

Potential Local Revenue Measure Election Feasibility & Public Communications Project Addendum - Phase 2 2024 SCOPE OF SERVICES For City of San Leandro

PHASE 2: Public Engagement, Communications & Additional Research as City Prepares and Qualifies a Local Revenue Measure for the Nov 2024 Ballot & Provides Public Information in the Election Window

- If election feasibility is present for a November 2024 ballot measure, confirm/provide input to City regarding its schedule to meet filing requirements and qualify City's measure for the ballot.
- Assuming positive election feasibility has been determined for a specific ballot measure that Client wants to place on the Nov 2024 ballot, recommend a strategy, timeline and budget to help City engage, inform, gather and LISTEN to input from residents and stakeholders on City needs and proposed plan to meet those needs (2024 ballot measure). Guide City in implementing above public engagement and listening strategy.
- Based on early polling/research results, provide input into City's expenditure plan for use of proposed revenue measure funds to help ensure community alignment.
- **Polling/Research:** coordinate and collaborate under the direction of pollster Godbe Research to prepare for, conduct, interpret, and present results of a tracking poll of 400 San Leandro November 2024 likely voters – with data collection (interviews) provided in English, Spanish and Chinese.
- **Pollster deliverables for spring/summer 2024 research:** polling timeline of calendar dates, draft survey instrument, final survey instrument in each language administered, topline report, crosstabulations by relevant questions and demographics, final report & presentation, project presentation (and up to 5 online presentations) of baseline poll results.
- Collaborate with City and its consultants to finalize City's chosen ballot measure.
- Prepare City for **information-only** communications environment once City's measure has qualified for and is on the ballot (e.g. **factual, information-only** web content, fact sheets, FAQs, etc.).
- Provide ongoing project-related strategic communications counsel as needed.
- Attend and/or participate in City project-related meetings and Zoom/conference calls as needed.

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