

EXHIBIT A-SCOPE OF SERVICES

The Lew Edwards Group (LEG) will perform the following services:

- Project-facilitate and continuously update a coordinated strategy and timeline for City staff and other professionals/consultants assigned to the Project.
- Work with City staff on methods to engage constituents, expand community awareness of city service/fiscal needs and solicit additional community input on infrastructure, safety, and general fund service priorities. Recommend to staff/project professionals methods of engaging/informing constituents about Project in City communications vehicles, including newsletters, guest columns, website, and social media. Consultant will update or refine community input content and informational messaging. Advise and train City staff on messaging.
- Recommend methods to conduct informational outreach with community networks and organizations in the City to solicit feedback on City needs, provide information and advise City staff on the best manner of responding to questions from the public. Consultant will update and refine concise, user-friendly messaging content.
- Through subcontractor FM3 Research, conduct a Tracking Survey of approximately 15 minutes of up to 400 respondents to assess community viewpoints and project viability.
- Recommend a plan for informational mailings, paid digital and augmentation of City's existing social media activities, and draft recommended content copy for these vehicles. The City Manager's office and City Attorney will review/approve content copy. City to facilitate its own graphics, printing, mail house, social/digital media, and postage needs with its own vendors at its own expense, outside of this Agreement.
- Consultant will review earned (non-paid) local media and/or online media opportunities with City staff/assigned professionals as a method for disseminating information and assist with rapid response needs from media or the community as necessary to correct misinformation or clarify confusing information. Consultant does not function as a paid spokesperson for the City.
- Confer with the City Attorney on the ballot question or other revenue measure or informational municipal election materials. Work with City staff on related budget and staff reports and measure development.

The parties expressly acknowledge and agree that legal services or advice are not within Consultant's scope of services. This Scope of Work is effective January 5, 2026 through November 15, 2026.