

EXHIBIT A-SCOPE OF SERVICES

Task One: Initial Strategic Consulting Planning and Communications Services related to Customer Satisfaction, City budget adoption, and community priorities

- Review City archival information
- Develop initial short-term and overall project timeline and confer with City's dedicated project professionals or opinion researchers as needed
- Draft initial Budget Messaging Platform
- Provide recommendations to proposed city budget reports, presentations, or documents
- Provide recommendations for communications and engagement content
- Participate in selected City briefing and planning sessions related to budget adoption
- Review past and current City budget materials and planning
- Draft text copy for selected communications collaterals such as FAQs, web content, and other materials
- Provide Strategic Recommendations for continued community engagement on budget issues
- Continuously update timeline of recommended communications engagement and activities
- Facilitate updated Customer Satisfaction/Priorities study by City's designated public opinion research professional, FM3 Research
- Independently analyze survey results and make strategic recommendations

The parties expressly acknowledge and agree that legal services or advice are not within Consultant's scope of services.

EXHIBIT B SCHEDULE OF COMPENSATION RATES

Not to Exceed Forty-nine Thousand, Nine Hundred and Fifty Dollars (\$49,950):

Ten (5) monthly payments at Consultant's discounted rate of Four Thousand, Nine Hundred and Fifty Dollars (\$4,950) per month due and payable on the last business day of each month. ;

Professional fees do not include hard project costs such as opinion research, graphic design, printing, bulk postage, or mail house processing fees, which will be budgeted for separately by the City throughout the project.