

# MEMO



WEST PALM BEACH  
City Attorney

RECEIVED  
CITY OF WEST PALM BEACH  
MAYOR'S OFFICE

SEP 15 2020

401 CLEMATIS STREET  
WEST PALM BEACH FL 33401

**To:** Keith A. James, Mayor  
**From:** Samuel A. Thomas, Sr. Asst. City Attorney *SAT*  
**Date:** September 15, 2020  
**Matter No:** 26085  
**Dept.** 290 HCD  
**Re:** **Cornerstone Solutions Florida; 2020 Census Outreach Svs.; Consulting; MP**

Transmitted herewith are original documents which have been reviewed and approved for legal sufficiency. Kindly forward the documents, along with this memo, to the City Clerk's Office

RECEIVED

➤ **Legal Sufficiency may be attached after Mayor signature page.**

The Mayor is authorized to execute the document in accordance with:

SEP 15 2020

- Procurement Code.
  - Commission Approval. Resolution No. \_\_\_\_\_
  - City Charter Sec. \_\_\_\_\_
  - \_\_\_\_\_
- CITY OF WEST PALM BEACH  
OFFICE OF THE CITY CLERK

If authorized by the Procurement Code, the procurement method is:

- |  |                                      |  |
|--|--------------------------------------|--|
| <input checked="" type="checkbox"/> Small Purchase | <input type="checkbox"/> Quotes      | <input type="checkbox"/> Single Source                                     |
| <input type="checkbox"/> Competitive Solicitation  | <input type="checkbox"/> Cooperative | <input type="checkbox"/> Sole Source                                       |
| <input type="checkbox"/> Emergency Procurement     | <input type="checkbox"/> Piggyback   | <input checked="" type="checkbox"/> <u>consulting services under \$50k</u> |

Procurement No. 66.66(e), if applicable.

Contract/ CO/ WO Amount: \$ 29,500.00 Est. Expiration Date: 9-30-20

Applicable EEO Program:  MWBE \_\_\_\_\_% commitment  Living Wage  
 Small Business \_\_\_\_\_% commitment  Local Workforce

**To: Office of the City Clerk**

Please: Attest to the execution by the Mayor and insert the date.

Estimated Record Retention Review: January 2025 (Non-construction: 5 years from expiration)  
(Construction related: 10 years from est. final payment)

Please **retain one original** as a public record and **forward the other original with a copy of this memo** to:

Mark White, HCD

**To: Department**

Please forward the fully-signed original contract to the vendor/contractor. Request W-9 if not provided.

For a construction contract: Request a copy of the recorded Public Construction Bond and provide the copy to Procurement. Bond must be provided prior to approval of the first payment application.

fdo



**CONSULTING AGREEMENT**

Contract No. 26085

**Consultant Name:** Cornerstone Solutions Florida, LLC

**Address:** 9200 Belvedere Road, Suite 202  
Royal Palm Beach, FL 33411

Email: Jon@CSTeam360.com

Telephone No. 561-689-9787

FEI/EIN # 46-5565319

**Services:** The Services shall include: Cornerstone will conduct census outreach services. Cornerstone will help plan, create, and implement communications about the importance of completing the 2020 Census.

A detailed description of the Services is attached as Exhibit A.

**Deliverables:** Listed on Exhibit A.

**Completion Date:** September 30, 2020.

**Fee:** The total Fee paid to Consultant shall be:

Twenty-nine Thousand Five Hundred Dollars (\$29,500.00), based upon:

Budget amounts within the Budget categories may be adjusted as long as the total Budget does not exceed \$50,000

Lump sum       Hourly rate \$ \_\_\_\_\_       Attached rates (Exhibit B)

The City will reimburse Consultant for travel expenses in connection with the provision of Services in accordance with the City's Travel Expense Policy a copy of which has been provided to Consultant and Consultant acknowledges its receipt. The amount to be reimbursed by City shall not exceed:

\_\_\_\_\_ Dollars (\$ \_\_\_\_\_).

**Invoice Schedule:**  Upon satisfactory completion of the Services; or

In accordance with the payment schedule attached as Exhibit C. The payment schedule must be tied to the Deliverables and may not be front-loaded.

