

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Long Beach, CA 90802-4664


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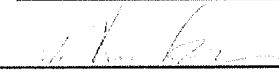
IN WITNESS WHEREOF, the Parties have caused this document to be duly executed with all formalities required by law as of the date first stated above.

S. GRONER ASSOCIATES, INC., a California corporation

_____, 2021

By 
Name Stephen Groner
Title CEO

_____, 2021

By 
Name Bich-Thuy Groner
Title Board Secretary

"Consultant"

CITY OF LONG BEACH, a municipal corporation

July 23, 2021

By 
City Manager

**EXECUTED PURSUANT
TO SECTION 301 OF
THE CITY CHARTER**

This Second Amendment to Agreement No. 35219 is approved as to form on

July 8, 2021.

CHARLES PARKIN, City Attorney

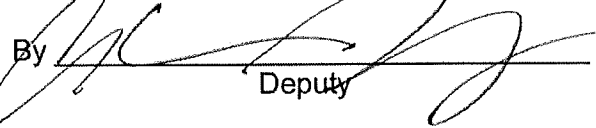
By 
Deputy

EXHIBIT “A-1”

Scope of Work



COMMUNITY OUTREACH FOR CITY OF LONG BELMONT POOL EXCHANGE PROJECT

PROJECT OVERVIEW

The Belmont Pool Exchange project received initial approval by the California Coastal Commission to move forward. However, one of the issues of concern from several Commissioners was the equitable access and what measures the City will take to ensure all residents can enjoy the new pool complex.

In helping the City develop a long-term public access program including recommended programmatic operations such as uses of bodies of water, facilitation objectives (transportation availability, scholarships, concessions stipulations, etc.), S. Groner Associates (SGA) will include the historical context of the Belmont Pool and how community input and engagement has influenced and molded the Pool's usage.

For this project, SGA will help the City with the following:

1. Conduct a robust and comprehensive community outreach campaign to underserved Long Beach communities and users of Long Beach community pools
2. Work with City staff and integrate, as needed, Parks, Recreation and Marine (PRM) staff in potential working group style sessions/working meetings to solicit feedback on program deliverables
3. Utilize the received community input to help the City compile and analyze the following:
 - a. Baseline demographic and socioeconomic information on community use of Long Beach's public pools
 - b. Frequency, locations, and the timing of residential use of community pool facilities
 - c. Mode(s) of transportation used to access community pools (i.e. public transit, personal car, carpool, bicycle, etc.)
 - d. Community preference to enhanced access to the new pool facility and/or enhanced access to other existing community pools
 - e. Barriers to access to the Belmont Pool
 - f. Community input on types of desired programming
4. Develop a final summary report for the Coastal Commission with the following:
 - a. Public outreach and engagement process
 - b. Survey analysis results
 - c. Recommendations and actions City will take to address equitable access to pool facilities (transportation availability, scholarships, concessions stipulations, etc.)



ABOUT S. GRONER ASSOCIATES (SGA)

Founded in 1998, SGA, located in Downtown Long Beach, CA, is a full-service strategic marketing and communication corporation with an emphasis on public education and outreach, and increasing community awareness and engagement. We are a certified Small Business with CA DGS (Certificate 34939) and a certified Local Small Business Enterprise (LSBE) with LA County (Certification 087085).

All of our clients are government agencies and the vast majority of our work involves the engagement of residents and stakeholders with community issues or public projects that can improve the quality of life, protect the environment, or make communities more sustainable.

Public education and community engagement go to the heart of our business. “Know your audience” is one of our first rules in developing an effective outreach strategy, especially to the diverse communities. Over the years, SGA has helped government agencies bridge cultural, social, and economic divides by leveraging competent communication and outreach methods. We have learned that conducting outreach to different groups, especially among hard-to-reach and ethnic communities, requires an in-depth understanding of the cultural and social context of where the target audience is coming from, as well as an understanding of the barriers and motivators that can affect their cooperation.

