



City of Salinas Consulting Agreement

ATTACHMENT A

Boots Road Group LLC

Draft Scope of Work, August 2016 – August 2017

Boots Road Group LLC (Consultant) will provide the City of Salinas (Client) with communications consulting services, encompassing:

- General communications consulting
- Media relations
- Writing and editing
- Illustration and graphic design
- Photography
- Video production
- Social media management
- Email outreach
- Web content, maintenance and consulting
- Digital media performance data analysis
- Digital media technology advice
- And related services