**THIS AGREEMENT** ("Agreement") is made by and between the **Consultant** identified above and the **City of West Palm Beach** ("City"), 401 Clematis Street, West Palm Beach, FL 33401, and.

In consideration of the covenants and conditions set forth in this Agreement, the Consultant and City agree as follows:

**1. Services.** Consultant shall provide all equipment, materials and labor necessary to provide the services described above (the "Services"). Consultant shall render the Services in a diligent, careful and thorough manner consistent with good business practice. Time shall be of the essence with respect to all matters set forth in this Agreement. The Services shall be provided, to the City's satisfaction, in accordance with the time frames indicated above.

**2. Property Rights.** All work product, including but not limited to, reports, plans, drawings, tracings, sketches, photographs, videos, illustrations, presentations, PowerPoint, specifications, models, maps, computer files, electronic data, and other documents (electronic or paper) prepared or created in the course of the performance of the Services or obtained in the performance of this Agreement, as well as all data collected, together with summaries and charts derived therefrom, will be considered works made for hire and shall be the exclusive property of the City upon their creation without restriction or limitation on their use and will be made available, upon request, to the City at any time during the performance of such Services. Upon delivery to the City of said work product, the City will become the custodian thereof in accordance with Chapter 119, Florida Statutes. Consultant will not copyright any material or work product developed under this Agreement. Any reuse of Consultant's prepared documents by the City, except for the specific purpose intended under this Agreement, will be at City's sole risk and without liability or legal exposure to Consultant or its sub-consultants.

**3. Fee.** The City shall pay Consultant the Fee indicated above (the "Fee"). The Fee shall be the sole compensation paid to Consultant in connection with the rendition of the Services and the performance of any and all of its other obligations under this Agreement and shall include any out-of-pocket or other expenses, including travel expenses, incurred by Consultant. The total Fee paid under this Agreement shall not exceed \$50,000.

**4. Invoices.** Invoices must identify the PO number and shall be submitted to: **West Palm Beach Finance Department, Attn: Accounts Payable**, P.O. Box 3366, West Palm Beach, FL 33402-3366. Invoices shall show the nature of the service and dates(s) of service. Invoices based on hourly rates shall show the actual hours worked, person performing services, nature of the service, hourly rate, and dates(s) of service. Consultant shall submit a W-9 to City prior to submittal of its first invoice. All services rendered prior to September 30<sup>th</sup> of any given year are required to be invoiced by September 30<sup>th</sup> of that year

**5. Payment.** The Fee shall be paid based on receipt of a proper invoice in accordance with the invoice schedule indicated above. Payment will be made within 45 days of receipt of a proper invoice in accordance with the Local Government Prompt Payment Act, Section 218.70, et al., Florida Statutes. No payment made under this Agreement shall be conclusive evidence of the performance of this Agreement by Consultant, either wholly or in part, and no payment shall be construed to be an acceptance of or to relieve Consultant of liability for the defective, faulty or incomplete rendition of the Services.

**6. Term.** This Agreement shall commence on July 1, 2020 and expire on September 30, 2020, unless earlier terminated. The City shall execute this Agreement last.

**7. Duly Licensed.** Consultant represents that it is duly licensed to perform the Services under this Agreement and that it will continue to maintain all licenses and approvals required to conduct its business.

8. **Compliance with Laws.** In the conduct of the Services under this Agreement, Consultant shall comply in all material respects with all applicable federal and state laws and regulations and all applicable county and City ordinances and regulations, including ethics and procurement requirements.

9. **Independent Contractor.** It is specifically understood that Consultant is an independent contractor. *If Consultant is an individual:* (i) Consultant is not an employee of the City; (ii) this Agreement is not a contract of employment and that no relationship of employer/employee or principal/agent is or shall be created nor shall exist by reason of the performance of the Services under this Agreement; (iii) Consultant will not be eligible to participate in any employee benefit maintained by the City; (iv) Consultant will not be covered by the City's workers' compensation insurance; (v) Consultant will be solely and exclusively responsible for payment of all taxes due in respect of all compensation and/or other consideration received by Consultant under this Agreement. *If Consultant is a business firm:* (i) Consultant acknowledges that its employees will not be covered by the City's workers' compensation insurance; (ii) Consultant shall be responsible for social security, unemployment and disability taxes and all other payroll taxes due with respect to Consultant's employees who provide Services under this Agreement; (iii) Consultant shall have no authority to bind City to any contractual or other obligation whatsoever; (iv) Consultant shall be responsible to the City for all work or services performed by Consultant, its employees, agents, or subcontractors under this Agreement.

