

Exhibit A: TASKS TO BE PERFORMED

The Phase II scope of services and work-plan will provide services from July 5, 2015 through March 1, 2016, unless amended. Services rendered under this agreement include the following items.

A. Public Information:

TBWB shall perform any of the following services as needed to raise awareness of District's funding needs and the potential ballot measure.

- 1) Create and regularly update a "Communications Plan" based on analysis of MPRPD poll results, ongoing MPRPD outreach to stakeholders, and based on ongoing direction and advice from MPRPD, including paid and earned media, direct stakeholder outreach, and partnership with key allies;
- 2) Create, update and monitor a "project timeline" for creating a ballot measure to bring before District voters;
- 3) Develop or review/edit informational fact sheets, FAQ's, and other public material related to MPRPD's revenue needs and potential future funding measure;
- 4) Develop or review/edit electronic communication, including email blasts, Facebook posts or ads, website content related to MPRPD's revenue needs and potential future funding measure;
- 5) Prepare or review/edit PowerPoint-style presentations for meetings related to MPRPD's revenue needs and potential future funding measure;
- 6) Write, design, and produce mailings or other paid communication to educate, inform and engage voters, as directed;
- 7) Develop strategies and plans to inform and engage key environmental stakeholders and open space user groups according to the goals and messages in the Communication Plan; and
- 8) Develop strategies and plans to inform and engage influential external groups including elected leaders, business leaders, city leaders, ethnic community leaders, faith community leaders, taxpayer groups and others according to the goals and messages in the Communication Plan;
- 9) Help direct work of any relevant contractors related to potential future funding measure, i.e., legal or engineering, as directed by District;
- 10) Update MPRPD Directors as needed, at staff direction.

B. Ongoing Feasibility Assessment:

TBWB shall continue perform any of the following services as needed to assess the electoral feasibility of the Measure:

- 1) Continue to assess and refine potential revenue measure scenarios to meet the District's funding needs, through collaboration with other District consultants and discussions with MPRPD;
- 2) Collaborate with pollster to design, conduct and analyze further opinion research of voters in the District if needed;
- 3) Continue and refine demographic analysis of voters in the District and how they break into key sub-groups by age, ethnicity, political party, length of residency, parents and other key criteria;
- 4) Continue to analyze and monitor past and upcoming elections in the District and region to understand voter turnout trends and other relevant voting patterns;
- 5) Research other local tax proposals that may be heading to an upcoming ballot that could compete with District's Measure; and
- 6) Make specific recommendations regarding an optimal election date, revenue mechanism, total authorization amount, tax rate and other important ballot measure features.

C. Ballot Measure Development:

TBWB shall perform any of the following services as needed to assist District in preparing an eventual Measure for the ballot, should the District choose to do so during the term of this Agreement:

- 1) Work with staff, legal counsel and other needed District consultants to develop a resolution calling for the election;
- 2) Develop the 75-word ballot question;
- 3) Refine any required public list of projects to be funded by the measure;
- 4) Prepare messaging that clearly articulates how these projects will benefit from the Measure;
- 5) Recommend any extra taxpayer accountability protections, such as an independent citizens' oversight committee;
- 6) Review and help refine the full text of the measure, project list, tax rate statement and any other materials that will appear in the ballot pamphlet mailed to all voters;

- 7) Help present recommendations, documents and resolutions to the Board for approval;
and,
- 8) Work with the County of Monterey Registrar of Voters Office to assist District to complete the process of qualifying for the ballot.

End of Exhibit A