

EXHIBIT A
Agreement between the San Mateo County Harbor District and Phondini Partners
LLC

Revised: January 30, 2019

1. Description of Services to be Performed by Contractor

In consideration of the payments set forth in Section 2, Amount and Method of Payment, Contractor shall provide the following services:

Social Media Policy

1. Work with the District General Manager or designee ("District") to develop a Social Media Guidelines document for the District.
 - a. The project allows for Two (2) review cycles for the document.
 - b. In 2015, Contractor worked with the District Management, Counsel and Transparency Officer to produce a revised Electronics Communications and Social Media Policy.

Social Media Program

1. Select Three (3) Social Media services for an initial focus in consultation with the District (e.g. Facebook, Twitter & Instagram).
2. Create a Social Media presence on each service for the District for a total of Three (3) accounts
3. Design the mobile and desktop environment for each of the Social Media accounts.
 - a. District will facilitate the design process by providing access to graphics assets that represent the District including logos, maps, and pictures.
 - b. Contractor has access to a number of libraries containing current and historical photos of the harbor.
4. (optional) Develop a training program for selected District Staff and possibly Tenants on:
 - a. the proper and optimal use of Social Media for communications
 - b. the importance of good pictures in Social Media
 - c. the role of concise and clear text in Social Media
 - d. social media etiquette and permission, and
 - e. the District Social Media Guidelines.
5. (optional) Deliver a training session on subject matter identified in 4. above at District facilities.
6. Establish channels via email to acquire content from
 - a. District Staff,
 - b. Commissioners,
 - c. Tenants and
 - d. the General Public.
7. Visit District facilities to acquire content from:
 - a. District office or Harbor: Four (4) times per month
 - b. additional visits to the District office or Harbor to acquire content can be arranged on a time and materials basis.

8. Curate content from District Staff and Commission to ensure that it:
 - a. meets the Social Media Guidelines of the District,
 - b. delivers the information clearly and concisely, and
 - c. fits into the schedule of content delivery to avoid over-posting and saturation.
9. Ensure the delivery of, on average, Five (5) posts per week to each of the Social Media services for Ninety (90) days after launch with at least:
 - a. One (1) item from the Harbor,
 - b. One (1) item from the District management and operations
 - c. By default, all official District communication will be distributed via social media.
 - d. Content may be from current activities, archives or related news items depending on what is happening that week.
 - e. Within reason, and, as needed, provide content to meet these requirements based on the visits to District facilities in 7. above.
10. Develop a following for the District Social Media presence by:
 - a. creating Advertising on the District website and Social Media services to inform the local community of the existence of the District and Harbor Social Media presence.
 - b. sending emails using the District distribution list to cultivate followers from the local community.
 - c. leveraging the over 50,000 users and followers of the FishLine Community Program developed and managed by the Contractor.

Outreach and Education Program

1. Recruit volunteer docents from the community
 - a. With at least one bilingual docent
 - b. With knowledge of the harbor and local history and habitat
2. (optional) Develop a training program for docents, including:
 - a. history & culture
 - b. operations & business
 - c. fisheries
 - d. boating & recreational activities
 - e. biology & ecology
 - f. harbor patrol & safety
3. (optional) Deliver a training session on subject matter identified in 2. above for docents
4. Develop Outreach and Education program activities
 - a. Tours of Harbor and surrounding area
 - b. Associated information on social media and website
5. Select Three (3) community groups for initial Outreach and Education program activities per 4.
 - a. One (1) Coastside school group
 - b. One (1) Over-The-Hill San Mateo County school group (preferably from an underserved school district)
 - c. One (1) Government & Community group composed of elected and appointed officials as well as community leaders from San Mateo County
6. Engage the Three (3) community groups with the Outreach and Education program activities identified in 4 in a Ninety (90) day period.

Analysis

1. Deliver the following Thirty (30) days prior to the completion of the contract:
 - a. a written analysis of the District Social Media program

- b. a written analysis of the District Outreach and Education program
 - c. a written proposal on how best to continue the District Social Media program beyond this contract.
 - d. a written proposal on how best to continue the District Outreach and Education program beyond this contract.
2. Additional services are available on a time and materials basis.

2. Amount and Method of Payment

In consideration of the services provided by Contractor pursuant to Section 1, Description of Services to be Performed by Contractor, and subject to the terms of the Agreement, District shall pay Contractor based on the following schedule and terms:

Contractor shall submit an itemized invoice on a monthly basis and will be paid accordingly for work completed.

Deliverable	Estimated Cost
Development of Social Media Guidelines	\$500
Creation & Design of Social Media Presence	\$500
Social Media Training (optional)	\$1000
Content Acquisition, Curation and Delivery for 90 days	\$4500
Social Media Advertising for 90 days	\$1500
Docent Training (optional)	\$1500
Outreach and Education Services for 90 days	\$3000
Transportation for Outreach and Education Tours (estimate)	\$1500
Bilingual Services for Social Media, Outreach & Education	\$600
Management, Software Subscriptions, and Compliance	\$900
TOTAL	\$15500