10. **Insurance.** Unless waived in writing below by the applicable Department Director, Consultant shall purchase from and maintain during the term of the Services, and all applicable statutes of limitation periods, the following insurance:

(a) **Comprehensive General Liability Insurance** broad form coverage to include coverage for premises/operations, personal and advertising injury, and products/completed operations in an amount not less than \$1,000,000.00 per each occurrence and \$1,000,000 aggregate per project, which may not be subject to a self-insured retention or deductible exceeding \$25,000.

Commercial General Liability Insurance is waived by the Department Director.

Dept. Director Signature \_\_\_\_\_

(b) **Worker's Compensation Insurance** with statutory limits and **Employer's Liability Insurance** with limits of Employer's Liability Insurance not less than \$500,000 "each accident," \$500,000 "disease policy limit," and \$500,000 "disease each employee" unless an opt out letter in conformance with Florida Statutes, Chapter 440, has been provided to the City.

Consultant is the sole owner and/or employer with less than four non-construction employees and opts out of workers' compensation coverage under Florida Chapter 440. Consultant understands that Consultant must comply with Sec. 440.055, F.S., and other applicable regulations. Consultant is an independent contractor.

\_\_\_\_\_  
Consultant Signature

(c) **Automobile Liability Insurance:** Not less than \$1,000,000 combined single limit for each accident or occurrence. Automobile liability insurance may not be subject to a self-insured retention or deductible exceeding \$10,000.

Automobile Liability Insurance is waived by the Department Director.

Dept. Director Signature  \_\_\_\_\_

**Additional Insured:** Name the City of West Palm Beach, its officers, officials, employees, volunteers and elected representatives as additional insureds by endorsement, as respects operations and activities of or on behalf of the named insured performed under contract with the City, with the exception of the workers' compensation and professional liability policies.

Provide an endorsement that the "other insurance" clause shall not apply to the City of West Palm Beach where the City is an additional insured shown on the policy.

Workers' compensation, employers' liability, general liability, automobile liability, umbrella and excess policies will provide a waiver of subrogation in favor of the City.

It is agreed that Consultant's insurance shall be deemed primary and non-contributory with respect to any insurance or self-insurance carried by the City of West Palm Beach for liability arising out of operations under this Agreement.

**Certificate of Insurance:** Consultant shall provide the City Risk Manager with a copy of the Certificate of Insurance and endorsements evidencing the types of Insurance and coverage required prior to the commencement of Services. It is the Consultant's responsibility to ensure that the City's Risk Manager and the Department both have a current Insurance Certificate and endorsements at all times.

Self-insurance shall not be acceptable. All insurance policies shall be issued by companies that (a) are authorized to transact business in the State of Florida, (b) have agents upon whom service of process may be made in Palm Beach County, Florida, and (c) have a best's rating of A- VI or better.

If Consultant's insurance policy is a claim made policy, Consultant shall maintain such insurance coverage for a period of five (5) years after the expiration or termination of this Agreement. Applicable coverage may be met by keeping the policies in force, or by obtaining an extension of coverage commonly known as a reporting endorsement of tail coverage.

The provisions of this section shall survive beyond the expiration or termination of this Agreement.

**11. Indemnity.** Consultant shall indemnify, defend, save and hold harmless the City, its commissioners, officers, agents and employees, from all claims, damages, losses, liabilities and expenses arising out of the operations of Consultant or any subcontractors, agents, officers, servants, independent contractors or employees pursuant to this Agreement, specifically including, but not limited to, those caused by or arising out of (a) any act, omission, default or negligence of Consultant in the performance of the Services under this Agreement; or (b) the violation of federal, state, county or municipal laws, ordinances or regulations by Consultant. Nothing in this Agreement shall be deemed to affect the rights, privileges and sovereign immunities of the City as set forth in Section 768.28, Florida Statutes. This paragraph shall not be construed to require Consultant to indemnify the City for its own negligence, or intentional acts of the City, its agents or employees. This clause shall survive the expiration or termination of this Agreement.

