## EXHIBIT A – SCOPE OF WORK

### Contract Details
- **Contract Number:** 08261
- **Agency Name:** Daniel J. Edelman, Inc.
- **Project Name:** First 5 LA Public Education
- **Project Length:** 3 years
- **Contract Period:** 7/01/13 – 6/30/14
- **Revision Date:**
- **Report Period:**
- **Submission Date:** (Office Use Only)
- **Contract Number:** 08261
- **Agency Name:** Daniel J. Edelman, Inc.
- **Project Name:** First 5 LA Public Education
- **Project Length:** 3 years
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- **Revision Date:**
- **Report Period:**
- **Submission Date:** (Office Use Only)

### Objectives
Include who, what, when, where, how and how much for each objective.

### Activities and Subtasks
Indicate the activities and subtasks leading to the fulfillment of the objective. Include benchmarks or milestones in chronological order. Include the appropriate quantity or frequency of the associated activities or subtasks.

### Staff Assignment
Indicate staff, consultants or subcontractors responsible for the respective activity or subtask.

### Timeline
Indicate start and end period.

### Deliverables
Indicate Date Due.

### Objective status:
- [ ] IN-PROCESS
- [ ] COMPLETE
- [ ] DELAYED
**EXHIBIT A – SCOPE OF WORK**

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| **Objective #1: Develop and deliver modified first5la.org website based upon FY12-13 research findings** | **Activity #1: Delivery of plan and site architecture for web design of First 5 LA web properties based upon FY 12-13 research recommendations**  
   **Subtasks:**  
   • Work with F5LA public affairs team to develop strategies and goals for website, identify target audiences and determine approach, timeline, budget and vendors  
   • Outreach to potential online partners for content sharing and development  
   • Develop 2-3 concepts for design  
   • Develop content wireframes and site architecture  
   • Participate on ongoing meetings/calls with F5LA public affairs team to update on progress  
   • Draft weekly/monthly activity reports  
   • Provide senior oversight/management of project | To be completed by Edelman team in collaboration with F5LA public affairs team with input from F5LA stakeholders (if/as needed) and other appropriate subcontractors. | Q1-2013 – Q2-2013 | • Develop strategy for First 5 LA’s website properties based on FY12-13 research  
• Messaging structure for digital properties  
• 2-3 design concepts  
• Call agendas / recaps  
• Weekly / monthly status reports |
|  | **Activity #2: Delivery of revised website for First 5 LA based upon FY 12-13 research recommendations**  
   **Subtasks:**  
   • Work with F5LA public affairs team to develop and revise content for the website  
   • Design and program website  
   • Testing  
   • Launch of new website  
   • Participate on ongoing meetings/calls with F5LA public affairs team to update on progress  
   • Draft weekly/monthly activity reports | To be completed by Edelman team in collaboration with F5LA public affairs team with input from F5LA stakeholders (if/as needed) and other appropriate subcontractors. | Q2-2013 – Q3-2014 | • Content  
• Design and graphics/images  
• CMS and programming of site  
• Final website and launch  
• Project reports |
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**Objective #2**: Implement of public education efforts based on FY12-13 research and planning to raise awareness of the organization and parent resources and messages

**Activity #1**: Conceptualize and implement public education strategies and community outreach around topics related to First 5 LA’s (F5LA) four strategic goals.

**Subtasks**:
- Provide senior oversight/management of project

  - Work with F5LA public affairs team to develop goals, identify target audiences and determine research approach to determine outcomes, benchmarks and measurements for public education campaigns.
  - Public education may take the form of a campaign(s) which may include elements such as:
    - Media relations such as local outreach to secure interviews for spokespersons and news stories about the campaign; an audio news release using our spokesperson; written public service announcements for TV and radio to read on-air; press releases to launch campaign;
    - Grassroots outreach such as participation in local events, festivals, farmer’s markets, etc. to distribution information about the campaign, street teams to distribute materials, promotoras to engage with the community on F5LA topics, outreach to community-based organizations to

**To be completed by Edelman team in collaboration with F5LA public affairs team with input from F5LA stakeholders (if/as needed) and other appropriate subcontractors.**