The need for community engagement is heightened around public projects, where a collection of short-term decisions and actions have long-lasting, often irreversible impacts on the environment and surrounding communities. To meaningfully engage stakeholders and other interested individuals, communities, and organizations, SGA incorporates (as appropriate) adaptive and innovative approaches to both public outreach (i.e., disseminating relevant information) and participation (i.e., receiving community input) since many *at-risk* populations include minorities and low-income residents who often face different and greater barriers to engagement.

OUTREACH STRATEGY

To develop sustainable relationships with various community-based organizations, SGA will recommend a community-based participatory partnership (CBPP) approach. With CBPP, we can help City bring together a collaborative body of individuals and organizations to work together to increase awareness and engagement about the Project.

In our experience, one of the major challenges facing many public sector organizations today is that they have great difficulty getting their message out. For those that do manage to do so, they find that, more importantly, their messages do not resonate with their diverse target audiences. Most communication and engagement approaches generate some awareness but not much else. In helping City with its engagement efforts, SGA will align our strategies to help it enhance public discourse about the project. Our efforts will be dependent on a strong underlying strategy and two main factors:

1. Getting the audiences right
2. Telling these audiences stories that matter to them



Our efforts will focus on developing and implementing outreach strategies that foster long-term connections with residents, businesses, community organizations, and other stakeholders and telling stories that they want to be a part of. We know that if we get this right, we can develop a strategic communication and outreach plan that will result in measurable outcomes. Our approach involves these overarching goals:

- Developing and executing an integrated communication and engagement campaign that leverages storytelling, messaging, strategy, media relations, events, digital organizing, and social activation
- Building and executing local campaigns raising awareness and mobilizing audiences (e.g. from policymakers, business leaders, community leaders, and Angelenos) to take action around the proposed project
- Reaching and engaging general and minority communities with authenticity, credibility, and respect
- Creating rapid response mechanisms to leverage key moments
- Developing visually powerful strategic storytelling content such as video, social media posts, or infographics
- Building grassroots community engagement and organizing through digital outreach
- Developing and maintaining social media strategy
- Developing and maintain up-to-date regional and local media relations with realistic goals and solid relationships
- Creating and attracting audiences to a variety of different kinds of community and virtual events



PROPOSED TIMELINE AND COSTS

The tactics outline more specifically our plan for reaching out and engaging the community on this issue. However, these tactics build on each other and as we work through them we will gain additional knowledge of community perspectives and the level of engagement needed to build buy-in and acceptance of the solutions proposed by the City to address the equitability issue within the constraints of the project.

Action Steps	Timeline	Deliverables
Kick Off Meeting, Work Plan, and SWOT Analysis	Month 1	<ul style="list-style-type: none"> ● Kick-off meeting with the City ● Define the goals and objectives of the outreach program ● Define objectives for development of the Final Public Access Program ● Confirm requirements of existing/future facility programming ● Develop detailed work plan and marketing strategy
Map and Segment Target Audiences	Months 1-2 (Continuous updates as new target audiences are identified)	<ul style="list-style-type: none"> ● Define the key audiences of the program ● Review existing research conducted by the City and analyze comparable programs ● Conduct simple and short surveys and interviews to understand attitudes and key concerns of target audiences ● Test and determine the most appropriate online platforms to use for each of the target audience segments ● Update and expand existing stakeholder list and databases based on advanced demographic research and other tools ● Segment-identified stakeholders by key concerns (analyze what communications channels are working best) ● Compile and analyze the results and prepare a report to address underserved communities in the City of Long Beach for the Coastal Commission
Conduct Research About Pool Usage	Months 1-2 (Continuous updates as new target audiences are identified)	<ul style="list-style-type: none"> ● Review and analyze research and survey data from the City's Dept of Parks and Recreation ● Compile list of community-based organizations from the City ● Obtain baseline demographic and socioeconomic background of community use of public pools to include the following: <ul style="list-style-type: none"> a. Pool use frequency, locations, hours of operations b. Programmatic elements