**12. Termination.** City shall have the right to terminate this Agreement, in whole or in part, with or without cause, or for its convenience, upon five (5) days written notice to Consultant. In the event of termination, City shall compensate the Consultant for all Services satisfactorily performed through the termination date. Upon termination, this Agreement shall have no further force or effect and the parties shall be relieved of all further liability, except that the provisions of this Section shall survive termination of this Agreement and remain in full force and effect.

**13. Notices.** Notices required hereunder shall be given by written notice sent by registered U.S. mail, return receipt requested, or by electronic transmission producing a written record, if to the City, to P.O. Box 3366, West Palm Beach, FL 33402, attention: City Administrator, and if to Consultant, to the address set forth above.

**14. Taxes.** Consultant understands that in performing the Services for the City, Consultant is not exempt from paying sales tax to Consultant's suppliers for materials required for Consultant to perform under this Agreement. Consultant shall not be authorized to use City's tax exemption number for purchasing supplies or materials.

**15. Lobbying Certification.** Consultant certifies to the best of its knowledge and belief that no funds or other resources received from the State in connection with this Agreement will be used directly or indirectly to influence legislation or any other official action by the Florida Legislature or any state agency.

**16. Non Discrimination.** Consultant shall not discriminate against any person because of race, color, religion, sex, gender identity or expression, genetic information, national origin, age, disability, familial status, marital status or sexual orientation.

**17. Small Business.** The small business provisions of the City Code of Ordinances, Chapter 66, are incorporated into this Agreement by this reference.

**18. Assignment.** This Agreement requires the skills and experience of Consultant and may not be assigned by Consultant.

**19. Force Majeure.** Any deadline provided for in this Agreement may be extended if the deadline is not met because of one of the following conditions occurring with respect to that particular project or parcel: fire, strike, explosion, power blackout, earthquake, volcanic action, flood, war, civil disturbances, terrorist acts, hurricanes and acts of God. When one of the foregoing conditions interferes with contract performance, then the party affected may be excused from performance on a day-for-day basis to the extent such party's obligations relate to the performance so interfered with; provided, the party so affected shall use reasonable efforts to remedy or remove such causes of non-performance. The party so affected shall not be entitled to any additional compensation by reason of any day-for-day extension.

**20. No Solicitation.** Consultant warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for Consultant, to solicit or secure this Agreement and that it has not paid or agreed to pay any person, company, corporation, individual, or firm, other than a bona fide employee working solely for Consultant, any fee, commission, percentage, gift, or any other consideration contingent upon or resulting from the award or making of this Agreement. In the event of a breach or violation of this provision by Consultant, the City shall have the right to terminate the Agreement without liability and, at its discretion, to deduct from the Fee, or otherwise recover, the full amount of such fee, commission, percentage, gift, or consideration.

**21. Public Entity Crimes Act.** Consultant represents that the execution of this Agreement will not violate the Public Entity Crimes Act and certifies that Consultant and any subcontractors under this Agreement have not been placed on the convicted vendor list maintained by the State of Florida Department of Management Services within 36 months from the date of submitting a proposal for this Agreement or entering into this Agreement. Violation of this section may result in termination of this Agreement and recovery of all monies paid, and may result in debarment from the City's competitive procurement activities.

**22. Unauthorized Aliens.** The knowing employment by Consultant or its sub-consultants of any alien not authorized to work by the immigration laws or the Attorney General of the United States is prohibited and shall be a default of this Agreement which results in unilateral termination.

**23. Prohibited Persons.** Neither Consultant nor any of its respective officers, directors, shareholders, partners, members or affiliates (including without limitation indirect holders of equity interests in Contractor) is or will be an entity or person (i) that is listed in the Annex to, or is otherwise subject to the provisions of Executive Order 13224 issued on September 24, 2001 ("EO13224"), (ii) whose name appears on the United States Treasury Department's Office of Foreign Assets Control ("OFAC") most current list of "Specifically Designated National and Blocked Persons" (which list may be published from time to time in various mediums including, but not limited to, the OFAC website, <http://www.treas.gov/offices/enforcement/ofac/sdn/t11sdn.pdf>), (iii) who commits, threatens to commit or supports "terrorism," as that term is defined in EO13224, (iv) is subject to sanctions of the United States government or is in violation of any federal, state, municipal or local laws, statutes, codes, ordinances, orders, decrees, rules or regulations relating to terrorism or money laundering, including, without limitation, EO13224, or (v) who is otherwise affiliated with any entity or person listed above (any and all parties described in clauses (i) – (v) above are herein referred to as a "Prohibited Person").

