

Exhibit A: Scope of Services

The work program has two phases and is focused on the community engagement process:

1. Preparation
2. Community Engagement

Phase 1. Preparation

The Team places great emphasis on preparation activities to build a solid foundation for a strategic plan.

1.1 Conduct Orientation Meeting with Staff. The orientation will have two parts; first, the Team will meet with the city's project leadership to get oriented to the process. During this meeting the Team and leadership will discuss the public process, identify stakeholder groups, and review the project calendar. The second meeting will be with Managing Results to review the public process and coordinate the timeline with the overall project schedule.

1.2 Conduct General Coordination. The Team will conduct regular conference calls with staff and key leaders to coordinate the projects process and critical tasks.

1.3 Develop Project Identity. The Team will design a logo, brand and key messages for the planning process. This will be used for the design of printed and electronic collateral pieces such as flyers, postcards and posters. The logo design will include one round of review for staff and any key leaders.

1.4 Website and Social Media Content. The Team will create the content (key messages, important process information, photos etc.) to be placed on the city's web page about this process (city staff will be responsible for all website maintenance and updating). Additionally the Team will provide questions for the Open Town Hall platform (the team assumes two rounds of online engagement).

1.5 Prepare Publicity Collateral. The Team will design two rounds of publicity material (one general piece to raise awareness and one for the public listening and learning session). The format will be decided with staff and may include posters, rack cards, flyers and other materials to assist in generating awareness about the planning process. The city will be responsible for the cost and coordination of printing the collateral.

1.6 Conduct Outreach Team Work Session (1 meeting + outreach plan development + follow-up email correspondence). The team will conduct one work session with the outreach team appointed by the city. This outreach group's main job would be to spread the word about the public engagement opportunities and personally invite people to the listening and learning sessions and follow-up meeting. Staff will appoint 12 people to serve on this team. Planning NEXT will orient the group and provide materials and direction on how to do their job as outreach leaders for this process. As part of this task, planning NEXT will develop an outreach plan for the project and communicate directly with the group once it is established by staff.

PHASE 1

Key Deliverables

- Project Identity (logo, branding, key messages)
- Branded Project Collateral
- Meeting agendas, handouts and resources
- Outreach Plan

1.7 Conduct City Council Work Session (2 meetings). The Team will conduct two work sessions with city council throughout the public engagement process. The first meeting will take place early in the process, once the outreach plan has been established, to present the outreach plan and engagement approach. And to let them they have a role in energizing their networks. The final meeting will present the draft Strategic Community Priority Document. These work sessions could take place during regular council meetings or as separate meetings.

Phase 2. Community Engagement

The planning NEXT Team proposes a targeted approach to the public process which will effectively bring together diverse representation of residents, businesses, and other stakeholder groups. The proposed meetings are centered around key stakeholder meetings called Listening and Learning Meetings. The first round will be with individual groups focused on specific topics (education, arts, business/economic development, parks, etc.). There will also be one public listening and learning session. The Follow-up Meeting will bring all the stakeholders together in a meeting focused on community choices. Beyond face-to-face meetings, the Team will provide questions for the Open Town Hall platform.

PHASE 2

Key Deliverables

- Strategic Community Priority Memo
- Meeting agendas, handouts and resources

2.1 Conduct Listening and Learning Meetings. The Team will conduct nine small-scale Listening and Learning Meetings to collect community input. All nine meetings will be open to the public. Five of the meetings will be focused on specific themes or demographics within the community. Targeted invitations will be sent out to certain people or groups, but the meetings will also be advertised for the general public. The remaining four meetings will take place in each of the four wards and will be general open call meetings. The workshop format will include a brief orientation and then a facilitated discussion on the needs and opportunities for Gahanna to be better tomorrow than it is today. The meetings will be facilitated in such a way that a broad range of input and feedback will be gathered.

2.2 Identify Emerging Opportunities. The Team will conduct an analysis of the key themes that emerge from the full database of results. These emerging opportunities will be incorporated into a summary sheet to be presented to the staff for use as the planning process continues.

2.3 Conduct Follow-up Meeting. The Follow-up Meeting is a event designed to synthesize the findings from the public input into a coherent set of action priorities for the future of Gahanna and to help create the framework for the final Strategic Plan. The program will include facilitated activities in small groups and general assembly review periods. Participants will give feedback on the preliminary direction and consider potential conflicts or critical questions. The attendees from the Listening and Learning sessions will be the primary invitees for the Follow-up meeting.

2.4 Develop Strategic Community Priority Memo. The Team will summarize the public process input and community priorities established during the process into a summary memo.

Fee Structure

The estimate of project costs is outlined below. It is based on Exhibit A: Scope of Work.

Phase	Proposed Budget
Phase 1: Preparation	\$15,800
Phase 2: Community Engagement	\$23,750
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Total	\$39,550

**a la cart pricing for additional Listening and Learning Meetings is \$800/meeting*