**Q1-2013 – Q4-2014**

- Creative briefs
- 2-3 concepts for each campaign
- Advertising deliverables may include:
  - Print ads
  - TV spots / PSAs
  - Radio spots
  - Online banners
  - Out-of-home
- Outreach deliverables may include:
  - Press releases
  - Media alerts
  - ANR script
  - Spokesperson talking points
  - Database of relevant community events to participate in
  - Promotoras workshop materials
  - Street teams
- Testing (as needed)
- Target outcomes, benchmarks and measurement for
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<td>Indicate Date Due.</td>
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<td></td>
<td>• Enlist them as campaign messengers;</td>
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<td>key campaigns and activities</td>
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<td></td>
<td>o Partnership building such as outreach to key community stakeholders to introduce them to campaign and further extend the message</td>
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<td>• Call agendas / recaps</td>
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<td></td>
<td>o Media buys</td>
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<td></td>
<td>• Weekly / monthly status reports</td>
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<td></td>
<td>• Develop 2-3 concepts for each campaign or key marketing activities for F5LA to consider</td>
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<td></td>
<td>• Report on campaigns including details of campaign goals, impressions received, campaign elements, as well as “lessons learned.”</td>
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<td></td>
<td>• Test campaign and/or messages to ensure it resonates with multicultural communities; testing elements may include: focus groups; telephone/online surveys, mall-intercepts, etc.</td>
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<td></td>
<td>• Conceive, develop and execute public education efforts</td>
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<td></td>
<td>• Negotiate media buys according to approved strategy</td>
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<td>• Negotiate added-value opportunities</td>
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<td></td>
<td>• Translate and customize campaigns and activities for multicultural audiences</td>
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<td></td>
<td>• Participate on ongoing meetings/calls with F5LA public affairs team to update on progress</td>
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<td></td>
<td>• Draft weekly/monthly activity reports</td>
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<td></td>
<td>• Provide senior oversight/managed of public education campaign</td>
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</table>
| Objective #3: Raise awareness of the importance of the first 5 years of life, issues relating to the work of First 5 LA and public education efforts through media relations | Activity #1: Support First 5 LA media manager on efforts such as awareness of First 5 LA programs, objectives, policies, new Executive Director, and other subjects. Services are rendered on an “as needed” basis, and are dependent upon requests from First 5 LA. **Subtasks:**  
- Consult on strategies to generate visibility for F5LA, its CEO and public education efforts and specific campaigns  
- Conduct message training with CEO and other First 5 LA spokesperson (if/as needed) to prep for media interviews as well as meetings with key stakeholders  
- Media pitching around specific issues/topics, success stories, events, etc.  
- Press release development and distribution  
- Interview logistics and coordination  
- Support for media tour implementation including development of Op-Eds, desk-side briefings with media, press releases, etc.  
- Develop materials for use with media, in social media channels, and/or stakeholders, which may include:  
  - Talking points  
  - Presentation  
  - Topics for blog posting  
  - Press releases  
  - Pitches  
- Participate in ongoing meetings/calls with F5LA public affairs team to update on progress  
- Draft weekly/monthly activity reports  
- Provide senior oversight/managed of public education campaign | To be completed by Edelman team in collaboration with F5LA public affairs team with input from appropriate Edelman and F5LA subcontractors (if/as needed). | Q1, 2013 – Q4- 2014 | - Materials for use with media, in social media channels, and/or stakeholders, which may include:  
  - Talking points  
  - Blog postings  
  - Press release  
  - Pitches  
  - Call agendas / recaps  
  - Weekly / monthly status reports  
  - Media monitoring  
  - Final reports on media relations projects |
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<td>Indicate Date Due.</td>
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<tr>
<td><strong>Objective #4: Develop internal stakeholders as brand ambassadors for First 5 LA and its work</strong></td>
<td><strong>Activity #1: Conduct trainings with First 5 LA staff, Commissioners and others based upon FY 12-13 research recommendations. Topics may include, but are not limited to, visual and text style guide, messaging, social media, and branding.</strong>&lt;br&gt;&lt;br&gt;<strong>Subtasks:</strong>&lt;br&gt;• Work with Public Affairs to develop strategic framework for ongoing communications with internal stakeholders around First 5 LA messaging and public education efforts&lt;br&gt;• Create training program and presentation materials&lt;br&gt;• Conduct trainings with internal stakeholders and/or conduct “train-the-trainer” program&lt;br&gt;• Participate on ongoing meetings/calls with F5LA public affairs team to update on progress&lt;br&gt;• Draft weekly/monthly activity reports&lt;br&gt;• Provide senior oversight/managed of public education campaign</td>
<td>To be completed by Edelman team in collaboration with F5LA public affairs team with input from appropriate Edelman and F5LA subcontractors (if/as needed).</td>
<td>Q2-2013 – Q3-2014</td>
<td>• Framework for trainings and internal stakeholder education&lt;br&gt;• Materials and presentation for trainings&lt;br&gt;• Conduct trainings&lt;br&gt;• Call agendas / recaps&lt;br&gt;• Weekly / monthly status reports&lt;br&gt;• Report on all training activities</td>
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<td>Objective #5: Evaluate outcomes of public education efforts based on established baseline data from FY12-13 research</td>
<td>Activity #1: Design and implement a research effort to determine the effectiveness of F5LA’s marketing and communications efforts</td>
<td>To be completed by Edelman team in collaboration with F5LA public affairs team with input from F5LA stakeholders (if/as needed) and other appropriate subcontractors.</td>
<td>Q1-2013 – Define strategy</td>
<td>• Research strategy</td>
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<td></td>
<td>Subtasks:</td>
<td></td>
<td>Q1-2013 – Q4-2014 – Design research tools as needed</td>
<td>• Research design/recommendations for each element</td>
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<tr>
<td></td>
<td>• Develop evaluation strategies</td>
<td></td>
<td>Q4-2014 – Implement research to evaluate success of efforts against benchmark and present findings</td>
<td>• Research tools</td>
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<td></td>
<td>• Design research elements/methods, which may include but are not limited to one-on-one interviews, online survey, focus groups, etc.</td>
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<td>• Findings report and raw data</td>
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<td>• Draft research tools, which may include but are not limited to focus group, survey tools, questionnaires, etc.</td>
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<td>• Presentation of findings</td>
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<td>• Implement research elements and analyze data</td>
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<td>• Call agendas/recaps</td>
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<td>• Conduct research following each public education campaign to measure awareness of campaign among parents and determine success in promoting First 5 LA’s four strategic goals</td>
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<td>• Weekly/monthly status reports</td>
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<td>• Develop research findings report and implications for FY14-15 planning</td>
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| Objective #6: Support Best Start’s efforts to build cross-community awareness and continued outreach efforts | Activity #1: Provide 1200 hours of strategic marketing and communications counsel and support  
**Subtasks:**  
- Provide ongoing strategic marketing and communications council  
- Development of messaging and trainings as needed  
- Provide creative strategies and development of partnership opportunities  
- Consult on the development of F5LA-lead community events, as needed  
- Provide creative strategies and editorial and support for Best Start’s communications efforts via the web  
- Provide creative strategies for maintenance of First 5 LA social media channels and support with community engagement  
- Provide strategic counsel, editorial and creative insights into the conceptualization and design of collateral and promotional materials  
- Provide media relations outreach support  
- Participate on ongoing meetings/calls with F5LA public affairs team to update on progress  
- Draft weekly/monthly activity reports  
- Provide senior oversight/managed of public education campaign | To be completed by Edelman team in collaboration with F5LA public affairs team with input from F5LA stakeholders (if/as needed) and other appropriate subcontractors. | Q1-2013 - Q4-2014 | 1200 hour of consultation; support could include:  
- Talking points/messaging  
- Copy and design of materials  
- Event support  
- Media outreach  
- Call agendas/recaps  
- Weekly/monthly status reports  
- Reporting on all activities performed |
I. **Public Education & Outreach includes the following activities:**