**24. Convicted Vendor List.** Consultant represents that the execution of this contract will not violate Section 287.133, Florida Statutes and certifies that Consultant and any parent corporations, affiliates, subsidiaries,

members, shareholders, partners, officers, directors or executives, and any sub-consultants have not been placed on the Convicted Vendor List maintained by the State of Florida within 36 months prior to the date of this Agreement.

**25. Discriminatory Vendor List.** Consultant represents that it has never been placed on the Discriminatory Vendor List, kept by the Florida Department of Management Services.

**26. Scrutinized Companies List.** Pursuant to Fla. Stat. Sec. 287.135, Consultant represents that Consultant is not on the Scrutinized Companies that Boycott Israel List, maintained by the State of Florida, and is not engaged in a boycott of Israel. Consultant further represents that it is not on the Scrutinized Companies with Activities in Sudan List, or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engages in business activities in Sudan or Cuba. Violation of this section may result in termination of the awarded contract and recovery of all monies paid; and may result in debarment from City's competitive procurement activities.

**27. Public Records Law.** Consultant shall comply with Chapter 119, Florida Statutes, regarding public records. Consultant shall keep and maintain all documents, records, correspondence, computer files, emails, and/or reports prepared in order to perform the work under this Agreement. A request to inspect or copy public records relating to this Agreement must be made directly to the City. If the City does not possess the requested records, the City shall immediately notify the Consultant of the request, and the Consultant shall provide the records to the City or allow the records to be inspected or copied within a reasonable time at the cost that would not exceed the cost allowed by law. All records stored electronically must be provided to the City, upon request, in a format that is compatible with the information technology systems of the City. Upon completion of the Agreement, Consultant shall transfer, at no cost, to the City all public records in possession of Consultant. The Consultant shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. Consultant shall ensure that public records that are exempt or confidential and exempt from public records disclosure are not disclosed. Records that are exempt or confidential and exempt from public records disclosure requirements may include plans, drawings and records related to the physical security of City buildings or security systems and shall not be disclosed by Consultant, except as authorized by law and specifically authorized by City. Failure of the Consultant to provide public records to the City within a reasonable time or allowable cost may be subject to penalties under Sec. 119.10, Fla. Stat., and may be cause for termination of the Agreement by the City, in addition to any other remedies available under the Agreement or by law.

IF THE CONSULTANT HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONSULTANT'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CITY CLERK, WHO IS THE CITY'S CUSTODIAN OF PUBLIC RECORDS, AT:

Office of the City Clerk  
City of West Palm Beach  
401 Clematis Street  
West Palm Beach, FL 33401  
561-822-1210  
CityClerk@wpb.org.

**28. Governing Law.** This Agreement shall be construed and interpreted, and the rights of the parties hereto determined, in accordance with Florida law without regard to conflicts of law provisions. The City and Consultant submit to the jurisdiction of Florida courts and federal courts located in Florida. The parties agree that proper venue for any suit concerning this Agreement shall be Palm Beach County, Florida, or the Federal Southern District of Florida. Consultant agrees to waive all defenses to any suit filed in Florida based upon improper venue or *forum nonconveniens*. TO ENCOURAGE PROMPT AND EQUITABLE RESOLUTION OF ANY LITIGATION, EACH PARTY HEREBY WAIVES ITS RIGHTS TO A TRIAL BY JURY IN ANY LITIGATION RELATED TO THIS AGREEMENT.

29. **Severability.** In the event that any sentence, section, paragraph or portion of this Agreement shall be held by a court to be invalid or unenforceable for any reason, such invalidity or unenforceability shall not affect the remaining portions of this Agreement and the same shall remain in full force and effect.

30. **Waiver.** No waiver of a breach of any provision of this Agreement shall constitute a waiver of any subsequent breach of the same or any other provision of this Agreement, and no waiver shall be effective unless made in writing.

