

Exhibit A: TASKS TO BE PERFORMED

The initial scope of services and work-plan will provide services from January 6, 2015 through July 4, 2015. Services rendered under this agreement include the following items.

1. Create a Master Timeline and Coordinate Experts:
 - a. TBWB will help MPRPD identify legal questions and efficiently find needed answers regarding election type, resolution language, and planning timelines;
 - b. TBWB will work with MPRPD's engineering firm and legal counsel to identify current voters/property owners and the proper structure for a benefit assessment renewal;
 - c. TBWB will oversee the creation and analysis of a scientific voter opinion survey that accurately models MPRPD's likely electorate, potential ballot language, and key issues and messages;
 - d. TBWB will work with MPRPD staff and all project-related experts to create an assessment renewal planning timeline, counting towards a target election date that includes legal, engineering and polling considerations.

2. "Grass-tops" and "Grassroots" messaging and public engagement:
 - a. TBWB will create messaging materials for MPRPD, including a sample handout, FAQ's, a Power Point presentation and content for MPRPD's website, to help explain what MPRPD provides, and why the MPRPD Board of Directors is considering renewing the benefit assessment;
 - b. TBWB will help MPRPD officials identify key audiences for direct targeting and engagement, including local officials, civic groups, staff and park users, and customize messaging as needed for individual groups;
 - c. TBWB will help MPRPD officials answer "tough questions" that emerge during the period of stakeholder outreach;
 - d. TBWB will help MPRPD analyze the results of direct stakeholder engagement and recommend any changes in timing or approach.