		<ul style="list-style-type: none"> c. Mode of transportation to get to pools d. Any amenities or incentives to attract pool visits ● Compile and analyze the results and prepare a report on baseline data for the City of Long Beach to present to the Coastal Commission
Develop Strategic Messaging	Months 1-2	<ul style="list-style-type: none"> ● Generate potential messages on key concerns using the City's Language Access Policy ● Develop multicultural messaging ● Present messaging to the City for approval ● Formalize messaging by stakeholder segments ● Iterate and revise messages based on stakeholder feedback ● Compile and analyze the results and prepare a report for the City of Long Beach to present to the Coastal Commission
Develop Strategic Outreach Plan	Month 2	<ul style="list-style-type: none"> ● Identify key issues, questions, and choices to be addressed from data gathered from pool usage research ● Formulate goals, strategic objectives, and action or tactical plans ● Develop implementation plans, actionable items, and tactics ● Develop culturally appropriate outreach methods ● Finalize a written Strategic Outreach Plan and present to City and Coastal Commission
Schedule and Facilitate Meetings and Special Events (In-person or Virtual)	Months 3-7	<ul style="list-style-type: none"> ● Schedule language appropriate in-person or virtual meetings and special events to present project goals and benefits ● Develop traditional or digital assets and ads to promote meetings or workshops and increase attendance ● Facilitate community meetings ● Develop presentation and collateral materials ● Provide Spanish, Khmer, and ASL interpreters as needed
Develop Materials and Collaterals	Months 3-7	<ul style="list-style-type: none"> ● Create Production Calendar ● Develop as needed traditional and digital materials and assets for the public outreach ● Update Belmont Pool project website or develop new landing page focused on community engagement and education
Implement Outreach Plan and Community	Months 3-7	<ul style="list-style-type: none"> ● Collaborate with steering committee, governing group, and PRM staff on project timeline and deliverables



MARKETING

Engagement Strategies		<ul style="list-style-type: none">• Team up with NGOs and community-based organizations to increase awareness and engagement• Conduct in-person community canvassing (if allowed or safely) or virtual or interactive online engagement• Develop partnerships with neighborhood groups, Develop non-traditional outreach strategies such as contests, prize giveaways, or profile spotlight• Find community champions to lend project support and credibility• Consult with Subject Matter Experts on feasibility of proposed program elements such as transportation, swimming lessons, etc.
Develop General and Ethnic Earned Media Outreach and Media Relations	Months 3-7	<ul style="list-style-type: none">• Develop language-appropriate press kits, press releases, op-ed articles, byline articles, and letters to the editor• Plan and assist with language-appropriate press conferences and related media task
Monitor and Evaluate Project Results	Months 3-7	<ul style="list-style-type: none">• Collect, store, analyze, and transform data into strategic information to make informed decisions for program management and advocacy• Evaluate outcomes, results, benchmarks to assess campaign effectiveness• Develop final report of the outreach/engagement process and surveys for the Coastal Commission Executive Director to include the following:<ul style="list-style-type: none">a. Summary and analysis of outreach effortsb. Recommended hours of operation, programmatic elements and incentives to attract underserved, minority, and senior communitiesc. Concrete objectives and benchmarks for measuring success of the public outreachd. Develop recommendations for pool sustainability for the City's 2030 Strategic Plan



Proposed Costs

	Outreach Tasks	Proposed Costs*
1	Kick Off Meeting, Work Plan, and SWOT Analysis	\$974
2	Map and Segment Target Audiences	\$6,768
3	Conduct Research About Pool Usage	\$10,832
4	Develop Strategic Messaging	\$3,250
5	Develop Strategic Outreach Plan	\$8,304
	Schedule and Facilitate Meetings and Special Events (In-person or Virtual)	\$23,944
	Develop Materials and Collaterals	\$10,848
	Implement Outreach Plan and Community Engagement Strategies	\$30,480
	Develop General and Ethnic Earned Media Outreach and Media Relations	\$4,788
	Collaboration and meetings with Coastal Commission and return hearing as Subject Matter Expert	\$13,912
	Meetings and consulting with internal and external stakeholders related to the existing/possible/options for programming	\$10,888
	Monitor and Evaluate Project Results	\$7,328
	Estimated Total	\$132,316

*Proposed timeline and cost subject to change based on final discussions and negotiations with the City

Process PO for tasks 1-5 only, Total \$30,128.