31. **Ethics; Conflicts of Interest.** Consultant shall comply with all federal, state and local ethics laws and regulations.

32. **Inspector General.** Consultant is aware that the Inspector General of Palm Beach County has the authority to investigate and audit matters relating to the negotiation and performance of this contract, and may demand and obtain records and testimony from Consultant and its subcontractors and lower tier subcontractors. Consultant understands and agrees that in addition to all other remedies and consequences provided by law, the failure of Consultant or its subcontractor or lower tier subcontractors to fully cooperate with the Inspector General when requested may be deemed by the City to be a material breach of this Agreement justifying its termination.

33. **Digital Signature.** The delivery by email of an executed copy of this Agreement shall be deemed valid as if an original signature was delivered. No contract shall be formed between Provider and the City until the City signs this Agreement.

34. **Entire Agreement; Exhibits; Amendment.** Any exhibits attached to this Agreement are incorporated into the terms and conditions of this Agreement. In the event of any conflict between this Agreement and any attached Exhibits, this Agreement shall govern and control. This Agreement embodies the entire agreement and understanding of the parties with respect to the subject matter of this Agreement and supersedes all prior and contemporaneous agreements and understandings, oral or written, relating to the subject matter. This Agreement may only be modified by written amendment executed by the City and Consultant.

**CONSULTANT:**

Firm: Cornerstone Solutions Florida, LLC

By: Rick Asnani  
Name: RIK ASNANI  
Title: PRESIDENT

By: Keith A. James  
Keith A. James, Mayor

Date: 09/16/2020

Attest: Helen F. Cannon  
City Clerk

City Attorney's Office  
Approved as to form and legality  
By: Samuel A. ...

**CITY OF WEST PALM BEACH**



EXHIBIT A

**City of West Palm Beach:**  
***Census Outreach Services***

Submitted by:  
**Cornerstone Solutions**

Prepared by:  
**Jonathan Cooper, Vice President of  
Community Engagement and Communications**

**May 2020**



**About Cornerstone Solutions (Firm Background):**

Cornerstone Solutions is a full-service public affairs firm that specializes in community outreach, grassroots mobilization and strategic communications. Cornerstone Solutions delivers smart solutions and proven results for municipal and corporate clients, public entities, issue campaigns and trade association groups nationwide.

With over 75 years of combined experience, Cornerstone generates successful marketing and communication campaigns, grassroots initiatives, and community relations approaches, *which have earned the firm national awards and honors*. Cornerstone helps clients develop and implement proactive programs and also navigate contentious campaigns or public issues on local, state, and national levels. We understand both the world of traditional campaigning and how new social media tools on the Internet have redefined modern communications.

Cornerstone has been in business for 15 years. The firm has always been headquartered in West Palm Beach and our entire staff and management team is located here.

### Cornerstone Highlights:

- ✓ Experts in strategic communications initiatives.
- ✓ Experienced on how to run grassroots and community relations campaigns funded with public funds.
- ✓ Local knowledge of West Palm Beach.
- ✓ Extensive local experience in grassroots and communications programs.
- ✓ Local knowledge of West Palm Beach community leaders, organizations, neighborhoods and the local media.
- ✓ Successfully ran the City of West Palm Beach tax abatement and Parks Bond information campaign.
- ✓ Knowledge and expertise in organizing town hall, grassroots and community events.
- ✓ Knowledge and relationships with organizing community, business and neighborhood organizations.
- ✓ Understands how COVID-19 is impacting local outreach efforts and knows how to use technology to connect with residents.
- ✓ Cornerstone is based in West Palm Beach, Florida.
- ✓ Experience working in 37 states around the country.

### Communications Abilities:

- Community Engagement: Cornerstone specializes in grassroots and community outreach. Our firm has established relationships with HOA leaders, community and church leaders, precinct leaders and business or civic leaders that are part of the West Palm Beach community.
- Communications: Cornerstone will help plan, create and implement communications about the importance of completing the census. We can coordinate direct mail, phone calls, door to door, brochure and door-hangers, small or large signs, script writing and any similar materials needed.
- Online and Digital Communications: In addition to the above communications, we will work with your team to create any videos, grassroots and endorsement videos, and also work with you on content for the city website, and create and place all online ads for digital content. Our firm can also create and manage all social media content for placement for the campaign on the city's site.

