

2020 Activities – Scope and Budget

1. **Website update** - revamping the central landing page for COVID to easily organize all information pertaining to COVID resources and updates.
 - a. Assumptions:
 - i. Circlepoint will provide website content updates
 - ii. Circlepoint will provide updated graphics, as needed
 - iii. City will implement updates on web page
 - b. **Budget: \$5400**
2. **E-newsletter redesign** - a streamlined template that will combine two current newsletters.
 - a. Assumptions:
 - i. Circlepoint will make recommendations on how to streamline and prioritize information into the City preferred new format (11x17, 4 pages total)
 - ii. Circlepoint will create a new design template for newsletter
 - iii. City will handle content and layout for each newsletter issue
 - iv. City will handle printing and distribution of newsletters
 - b. **Budget: \$4600**
3. **Videos** – a series of videos that provide context for what the City is doing around COVID, and featuring testimonials from residents and businesses.
 - a. Assumptions:
 - i. Circlepoint will draft scripts for videos (up to three)
 - ii. City will handle production and editing for videos (we recommend partnering with SCU's film/videography department to involve the local community to participate and to showcase their talents)
 - iii. City will handle promotion and distribution of videos
 - b. **Budget: \$9,000**
4. **Street banners** - street banners to highlight Santa Clara faces and City messaging (we're in this together, how can we help?)
 - a. Assumptions:
 - i. Circlepoint will create designs for street banners (up to two separate designs)
 - ii. Circlepoint will provide guidance on where to place banners
 - iii. City will handle production and installation of banners
 - b. **Budget: \$6000**
5. **CBO toolkit** - a resource guide/toolkit that can be shared with CBOs. This will help strengthen current partnerships and help increase cross marketing of City videos, information, and so forth.
 - a. Assumptions:
 - i. Circlepoint will create content for CBO toolkit, based on feedback and information provided by the City (up to five pages)
 - ii. Circlepoint will create toolkit design (up to three languages)
 - iii. City will handle distribution of toolkit to CBOs
 - iv. City will handle translation
 - b. **Budget: \$8200**
6. **Telephone townhall** – a townhall where people can call in and learn about what the City is doing, and ask questions of City staff

- a. Assumptions:
 - i. Circlepoint will help with scheduling and logistics for townhall
 - ii. Circlepoint will facilitate townhall (following the November election season)
 - iii. Townhall will be scheduled for two hours
 - iv. City will use its platform for telephone townhalls
 - v. City will handle promotion of townhall
 - vi. City will develop presentations/talking points for presenters
 - vii. Circlepoint will support script draft and development
- b. **Budget: \$6000**