### Exhibit A – Scope of Work

**Contract Number:** 07470  
**Agency Name:** Advancement Project: Healthy City  
**Project Name:** F5 LA Best Start Communities Mapping Project  
**Project Length:** 12 months  
**Contract Period:** July 1, 2011 – June 30, 2012  
**Revision Date:** Nov 3, 2011  

**Project Goals:**
- Provide TA to LA non-profit community to use HealthyCity.org and Community Research Lab in local planning, programming, and advocacy initiatives
- Provide TA to BS Communities to refine the boundaries that define the spatial characteristics of their communities
- Technology updates - make improvements to Pthru5 site to ensure maximum utility and accessibility for the Healthy City user community

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| 1. By Sept 30, 2011, Revise current Scope of Work. | 1. Review and change SOW as necessary based upon F5LA goals and readiness for implementation of initially proposed objectives.  
   a. HC will discuss and documents revisions to be made through meetings (phone/in-person) with F5LA staff.  
   b. HC will review and finalize changes with F5LA staff (phone/in-person meeting) and document changes on SOW. | Director of Policy & Programs  
Director of Policy & Programs Project Manager | 7/1/11 – 9/30/11 | 1a. Draft revised SOW submitted to F5LA for review/approval (8/31/11)  
1b. Approved revised SOW (9/30/11) |
| 2. By June 30, 2012, Healthy City will provide technical support to ensure maximum utility for the LA non-profit community to use HealthyCity.org and Community Research Lab in local planning, programming, and advocacy | 2.1 Conduct HealthyCity.org trainings  
   a. Provide monthly HC webinars focused on specific use cases and topic areas.  
2.2 Develop and refine Healthy.org user and Community Research Lab participant tools | Director of Policy & Programs  
Project Manager  
CRL Manager  
Outreach Coordinator  
Research Manager  
Data Analyst  
Digital Initiatives & Design | 2.1 a. 7/1/11 – 6/30/12  
2.2a. 7/1/11 – 6/30/12  
2.2b. 7/1/11 – 12/30/11  
2.2c. 7/1/11 – 11/30/11 | 2.1a. Quarterly Webinar announcement flyer to be distributed to F5LA staff and Best Start Partners (9/30/11; 12/31/11; 3/30/12) |
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| Include who, what, when, where, how and how much for each objective. | **a.** Update HealthyCity.org user guides and materials (i.e. FAQs) to ensure consistent with scheduled HealthyCity.org site and data enhancements.  
**b.** Refine Community Journalism toolkit to support CBOs in documenting and collecting community data.  
**c.** Publish toolkits under final development: Asset Mapping, Community Research, CBPAR Guide. | Analyst | **2.1a.** List of webinars conducted and number of participants. (9/30/11; 12/31/11; 3/30/12; 6/30/12)  
**2.2a.** Provide links to where posted updated user guides and materials on HealthyCity.org. (9/30/11; 12/31/11; 3/31/11; 6/30/11)  
**2.2b.** Community Journalism toolkit (English) dissemination via HealthyCity.org and CRL workshops (12/30/11)  
**2.2c.** CRL CBPAR Toolbox disseminated via HealthyCity.org and CRL workshops. (11/30/11) | |