- Conceptualize and implement public education campaigns
- Provide creative strategies, partnership opportunities, outreach worker training and coordination in participation in at least (1) event targeting general public
- Provide creative strategies, partnership opportunities, outreach worker training and coordination in participation in at least (1) event targeting community stakeholders
- Plan, coordinate, manage and implement a F5LA-lead community events
- Provide creative strategies, editorial and technical support for the maintenance and updating of First 5 LA’s online resources and websites
- Develop plan for updating and modifying First 5 LA’s websites and implementation of that plan
- Provide creative strategies for maintenance of First 5 LA social media channels and support with community engagement
- Provide strategic counsel, editorial and creative insights into the conceptualization and design of collateral and promotional materials
- Provide strategic counsel, editorial insight and training advice in the creation of talking points for internal staff
- Provide media planning and buying services for targeted advertising/promotional campaigns
- Support media manager with partnership and relationship development, sponsorships, outreach and promotional materials
- Update and revise materials and outreach strategies to ensure marketing and communications efforts are effective in achieving objectives and goals
- Evaluate new materials with key stakeholders and target audiences, and revise as needed
- Create and implement communication and media trainings for educating staff and key stakeholders
- Provide media relations outreach support
- Prepare a strategic plan for all First 5 LA public education efforts in year three of the Edelman contract (FY 14-15)

