

RALLY
SCOPE OF WORK

To implement the public communications, messaging, education and engagement program, the full Scope of Work (SOW) employed by RALLY is detailed below:

- 60-minute bi-weekly check-in video conference call with the City staff.
- Availability for biweekly meetings with stakeholders, including the Advisory Committee on Housing and Homelessness (ACOH) and Culver City service provider contractors.
- Provide strategic advice on communications community engagement efforts on homelessness campaigns and projects.
- Develop messaging around homelessness and Culver City's solutions.
- Advise on earned media strategy and support earned media outreach and interview preparation.
- Support on earned media events like groundbreakings, ribbon cuttings of community forums by handling media material drafting, run of show planning, and participant preparation.
- Provide recommendations for website updates and other ways to share content and progress with the public.
- Create a weekly post related to the housing and homelessness for the City's main Facebook, Instagram (Posts & Stories), Twitter and Nextdoor accounts.
- Monitor comments and create response guidance to questions related to housing and homelessness on the City's social media outlets.
- Monitor relevant media outlets, blogs, Google Alerts/RSS feeds, and influential community social media sites for conversations related to homelessness issues in Culver City, raising items of interest or concern. Assist City staff in creating pathways for unhoused neighbors to tell their story and incorporating unhoused residents in messaging and communications.
- Create content and collateral that humanize the issue of homelessness and educate on the solutions.
- Proofread all materials disseminated to the public, social media, website, printed materials.
- Training and support for Culver City staff and outside stakeholders on the messaging guidance and how to utilize the creative content and collateral.