3. By June 30, 2012, Healthy City will enhance information graphics, functionality, and data on HealthyCity.org to ensure maximum utility and accessibility for the Healthy City user community to easily access and understand data presented on site.  
**3.1 Assess technical and data enhancements to improve HealthyCity.org user experience with technology and access to data.**  
**a.** Conduct user testing to collect data on user experiences and inform overall technical enhancement needs for HealthyCity.org  
**b.** Research and implement virtual server enhancements for HealthyCity.org to improve site responsive time for users. | **3.1 Manager, Online & Digital Initiatives**  
Research Manager  
Project Manager  
Data Coordinator  
Data Analyst  
Digital Initiatives & Design Analyst  
Programmer | **3.1a.** 7/1/11 – 6/30/12  
**3.1b.** 7/1/11-9/30/11  
**3.1c.** 7/1/11 – 9/30/11  
**3.1d.** 7/1/11-6/30/12 | **3.1a.** Summary of user testing activities conducted and outcomes. (9/30/11; 12/31/11; 3/31/12; 6/30/12)  
**3.1b.** Documentation of site specifications. (9/30/11) |
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<td>3.2 Manager, Online &amp; Digital Initiatives Programmer(s) CRL Manager Digital Initiative &amp; Design Analyst</td>
<td></td>
<td>3.1c. Screen shots of improvements and functionality available to users on HealthyCity.org (10/1/11)</td>
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<td>c. Improve reporting functionality on HealthyCity.org, including addition of PDF report function and downloading reports for customization. d. Upkeep data, functionality, software, and hardware infrastructure for HealthyCity.org and F5LA English/Spanish widgets</td>
<td></td>
<td>3.2a. 7/11/11-8/31/11 3.2b. 7/15/11 -11/30/11 3.2c. 10/1/11 – 11/30/11 3.2d. 12/1/11- 12/31/11 3..2e. 12/1/11 – 12/31/11 3.2f. 12/1/11-1/31/12 3.2g. 1/1/11 -1/31/12</td>
<td>3.1d. Summary documentation posted on site of updates provided on HealthyCity.org and F5LA widgets. (9/30/11; 12/31/11; 3/31/12; 6/30/12) 3.2a. and 3.2b Summary documenting of research and interview findings. (8/31/11; 11/30/11) 3.2c Design Mock-ups (11/30/11) 3.2d. Summary of testing results (12/31/11) 3.2e. Final Mock-up design (12/31/11) 3.2f. Screen shots of beta “wiki-map” and functionality available to users on HealthyCity.org (1/31/11)</td>
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<td>3.2 Create a “Wiki-map” function for Community Based Participatory Action Research (CBPAR) on HealthyCity.org to support local coordination and exchange of information. a. Research related technical tools utilized for community research and potential users to develop user profile, inform functionality and design of wiki-map. b. Conduct 5 targeted interviews with users to inform functionality and design of wiki-map. c. Develop technical specifications, design mock-ups, and data preparations. d. Test design mock-ups with 5-8 users. e. Finalize technical specifications and design. f. Technical implementation of wiki-map on HealthyCity.org g. Test technical implementation with users to identify, refine or debug functionality or user interface.</td>
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4. By Jan 31, 2012, provide technical assistance to facilitate boundary revisions with Best Start communities.

4.1 Provide technical assistance on boundary revisions for each Best Start community.
   a. Participate in Best Start planning meetings to coordinate and confirm customized engagement process for each community.
   b. Refine boundary revision process and materials as necessary to meet each community’s needs.
   c. Engage communities in boundary revision discussions via community meetings and workgroups.
   d. Document up to 2 recommended boundary changes for each community to submit to F5LA for approval.
   e. Document approved changes to boundaries by F5LA.

4.1 a. 7/1/11 – 9/30/11
4.1 b. 7/1/11 – 9/30/11
4.1 c. 8/1/11 – 10/31/11
4.1 d. 8/1/11 – 10/31/11
4.1 e. 10/1/11 – 11/30/11

4.1a. Documentation of meetings participated in with F5LA. (9/30/11)
4.1b. Materials produced and utilized for process in each community for boundary revisions. (9/30/11)
4.1c. Documentation of meetings with Best Start communities. (10/31/11)
4.1d. Documentation on HC.org of proposed community boundary changes. (10/31/11)
4.1e. Summary of approved changes approved by F5LA staff and communities. (11/30/11)

5. By September 30, 2011, disseminate brief paper on Healthy City’s experience working

5.1 Publish brief paper on “Utilizing Data for Grantmaking”.
   a. Finalize brief paper for review by

5.1 a. 7/1/11 – 8/31/11
5.1 b. 7/1/11 – 8/31/11
5.1 c. 8/31/11 – 12/15/11
5.1 a. and b. Draft of brief paper and dissemination plan. (8/31/11)

3.2g. Screen shots of final “wiki-map” and functionality available to users on HealthyCity.org (1/31/12)
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<td>5.1c. Release of dissemination of final brief paper. (12/15/11)</td>
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with philanthropy to share knowledge and lessons learned on how philanthropy can utilize data and technology tools to support decision-making.

- F5LA.
  - b. Develop dissemination plan.
  - c. Conduct final revisions and disseminate as planned.