- Community Outreach: Cornerstone specializes in community outreach. We have a grassroots team that can be on-site handing out materials door-to-door, at the precincts and on election day.

### **Census Project Recommendations and Strategies:**

- Surrogate Campaign: Identify surrogates for videos, emails and social media. Census Ambassadors to encourage others to take the census through video and email communications.
- Census Volunteer Engagement: The city has a variety of volunteers signed up to help with Covid-19 in the response unit. We can coordinate to activate them to help with the census project.
- Social Bandwagon Campaigns: Use people who have completed census to encourage others to do so. Facebook frames, I'm counted, paid advertising and digital.
- City Program Highlight: Use city programs to encourage people to take the census through their existing networks and by sharing the importance of the census to those programs.
- Neighborhood Competition: Begin a competition between neighborhoods or Commission Districts. The winning area can have a month dedicated to them at future commission meetings.
- Neighborhood Association Specific Messaging: Specific emails tailored to neighborhoods for presidents to send out. Neighborhood specific virtual town halls, calls and outreach to take the census.
- Business Outreach: Outreach and materials to businesses to ensure they and their employees takes the census. Coordination with local chambers and associations.

- University and Schools Coordination and Drives: Work with universities, education facilities and schools to ensure census information is there and that students are participating.
- Interviews with radio personalities: Target key stations including Spanish, Haitian creole and local stations to ensure census participation. The goal would be earned media opportunities.
- Create a City vs. City Challenge: Challenge another municipality to a census competition. The winner / loser will support their local team/where a shirt or name a day in honor of the winning city, etc.
- Engage Civic and Service Groups: Partner and outreach with local Rotaries, Kiwanis, Professional Associations, Elks, Panhellenic, etc. groups
- Signs at City Parks and Properties: Put up large signs at city parks and properties for people to complete the census. Yard signs can be put in neighborhoods and on city property where a big sign cannot go.
- Digital Ad Campaign: Ad program that pushes people to take the Census. Highlight a program, cause or individual to encourage people to be counted.
- Phone Chase Program: Paid phone bank to call residents in the city to see if they have taken the census and leave instructions on how to do it.
- Targeted Door to Door: Targeted door to door to those houses who have not completed the census. We can do a follow up phone bank also.
- Church Flyers: Targeted flyers on car doors of churches that approve. Census information can also be handed out post service to churches that don't want flyers. (would be in summer, and after COVID-19 restrictions ease).
- Radio Advertising: targeted paid radio advertising

**Insurance:**

Cornerstone can demonstrate sufficiency to provide the necessary services and provided the required insurance.

**Summary:**

Thank you for your consideration of Cornerstone Solutions and we look forward to the opportunity to work with you on this project.

We are prepared to begin working on the project immediately, knowing this is time urgent, and can dedicated needed staff and resources to meet your goals.

Please contact us if you need any additional information or references.

**References:**

Palm Beach County School District

Palm Beach County Children's Services Council

Sheriff of Palm Beach County

City of West Palm Beach, Town of Palm Beach, City of Palm Beach Gardens

# EXHIBIT B

## **Census Outreach Recommendations/Proposed Fees:**

We will work with staff to make recommendations and develop a plan for communications for the budget. Cornerstone will charge a flat fee for our services.

- Consulting and Management Fees **\$ 15,000 total (June – September)**
  - Our fees include a senior team leader to consult on all aspects of the campaign, a communications director who will be assigned to manage communications and a field coordinator who will manage all community events and schedules.
  - Our fees do not include the cost of the actual information campaign materials you may select like mail, TV ads, postage, printing of materials or other fees. The budget for these services will be approved by staff and each item will be approved before any funds are expended.
  
- Program Budget (Draft):

<b>CENSUS OUTREACH PROGRAM (June – August)</b>	<b>TOTAL</b>
Signs / Materials / Ads / Printing	<b>\$7,000</b>
Field Operations / Comms / Phone calls / Emails	<b>\$7,500</b>
Management / Consulting / Oversight / Creative / Copy	<b>\$15,000</b>
<b>Totals</b>	<b>\$29,500</b>