

**EXHIBIT A
SCOPE OF WORK**

Network for a Healthy California
RFP No. 08-85554

| Activity/Methods | Evaluation Measures | Timeframe | Responsible Staff |
|--|---|---|-------------------|
| f) Attend <i>Network</i> meetings as requested; examples include bi-monthly Senior Staff meeting, <i>Network</i> Steering Committee Meetings, <i>Network</i> Annual Conference. | Meetings Agendas Action Items | Ongoing | |
| 3) Recruitment and hiring of on-site contract staff. Provide a full range of personnel services not to exceed 65 70 on-site contract staff. See current State Classifications and Salary Range and Website Reference to State Personnel Board (see Appendix 1a, 1b) and Personnel Section for staffing information. Recruit, hire, orient and train staff. The specialized on-site staff are required to have technical proficiency in one or more of the following core areas: | Staff hired according to Personnel Plan Vacancies filled within 60 days Monthly recruitment reports | July 2009 As needed, based on vacancies or new positions established | |
| a) Nutrition and health education, including obesity prevention and physical activity; | | As needed | |
| b) Social marketing; | | As needed | |
| c) Community outreach coordination, including community organizing; | | As needed | |
| d) Food Security; | | As needed | |
| e) Mass communications, media efficiencies, placement and partner relations; | | As needed | |
| f) Business and strategic planning; | | As needed | |
| g) Targeted consumer, business, technical writing; | | As needed | |
| h) Educational materials development and distribution; | | As needed | |
| i) Consumer research, including surveys, formative research, and pilot testing; | | As needed | |
| j) Process, impact and outcome evaluation; | | As needed | |
| k) Program administration, fiscal projections and for casting; | | As needed | |
| l) Computer database management for specialized data system Grant Information Tracking System (GIFTS); | | As needed | |
| m) Web-based contract management; | | As needed | |