

EXHIBIT "A"
SCOPE OF WORK

- Review archival files of past engagement with City
- Conduct audit of all City issues /media coverage in the public arena over the past 18 months
- Review current City budget materials and planning
- Update the City on Best Practices being utilized by other cities for similar projects
- Add value to development of an updated community survey, independently analyze data results, and provide strategic recommendations
- Recommend a viable project approach
- Facilitate and continuously update a coordinated strategy and timeline for Project
- Draft Public Messaging Platform
- Draft/recommend refinements to text copy for selected communications collaterals such as FAQs, web content, mailings, utility inserts, digital/online vehicles, and other materials (paid digital costs are not included within this Agreement; City to design, print, and mail using its own vendors and budget outside of this Agreement)
- Work with City staff to expand community awareness of fire prevention, fiscal/service needs
- Recommend to staff Best Practices of engaging/informing constituents about Project in City communications vehicles, including newsletters, guest columns, website, digital/online
- Provide recommendations to city budget reports, presentations, or documents
- Participate in selected City briefing and planning sessions
- Assist with rapid response needs from media or the community as necessary to correct misinformation or clarify confusing information (LEG does not function as a city spokesperson)
- Advise City of viability and feasibility of any potential ballot measure and confer with City Attorney on measure components
- Work with City staff on related staff report and measure development

The parties expressly acknowledge and agree that legal services or advice are not within Consultant's scope of services.

Consultant's services will be provided exclusively via teleconference or videoconference—no on-site visit or travel will be required by the City.

Fee Schedule

Consultant's professional fee shall not exceed Thirty-six Thousand Dollars (\$36,000) payable as follows: due and payable in monthly increments of Six Thousand Dollars (\$6,000) per payment on the last business day of each month commencing June 30, 2026 with the last payment on November 30, 2026.

Professional fees do not include other hard project costs such as public opinion research, graphic design, printing, bulk postage, mail house processing fees, or digital media buys, which will be budgeted for separately by the City throughout the project. Consultant will advise the level of investment necessary following review of community survey results, and those costs shall be in addition to the fees and costs specified in this Agreement.

Recommended Timetable

RECOMMENDED PROJECT SCHEDULE *As of 6/1/26*

This schedule is subject to revision based on the agreement of the parties and evolving project needs.

MAY	<p>LAUNCH PROJECT</p> <ul style="list-style-type: none"> <input type="checkbox"/> Formalize retention of consulting team (City) ✓ Conduct public audit of City demographics, budget/policy information, and media coverage over past 18 months (Consultant) ✓ Convene Team Kick Off Planning Meeting (Consultant)
JUNE	<p>ASSESS VIABILITY</p> <ul style="list-style-type: none"> <input type="checkbox"/> Draft updated 2026 study (FM3 Research) <input type="checkbox"/> Refine/update Opinion Leader database/organizational hit list (City) <input type="checkbox"/> Field survey (FM3) <input type="checkbox"/> Initiate analysis of survey results and develop strategic recommendations (Consultant) <input type="checkbox"/> Monitor related statewide developments (Consultant)
JULY	<p>UPDATE STAFF/COUNCIL, PLACE MEASURE</p> <ul style="list-style-type: none"> <input type="checkbox"/> Update City staff (Consultant) <input type="checkbox"/> Update Council and receive direction (All) <input type="checkbox"/> Add value to staff report and potential measure preparation (All) <input type="checkbox"/> Assist in addressing Rapid Response needs as necessary (Consultant—please note that Consultant does not function as a paid city spokesperson) <input type="checkbox"/> Place Measure on ballot prior to 88-day statutory deadline (City Council) <input type="checkbox"/> Monitor related statewide developments (Consultant)
AUGUST	<p>IMPLEMENT POST-ADOPTION PUBLIC INFORMATION PROGRAM</p> <ul style="list-style-type: none"> <input type="checkbox"/> Submit materials to Humboldt County ROV (City Clerk) <input type="checkbox"/> Develop Municipal Election Toolkit (Consultant) <input type="checkbox"/> Update City’s website and all communications vehicles with updated Municipal Election information prepared by Consultant (City) <input type="checkbox"/> Issue Opinion Leader Update announcing placement of the measure/s on the ballot <input type="checkbox"/> Assist with responding to Rapid Response Needs (Consultant does not function as a paid city spokesperson) <input type="checkbox"/> Contact Influentials or organizations for 1:1 outreach (City) <input type="checkbox"/> Assess Opinion Leader responses <input type="checkbox"/> Monitor related statewide developments (Consultant) <p><i>The City of Fort Bragg can continue its factual, informational efforts following placement of a measure on the ballot but cannot engage in any partisan activities. No partisan activities will be provided under this Agreement.</i></p>
SEPTEMBER-NOVEMBER	<p>CONDUCT PERMISSIBLE MUNICIPAL ELECTION OUTREACH</p> <ul style="list-style-type: none"> <input type="checkbox"/> Draft media and social media content (Consultant, City to issue)

	<ul style="list-style-type: none"><input type="checkbox"/> Issue three informational mailings (Consultant to provide word format content copy and sample/s; City to design/print/mail at its own expense)<input type="checkbox"/> Implement social media (City)<input type="checkbox"/> Assist in addressing rapid response needs (Consultant)<input type="checkbox"/> Conduct Municipal Election Speakers Bureau Presentations (City)<input type="checkbox"/> Provide two-way media comments (Consultant)
--	--