**Public Education Campaign Development**

- Strategy and recommendations for communications channels to promote campaign
• 2-3 concepts for each campaign
• Advertising deliverables may include:
  ○ Print ads
  ○ TV spots / PSAs
  ○ Radio spots
  ○ Online banners
  ○ Out-of-home
• Outreach deliverables may include:
  ○ Press releases
  ○ Media alerts
  ○ ANR script
  ○ Spokesperson talking points
  ○ Database of relevant community events to participate in
  ○ Promotoras workshop materials
  ○ Street teams
• Call agendas / recaps
• Weekly / monthly status reports

Creative Development and Evaluation of Ad Campaign(s)
• Creative brief
• 2-3 campaign concepts
• Recommendations and implementation for evaluating campaigns
• Concepts may include pieces for any of the following:
  ○ Print ads
  ○ TV/radio spots / PSAs
  ○ Online banners
• Call agendas / recaps
• Weekly / monthly status reports

Community Outreach / General Public Events
• Strategy memos and recommended plan of action
• Database of community events
• Database of potential partners
• Outreach worker training materials
• Materials may include:
  ○ Brochures, flyers
  ○ *Fotonovelas*
  ○ Print ads
  ○ TV/radio spots / PSAs
  ○ Online banners
• Call agendas / recaps
• Weekly / monthly status reports

Community Outreach / Stakeholder Events
• Strategy memos and recommended plan of action
• Database of stakeholder events
• Database of potential partnerships
• Outreach worker training event/materials
• Call agendas / recaps
• Weekly / monthly status reports

Community Outreach / F5LA-Lead Events
• Strategy memos
• Creative theme
• In-language materials associated with event
• Pitch letters / releases to promote event
• Coordination, management, implementation and hosting of event
• Materials may include:
  o Brochures, flyers
  o Fotonovelas
  o Print ads
  o TV/radio spots / PSAs
  o Online banners
• Call agendas / recaps
• Weekly / monthly status reports

Digital / Social Media Engagement
• Messaging architecture
• Editorial calendar for social media channels
• Bloggers/influencer list
• Execution of content for all platforms
• Analytics reports
• Status reports

Collateral & Promotional Materials
• Provide the following support services as needed: creative direction, design, editorial / copywriting, photography, video production, print production / coordination, etc.

Message Architecture & Spokespeople Training
• Ongoing feedback and recommendations on talking points
• Develop and conduct trainings for internal stakeholders as needed
• Training workshop agenda and presentation
• Recap report of workshop

Advertising Media Buys / Oversight, Management & Coordination
• 2-3 campaign concepts
• Buys may include:
  o Print ads
  o TV spots / PSAs
  o Radio spots
  o Online banners
  o Out-of-home
• Tear sheets
- Call agendas / recaps
- Weekly / monthly status reports

**Partnership & Sponsorship Support**
- POV and recommendations on sponsorships and promotional materials
- Ongoing counsel/ feedback

**Media Relations**
- Media pitching around specific issues / topics, success stories, events, etc.
- Press releases and distribution
- Interview logistics and coordination
- Support for media tour implementation including development of Op-Eds, desk-side briefings with media, press releases, etc.
- Strategy for CEO and First 5 LA visibility
- Materials for use with media, in social media channels, and/or stakeholders, which may include:
  - Talking points
  - Presentation
  - Topics for blog posting
  - Press releases
  - Pitches

**FY14-15 Planning**
- Outreach plan
- Contract SOW and budgeting

**Types of Hard Costs**
- Advertising media buys (if applicable)
- Printing of collateral materials
- Transportation/expenses related with community efforts and events, CEO meet and greets, training/educational workshops
- Venue costs, catering, permits, etc. for events
- 10% vendor mark-up fees
- Press release wire distribution (if/as needed)

