

Attachment III: Clifford Moss Scope of Work

- Review relevant background material on Client's needs and continue collaborating with pollster to interpret survey results for optimal client communications.
- Assess Client's existing public communications efforts.
- Develop a strategy and plan to engage local opinion leaders, stakeholders and community members on City issues - and obtain their input on Client needs.
- Guide Client in early (preliminary) communications planning work with volunteers.
- Assist with ongoing communications to keep Client leaders (at City Hall) informed.
- Recommend a strategy, tools, calendar and budget to guide stakeholder and public communications and messaging for possible UUT renewal.
- Provide guidance as Client implements above public communications strategy.
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- Collaborate with Client and other consultants to finalize Client's measure if warranted
- Prepare Client for information-only communications environment (web, content, fact sheets, FAQs, etc.).
- Assist with internal communications to keep Client leaders informed.
- Provide ongoing project-related strategic counsel as needed.

Total Not to Exceed Contract Amount: \$50,000