information important to the community, and the level of interest, if any in a November 2014 revenue measure.
- Develop Strategic Findings that assess viability, risks and opportunities; if feasibility exists, recommend a Strategic Plan that includes recommendations on legally permissible Public Education Outreach activities to effectively educate your constituents, ideal timing and tax threshold, project budget and timetable.

Phase Two Services

- Provide Project Management support, including developing meeting agendas, facilitating planning sessions, and coordinating the timely deployment of team tasks and assignments consistent with a timetable, agreed-upon strategy/work plan, and budget for a projected November 2014 Revenue Election.
- Develop messaging materials to disseminate factual information about the City's fiscal needs, service delivery issues, or infrastructure projects, recommending strategies to repetitively saturate the message, and conducting message training.
- Conceive factual/informational materials such as Website copy, FAQs or informational mailers. If producing direct mail, Consultant is responsible for timely delivery to US Postal upon a schedule agreed upon by the parties, and will monitor but not be responsible for timely delivery once mailers are within the control of US Postal. All mailers are subject to the review and approval of the City Attorney.
- Assist the City in identifying a process for community and stakeholder consensus.

- Confer with the City Attorney and City staff on voter handbook submittals, to ensure that communications objectives are met.
- Provide clarifying or correct information to the public on a rapid response basis as needed.
- Advise the City on additional communications avenues to disseminate its factual information, such as social networking and e-techniques, and earned media.

Consultant's services will conclude no later than July 2014. Legal advice is not within Consultant's Scope of Services.

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EXHIBIT B – SCHEDULE OF CHARGES

Consultant's services shall not exceed Forty-nine Thousand, Five Hundred Dollars (\$49,500) payable in monthly increments of Four Thousand, Nine Hundred and Fifty Dollars (\$4,950) on the last business day of each month commencing October 31, 2013 and ending July 31, 2013.

If the project period must be extended beyond this date for Phase Three services, additional fees shall apply.

Consulting fees do not include the costs of polling, printing, graphics or bulk postage which should be budgeted for separately by the City.

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