EXHIBIT A – SCOPE OF WORK

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Activities and Subtasks</th>
<th>Staff Assignment</th>
<th>Timeline</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Include who, what, when, where, how and how much for each objective.</td>
<td>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.</td>
<td>Indicate staff, consultants or subcontractors responsible for the respective activity or subtask.</td>
<td>Indicate start and end period.</td>
<td>Indicate Date Due.</td>
</tr>
</tbody>
</table>

Over the course of the contract, Draper Consulting Group (DCG) will provide strategic council and implementation expertise to complete a business engagement model in Best Start Communities.

1. Assist First 5 LA in the planning of a comprehensive business engagement plan to be piloted in Best Start South El Monte & El Monte with the purpose of creating awareness of First 5 LA, our programs, grantees and goals, with a focus on Best Start efforts.

2. The agency will work with the Best Start South El Monte & El Monte community partnership to develop their capacity to engage and develop relationships with local businesses and other stakeholders.

Rafael González  
Director BSC, First5 LA  
Katie Kurutz  
Best Start Mktg Mgr, First5LA  
Alfredo Lee  
Public Affairs Officer, F5LA  
Lee Draper  
President, DCG

The project will begin March 2014 and will reach midway point in June 2014. At this point DCG will provide an update and lessons learned.

Lessons learned document (2-5 pages) – June 15, 2015  
Capacity Building recommendations (2-3 pages) – June 15, 2015  
Recommendations for across Best Start Communities (1-2 pages) – June 15, 2015

If called upon, provide secondary marketing services

Working in concert with First 5 LA (or sub-contract with outside agencies for this purpose), conceive, write, design, produce and/or implement a range of media, including, but not limited to; print, online, audio, video, or “event.”

Rafael González  
Director BSC, First5 LA  
Katie Kurutz  
Best Start Mktg Mgr, First5LA  
Alfredo Lee  
Public Affairs Officer, F5LA

Since there are several collateral pieces that may need to be develop in order to achieve activities the project manager and DCG representative will work together to identify needs over the course of the contract period.

A variety of deliverables will be included in this contract on a project by project basis.

Therefore, individual project deliverables will be determined by project manager and Draper Consulting Group over
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<td>Lee Draper President, DCG</td>
<td>Indicate start and end period.</td>
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</tr>
</tbody>
</table>

Objective status:
- IN-PROCESS
- COMPLETE
- DELAYED

the course of the contract period.
**Hourly Budget Modification**

**Agency:** Draper Consulting Group

**Project Name:** BSC - PA, Small Business Outreach and Engagement

### LABOR

<table>
<thead>
<tr>
<th>Task/Deliverable</th>
<th>Title/Name</th>
<th>Hourly Rate</th>
<th>Hours</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Lee Draper</td>
<td>$150</td>
<td>300</td>
<td>45,000</td>
</tr>
<tr>
<td>Project Coordinator</td>
<td>Nicole Nfonoyin</td>
<td>$150</td>
<td>830</td>
<td>124,500</td>
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<tr>
<td><strong>TOTAL:</strong></td>
<td></td>
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<td>1,130</td>
<td>$169,500</td>
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</tbody>
</table>

### OTHER COSTS

<table>
<thead>
<tr>
<th>Task/Deliverable</th>
<th>Description (Equipment, Travel, Supplies)</th>
<th>Rate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer</td>
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<tr>
<td>Travel</td>
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<td></td>
<td>0</td>
</tr>
<tr>
<td>Supplies</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td></td>
<td></td>
<td>0</td>
</tr>
</tbody>
</table>

**Total Cost:** $169,500  
**Total Hours:** 1,130  
**Composite Rate:** $150

Fiscal Contact Person: Lee Draper  
Date: 9/10/14

Agency Authorized Signature: Lee Draper  
Date: 9/10/14

Phone #: 310)392-2200

Additional supporting documents may be requested