

Exhibit A

SCOPE OF SERVICES

1. Implementation of a public outreach program to enhance awareness of the contributions of the Sacramento Transportation Authority and the existing Measure A transportation sales tax program. The public outreach will include, but not be limited to, the following activities:

- Identify the community and business organizations, public agencies, and regional leaders to engage in this conversation.
- Develop and print fact sheets, Q & A's, articles, and "leave-behind" brochures for public distribution.
- Develop a speakers' bureau program and uniform presentation file. Manage a schedule of speakers' bureau presentations. Participate in speakers' bureau presentations, as appropriate.
- Develop and manage an interactive Countywide transportation information website: **Sacramento Go**
- Set up a **Sacramento Go** social media program, and coordinate with STA on its administration.
- Set up and manage an ongoing dialog with local media: newspapers, newsletters, radio, TV, etc.
- Develop updated Measure A project sign layout and configurations. Work with local agencies on timing and location of sign postings.

2. Preparation of a "Transportation Vision" of unfunded projects and programs that reflects the community's transportation priorities, and which would be used as the basis for community outreach. The Transportation Vision development includes, but is not limited to, the following activities:

- Organize and administer a Professional Advisory Committee of representatives from local transportation agencies. Committee members will include transportation agency directors and/or elected and appointed local policy makers.
- Work with the Professional Advisory Committee to review local and regional transportation plans to identify high-priority, unfunded transportation needs in the County.
- Consult recent opinion research results to prepare and refine a Transportation Vision that represents diverse stakeholder perspectives in light of community-wide transportation priorities.
- Engage stakeholder groups to support the Transportation Vision, and to promote it among their constituencies.
- Ensure that the Transportation Vision reflects realistic project cost estimates and reasonable assumptions of revenue that would be generated by a supplemental transportation sales tax or other resource.

- 3. Develop and conduct telephone opinion survey of Sacramento County voters (800 sample size x 20 minutes per respondent) with representative sampling of cities and unincorporated communities; produce detailed crosstab of results; and summarize conclusions.**

The survey will be a “tracking survey” that measures the degree to which voter opinion on transportation issues, policies, and project priorities has changed since the SacramentoGO outreach effort commenced in early 2014. The “baseline survey” was conducted in Oct. 2013. Tracking survey results will help the Board determine if there is a realistic chance of achieving a two-thirds vote for a supplemental transportation sales tax in 2016 with a focused campaign, or if such an effort should be postponed to a later election cycle or abandoned altogether.