## Exhibit A – Scope of Work

**Contract Number:** 7470  
**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:** January 13, 2012  
**Report Period:** (Office Use Only)

**Submission Date:**

### Project Goals:
- Improve usability of data and information to support Best Start LA planning and implementation
- Provide technical assistance on boundary revisions to Best Start Communities and F5 LA
- Improve utilization and quality of data for use by community groups and organizations in research

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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  
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 initiatives. | 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  
   a. Update HealthyCity.org user guides | Director of Policy & Programs Project Manager  
CRL Manager  
Outreach Coordinator  
Research Manager  
Data Analyst  
Digital Initiatives & Design Analyst | 2.1a. 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)  
2.1a. List of webinars |

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<td>and materials (i.e. FAQs) to ensure consistent with scheduled HealthyCity.org site and data enhancements.</td>
<td>b. Refine Hyper-Local Journalism toolkit to support CBOs in documenting and collecting community data.</td>
<td></td>
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<td>conducted and number of participants. (9/30/11; 12/31/11; 3/30/12; 6/30/12)</td>
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<td>e. Translate Hyper-Local Journalism toolkit</td>
<td>f. Develop and publish Community Organizing Toolkit (English)</td>
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<td>2.2b. Hyper-Local Journalism toolkit (English) dissemination via HealthyCity.org and CRL workshops (3/31/12)</td>
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<td>2.2c. CRL CBPAR Toolbox disseminated via HealthyCity.org and CRL workshops. (11/30/11)</td>
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<td>2.2d. Asset Mapping Toolkit (Spanish) dissemination via HealthyCity.org (2/29/12)</td>
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<td>2.2e. Hyper-Local Journalism toolkit (Spanish) dissemination via HealthyCity.org (4/30/12)</td>
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| 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.  
  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 FSLA English/Spanish widgets  
  e. Improve framing of data (e.g. metadata) to improve user understanding of data presented.  
  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, | 3.1 Manager, Online & Digital Initiatives  
  Research Manager  
  Project Manager  
  Data Coordinator  
  Data Analyst  
  Digital Initiatives & Design Analyst  
  Programmer  
  3.2 Manager, Online & Digital Initiatives  
  Programmer(s)  
  CRL Manager  
  Digital Initiative & Design Analyst | 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  
  3.2a. 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 | 2.2f. Community Organizing toolkit (English) disseminated via HealthyCity.org and CRL (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)  
  3.1c. Screen shots of improvements and functionality available to users on HealthyCity.org (10/1/11)  
  3.1d. Summary documentation posted on site of updates provided on HealthyCity.org and FSLA widgets. (9/30/11; 12/31/11; 3/31/12; 6/30/12)  
  4.1e. Documentation of improvements to data available to users on HealthyCity.org |
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<td></td>
<td>Inform functionality and design of wiki-map.</td>
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<td>(6/30/12)</td>
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<td></td>
<td>b. Conduct 5 targeted interviews with users to inform functionality and design of wiki-map.</td>
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<td>3.2a. and 3.2b Summary documenting of research and interview findings. (8/31/11; 11/30/11)</td>
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<td></td>
<td>c. Develop technical specifications, design mock-ups, and data preparations.</td>
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<td>3.2c Design Mock-ups (11/30/11)</td>
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<td>d. Test design mock-ups with 5-8 users.</td>
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<td>3.2d. Summary of testing results (12/31/11)</td>
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<td></td>
<td>e. Finalize technical specifications and design.</td>
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<td>3.2e. Final Mock-up design (12/31/11)</td>
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<td>f. Technical implementation of wiki-map on HealthyCity.org</td>
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<td>3.2f. Screen shots of beta &quot;wiki-map&quot; and functionality available to users on HealthyCity.org (1/31/11)</td>
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<td>g. Test technical implementation with users to identify, refine or debug functionality or user interface.</td>
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<td>3.2g. Screen shots of final &quot;wiki-map&quot; and functionality available to users on HealthyCity.org (1/31/12)</td>
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<td>h. Develop video-tutorial for wiki-map.</td>
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<td>3.2h. Video tutorial available on HealthyCity.org (2/29/12)</td>
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<td>3.3 Initiate Spanish version of Healthy.org to support Healthy City's current target user community engagement with Spanish speaking populations.</td>
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<td>3.3a. Summary documenting feasibility</td>
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<td>a. Conduct feasibility study, including full audit of HealthyCity.org site, research translation consultants/tools, etc. to assess functionality, data, and user interface elements conducive to translation.</td>
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<td>b. Develop and finalize technical specifications.</td>
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- study and audit of site. (4/30/12)
- 4.3b. Technical specifications documentation (6/30/12)
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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. | 4.1. Director of Policy & Programs  
Project Manager  
Research Manager  
Research Analyst(s)  
Data Analyst(s)  
Outreach Coordinator Manager, Online & Digital Initiatives | 4.1a. 7/1/11 – 9/30/11  
4.1b. 7/1/11 – 9/30/11  
4.1c. 8/1/11 – 10/31/11  
4.1d. 8/1/11 – 10/31/11  
4.1e. 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)  
4.1f. Screen shots of boundary changes on HC.org and F5LA widgets; dissemination via F5LA of updated community snapshots. (6/30/12)  
4.2a and b. Summary notes of proposal review and feedback; and meeting attended. (6/30/12)  
4.2b. Documentation of meetings participated in for review process with... |
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5. By September 30, 2011, disseminate brief paper on Healthy City’s experience working with philanthropy to share knowledge and lessons learned on how philanthropy can utilize data and technology tools to support decision-making.

5.1 Publish brief paper on “Utilizing Data for Grantmaking”.
   a. Finalize brief paper for review by F5LA.
   b. Develop dissemination plan.
   c. Conduct final revisions and disseminate as planned.

5.1. Director
   Director of Policy & Programs
   Research Manager

5.1a. 7/1/11 – 8/31/11
5.1b. 7/1/11 – 8/31/11
5.1c. 8/31/11 – 12/15/11

5.1a. and b. Draft of brief paper and dissemination plan. (2/28/12)

5.1c. Release of dissemination of final brief paper. (2/29/12)