

Outreach Consultant Scope of Work Outline

The City of Oakland Redistricting Commission is seeking consulting services to prepare an outreach plan and manage outreach effort over the period of x months for the City's redistricting process.

The Consultant should demonstrate the following qualifications and capabilities:

- Be an efficient project manager with ability to subcontract to other parties as needed
- Should be a trusted Oakland organizer/organization with networks across creatives in Oakland (multiple community organizations that ensures all districts are covered)
- Either be or partner with local SBE/DBEs
- Be innovative and creative in their outreach strategy such as including art and culture based strategies for community awareness and participation
- Align to existing Commission committee workstreams

Scope of Work

Task 1: Outreach Strategy

The consultant will prepare an outreach strategy for the commission to approve prior to launching the outreach efforts the outreach strategy should include the following -

- Refine/Develop Timeline & Schedule of Events
 - *Staff has created the following proposed hearing schedule in compliance with California. Elections Code Section 21627.1:*
 - *Hearing #1 (Pre-draft): August 11, 2021 during regular Comm. meeting*
 - *Hearing #2 (Pre-draft): September 8, 2021 during regular Comm. meeting*
 - *Hearing #3 (Post-draft): October 13, 2021 during regular Comm. meeting*
 - *Hearing #4 (Post-draft): November 10, 2021 during regular Comm. Meeting*
- Strategy to reach at least 20% of Oaklanders (of 400K residents)
- List of possible CBOs to be engaged by primary beneficiaries (historically underrepresented Oaklanders) they serve.
- Ensuring coverage of all districts.
- Prioritize engagement with residents and groups that have been historically disenfranchised and/or underrepresented in Citywide activities. Example groups include, but are not limited to: non-English speakers, low income households, families with one parent as head of household, unhoused population, immigrants, youth, residents with limited internet access, etc. Example of duties include, developing and implementing outreach plans targeted at key groups, advising the Commission on best practices to reach groups, engaging with coalitions serving certain populations, other duties as needed.
- Evaluation (quantitative & qualitative) for each key strategic outreach activity

DELIVERABLES:

- *Refine/Develop Timeline & Schedule of Events*

- *List of CBOs to be engaged/collaborated with.*
- *Outreach action plan (how consultant will reach targets, Communities and Geography)*
- *Summarize success based on quantifiable metrics*
 - *Race/Ethnicity (Language)*
 - *Income*
 - *Age (under 15/over 70/ etc)*
 - *LGBTQ communities*
 - *School based free-lunch share?*

Task 2: Secure non-profit and CBO partnerships

The Commission will be conducting townhall (number?) and workshop meetings (number?) beginning in October and is seeking assistance from non-profits, CBOs and other groups/organizations that can host the Commission. Examples of duties include, securing venues to host in-person meetings, developing a schedule of events, utilizing the partner groups to message constituent lists of planned meetings, assistance in marketing the events, other duties as needed

DELIVERABLES:

- *Landscape map of organizations*
- *Outline of CBO/NP Roles in partnership*
- *Messaging Toolkit for CBOs (See Task 3)*

Task 3: Multi-media Advertising/Marketing campaign

Create messaging (written, visual, audio) for the Commission that explains redistricting to a general audience or to specific target groups. Existing outreach channels include: the City’s website, social media accounts and newsletters, KTOP-TV (local government access), and digital billboards near the Bay Bridge Toll Plaza. Examples of duties include, working with the Commissioners, staff and/or consultants, in developing content, identifying other available low or no-cost platforms to advertise, other duties as needed.

3.1 TV/Radio Ads assistance

- *1 KTOP-TV segment*
- *1 Mainstream channel (i.e. Partner with local journalists at channel station)*
- *1 weekly radio segment with wide reach (i.e. KMEL other East Bay)*

3.2 Print media assistance

- *Print/Online materials*

3.3 Social media assistance – The Commission has created placeholder social media accounts and is seeking a firm to manage social media messaging and engagement.

Examples of duties include, scheduling social media posts, monitoring the social media accounts and working with the Commission and/or City staff to respond to inquiries, live “Tweet” activities during Commission meetings, and other social media management duties as needed.

3.4 Text and/or phone banking campaign – Implement a text and/or phone banking campaign that shares redistricting information with Oakland residents and encourages them to participate in the redistricting process. Items that need attention include: messaging that will be used, purchase a phone number list, purchase software to conduct text and/or phone banking, recruit volunteers, other duties as needed.

DELIVERABLES:

- *Segmentation by interest for possible*
 - *1 weekly post on all social media accounts (includes graphic design, content creation, scheduling of posts)*
 - *Weekly Community Engagement support (monitor accounts and engage with audience)*
 - *Collaborate with CBOs outreach to grow audience and deliver info*
- *3 texts (text with survey links, text for commission mtg links, text to review map link)*
- *Engagement metrics with a target goal of 20% reach of Oaklanders*