

ATTACHMENT A

Scope of Services

Lew Edwards Group will design and implement new communications and outreach and informational materials, programs, and mediums for the public to learn more about the County's programs, services, and funding. Lew Edwards will also design methods for ongoing public education and community involvement and engagement with the County in order to provide meaningful input into the priorities and expenditure plans of the County.

The **Communications Engagement Plan** developed by the Lew Edwards group will include:

- Assist the County in refining and focusing pertinent information messages for use in all existing and additional educational outreach vehicles
- Develop and refine messages for inclusion in existing or recommended County Communications vehicles
- Recommend strategic methods to message-target existing networks and organizations in the County to provide information, and solicit and respond to questions from the public.
- **Direct Mail Component/Outreach mediums:** In consultation with County staff, LEG will draft and/or refine informational articles for agency newsletters, handouts, press releases and website, with the appropriate collateral materials (Charts, graphs, visual aids, etc.) to communicate key messages and inform residents; and create new ways for the public to sign up to receive information from the County, including on its website and through social media. In addition LEG will draft, review and refine supporting fact sheets, flyers, and other communications amounting to two printed and mediums. Any information provided to the public will be factual, not advocacy. Other work includes:
 - Maximize social media presence of the County using Facebook and Twitter, and other County social media approved sites. Social media use will apply to any applicable County Policies and Procedures;
 - Develop topical sequencing outlines for social media platforms for the duration of the project, including advising the County on timing and content of Facebook posts and helping to draft appropriate tweets; and advise the County on how to navigate additional messaging platforms such as external blogs or Nextdoor.
 - Work with the County to maximize use of any community television or public access channel opportunities, including advising County messengers on talking points and topics to be discussed.
- **Rapid Response:** LEG will redirect message points and materials to assist in rapid response to address media or citizen inquiries as necessary. LEG will craft appropriate rapid responses as necessary to ensure all information provided to the public is factual, balanced, and accurate.
- **Three Educational Presentations to Community Groups:** Develop an outreach plan strategically directed to key organizations or neighborhoods within the County and taking information where people gather, opposed to "Town Hall" style meetings.

- **Speaker's Bureau Toolkit:** a tailored toolkit for assigned County speakers/messengers including helpful hints, speaker objectives, common questions and answers, and Speaker leave-behinds; LEG will also conduct speaker training.

| MILESTONES | DESCRIPTION |
|------------------|---|
| Mailing 1 | First Medium Outreach (English) |
| Mailing 2 | Second Medium Outreach (Spanish) |
| Workshops: 1 – 3 | Focused information gatherings at areas public frequently visits. |

Additional information on timelines and deliverables as set forth in attachment "B".

END OF ATTACHMENT A.