**II. Website Design, Development and Maintenance**
- Includes but not limited to:
  - Develop strategy for First 5 LA’s website properties based on FY12-13 research
  - Creative brief and web site architecture
  - Overarching messaging structure for digital properties
  - 2-3 design concepts
  - Creative development and execution of digital properties
  - Editorial calendar for digital properties
  - Content for all properties
  - Monthly analytics and scorecard
III. Research

- Establish benchmarks for and evaluate targeted ad campaigns
- Testing of creative concepts and messaging as needed
- Prepare regular reports to Public Affairs on all efforts
- Design and implement a research effort to determine effectiveness of marketing and communications campaign on a regular basis (annual or every 2-3 years)
- Evaluate data, prepare and present recommendations to First 5 LA staff and key stakeholders

Market Research / Evaluation of Campaign Efforts

- Research strategy
- Research design/recommendations for each element
- Research tools
- Findings report and raw data
- Presentation of findings
- Call agendas/recaps
- Weekly/monthly status reports

Branding & Awareness Evaluation

- Public education plan benchmarks from FY12-13 research
- Strategy for evaluating efforts from FY13-14 and on
- Call agendas/recaps
- Weekly/monthly reports as needed

Types of Hard Costs

- Research vendor costs, such as focus group facilities, incentives, food, transportation, etc.

IV. Account Management

- Includes but not limited to:
  - Overall account management
  - Strategic counsel
  - Oversee all planning and efforts
  - Manage budget and invoicing
  - Quarterly reports and budget updates
  - Call agendas/recaps
  - Weekly/monthly reports as needed

Types of Hard Costs

- Parking, conference calls, etc. (if/as needed)

V. Best Start Marketing & Communications

- Provide ongoing strategic marketing and communications council
- Development of messaging and trainings as needed
- Provide creative strategies and development of partnership opportunities
- Consult on F5LA-lead community events
• Provide creative strategies, editorial and technical support for the maintenance and updating of First 5 LA’s online resources and websites
• Provide creative strategies for maintenance of First 5 LA social media channels and support with community engagement
• Provide strategic counsel, editorial and creative insights into the conceptualization and design of collateral and promotional materials
• Provide media relations outreach support
## Flat Fee for Services Budget Exhibit B

**Vendor Name:** Daniel J. Edelman, Inc.  
**Project Name:** Public Education - Marketing & Communications

<table>
<thead>
<tr>
<th>Task/Service</th>
<th>First 5 LA Funds</th>
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<tbody>
<tr>
<td><strong>Public Education &amp; Outreach</strong></td>
<td>1,450,000.00</td>
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<tr>
<td>Public education and community outreach activities as directed and approved by Public Affairs. Includes but not limited to: Creation of strategies, concepts and execution of all public education activities; advertising and media buys; collateral materials and printing; website development and design; creative services such as design, photography, video production, copy writing/translation services; events; media relations; messaging and trainings.</td>
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</tr>
<tr>
<td><strong>Website Design, Development and Maintenance</strong></td>
<td>300,000.00</td>
</tr>
<tr>
<td>Website design, development and maintenance as directed and approved by Public Affairs. Includes but not limited to: development of plan, site architecture and design concepts, design, copywriting/content development, programming; testing and launch of website; maintenance of web properties and coordination of content and design with social media tools as needed.</td>
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<tr>
<td><strong>Research</strong></td>
<td>140,000.00</td>
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<tr>
<td>Research activities related to public education and brand/organizational awareness as directed and approved by Public Affairs. Includes but not limited to: market research; benchmarks and measurement of public education campaigns and ad buys; project evaluations and reporting; focus groups.</td>
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</tr>
<tr>
<td><strong>Account Management</strong></td>
<td>72,000.00</td>
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<tr>
<td>Overall account management and project management activities related to public education as directed and approved by Public Affairs. Includes but not limited to: strategic counsel; budgeting and invoicing; weekly and quarterly reports / updates.</td>
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<tr>
<td><strong>Best Start Marketing &amp; Communications</strong></td>
<td>180,000.00</td>
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<tr>
<td>Marketing and communications activities as directed and approved by Public Affairs. Includes but not limited to: marketing and communications counsel; creation of strategies and concepts for public education and outreach activities; media relations support; counsel on messaging, events and trainings.</td>
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**TOTAL COST** 2,042,000.00

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**Fiscal Contact Person**  
James Williams, General Manager

**Agency Authorized Signature**  
(323) 202-1475  
Phone #

**Date** 5/19/15

Additional supporting documents may be requested