

## **EXHIBIT A**

### **SCOPE OF SERVICES**

Consultant will provide services in the development and implementation of workplans to assist in the implementation of City Economic Development Strategy, including:

- Innovation Action Strategy
- Workforce Partnership Strategy
- Update and implement small business Technical Advising Workplan
- Implementation-related real estate advisory, development planning, analysis, technical support, grant applications and/or advisory work

**EXHIBIT B****COMPENSATION SCHEDULE & REIMBURSABLE EXPENSES**

After the full execution of this contract, specific timelines and sequence of work (including start upon notice to proceed and completion) will be determined by the Contract Administrator and the Contractor following the development of workplans or before work begins, as appropriate, and may be adjusted during the term of the contract.

Total compensation will be 67,000 (Sixty-Seven Thousand Dollars and No Cents) allocated to the following tasks.

|                                                                                                                                                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Task 1 Innovation Action Strategy                                                                                                              | \$32,000 |
| Task 2 Workforce Partnership Strategy                                                                                                          | \$7,000  |
| Task 3 Update and Implement Small Business Technical Advisory Workplan                                                                         | \$12,000 |
| Task 4 Implementation-related real estate advisory, development planning, analysis, technical support, grant applications and/or advisory work | \$13,000 |
| Contingency                                                                                                                                    | \$3,000  |

No reimbursable expenses are allowed.

Partial payment will be made based on monthly invoices.

Compensation may be shifted by the Contract Administrator among tasks with written approval of Consultant.

## EXHIBIT A-1

### SCOPE OF SERVICES

Consultant will continue to provide analysis, technical assistance, staff support, and other services to assist in the implementation of City Economic Development Strategy initiatives. Work in Fiscal Years 26 and 27 may include any of the following initiatives:

- Implementation of Innovation Action Strategy:
  - Outreach & recruitment of specific companies based on analysis of the target industries.
  - Meetings and negotiations with PG&E, Bay Area Air Quality Management District (BAAQMD) and other regional organizations that impact San Leandro's industrial sector.
  - Support local business retention & attraction support, including visits to existing businesses and support/analysis to resolve retention issues.
  - Further industrial and market analysis, as requested.
- Branding and Marketing Activities:
  - Develop an integrated Economic Development Marketing Plan that includes: outreach to trade associations, marketing materials, online messaging & social media, press and media, organize and industry event in San Leandro, attend other industry events, broker meetings, industry partnerships, and/or other initiatives.
  - Support City planning efforts for a City brand assessment.
- Implementation of the Retail Action Strategy (including analysis, advisory, staff support on recruitment of specific retail tenants, analysis of auto retail opportunities, continued work with shopping center ownership/management, advisory on Downtown improvements, and other related initiatives).
- Review of updates to the City's Zoning Code, Permit Process, and other land use and administrative procedures that impact attraction of the target industries.
- Development and implementation of the Workforce Partnership Strategy.
- Implementation-related real estate advisory, development planning, analysis, technical support, grant applications and/or other advisory, as requested. This includes potential analysis, technical advisory or staff support to aid in the implementation of the Bayfair, Shoreline, Kaiser North, or other transformational projects, as requested.

And ongoing support for

- One-on-one assistance and other services for businesses to help on topics of business need
- Promoting small businesses and encouraging residents to shop them through social media, promotional campaigns, loyalty programs, and events
- Grants for businesses
- City service delivery improvements
- Performance Metrics Technical Support and Analysis

## EXHIBIT B-1

### COMPENSATION SCHEDULE & REIMBURSABLE EXPENSES

After the full execution of this first amendment to the contract, specific timelines and sequence of work (including start upon notice to proceed and completion) will be determined by the Contract Administrator and the Contractor following the development of workplans or before work begins, as appropriate, and may be adjusted during the term of the contract.

#### Estimated Amounts for Tasks\*

|                                                                                                                                             |           |
|---------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Task 1 - Innovation Action Strategy Implementation                                                                                          | \$ 25,000 |
| Task 2 – Branding & Marketing                                                                                                               | \$20,000  |
| Task 3 – Retail Action Strategy Implementation                                                                                              | \$10,000  |
| Task 4 – Zoning & Permit Process Improvements                                                                                               | \$10,000  |
| Task 5 - Workforce Partnership Strategy                                                                                                     | \$5,000   |
| Task 6 – Implementation-related real estate advisory, development planning, Analysis, technical support, grant applications and/or advisory | \$ 10,000 |
| Task 7 – Ongoing support & Contingency                                                                                                      | \$ 10,000 |

No reimbursable expenses are allowed.

Partial payment will be made based on monthly invoices.

\*Compensation may be shifted by the Contract Administrator among tasks with written approval of Consultant.