

Exhibit "A"

mySidewalk

304 W. 8th St.
Kansas City, MO
64105

City of Coachella, CA Opportunity Zones

mySidewalk Dashboard & Platform Access
Statement of Work

Introduction

The City of Coachella (the “Customer”) has a need for a solution to track, analyze, and communicate the economic profile—including differentiators and competitive advantages—of Coachella, CA and its opportunity zones. It also wishes to communicate **investable local projects within the city.**

mySidewalk is a city intelligence platform that helps organizations better track, analyze, and communicate data to improve outcomes, decision-making, and community engagement. Our mission is to empower decision-makers and the public with the most complete, clear, and real-time understanding of their communities so they can improve and innovate together.

The purpose of this Statement of Work (“SOW”) is to outline and define the activities that will be conducted by mySidewalk and the Customer to ensure the highest quality **Opportunity Zones Dashboard** (“Dashboard”) and **Platform Access** (“Platform”).



Overview & Objectives

Your subscription provides access to the **Opportunity Zones Dashboard** that will communicate to Opportunity Zone Investors and regional stakeholders about Coachella's economic profile and **key investable projects, to be identified by the City of Coachella, Accelerator for America, and mySidewalk.**

Key Details:

- The Dashboard will build on the [Accelerator for America Prospectus](#) template by bringing to life new and existing data in a mobile-friendly, [ADA accessible](#), interactive format.

Outcomes:

- Highlight major investor-ready projects, as identified by the City of Coachella, Accelerator for America, and mySidewalk
- The project will reduce the time to create the traditional report by at least 50 percent and result in a more robust, useful end product.
- Deeper engagement with local decision-makers around economic development in historically distressed areas (primarily opportunity zones)
- Attraction of outside investors and developers to the region
- Matchmaking between business & real-estate transactions and community need

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Dashboard Scope of Work

The work to build and launch the [Opportunity Zones Dashboard](#) will be conducted in the following phases:

1. Project Planning

mySidewalk will lead a Kickoff meeting to bring the parties of the project together to:

- Introduce the Customer to their Customer Development Manager who is responsible for the successful launch and implementation of the Dashboard.
- Align all parties on the dashboard context, audience, and goals.
- Define the project timeline, including milestones and desired launch date.
- Define the project team including the following roles from the Customer:
 - The “final decision maker” - this person is responsible for making final decisions on key Dashboard milestones to move the project forward.
 - The “data champion” - this person is responsible for delivering data to mySidewalk for use in the Dashboard.
 - The “launch champion” - this person is responsible for implementing the Dashboard to maximize use and impact.

2. Data Selection

The Customer’s mySidewalk license includes more than 2,000 preloaded datasets for use in visualization in the Dashboard. For more information, please explore the [mySidewalk Data Library](#). Local data selected by the Customer and outlined in [Exhibit B](#) can be added to provide important context to your economic story.

mySidewalk will help guide the Customer through final selection and curation of the data to include in the Dashboard according to the Customer’s goals and objectives as well as best practices in data analysis and visualization.

3. Data Collection & Processing

mySidewalk and the Customer will coordinate to:

- Collect the selected datasets.
 - Set up an agreed upon format and delivery mechanism of the 65 performance indicators for the initial configuration of the dashboard. Note that, depending upon final data, mySidewalk and the Customer may decide to explore automatic transfer through API integration, which would constitute an addition to this SOW.
 - Geographic data (i.e. shapefiles, geojsons) may be transmitted as is. Tabular data (i.e. excel files) for mapping or geographic analysis must

be transmitted with either x,y coordinates or address data for each data point.*

- Upload the data to mySidewalk for visualization.

**Note: the Customer is responsible for providing clean data and machine-readable files to mySidewalk. If desired, mySidewalk will help the customer prepare (e.g. clean, geocode, reformat) datasets in Exhibit B for a fee of \$150/hour.*

4. Data Storytelling

mySidewalk will help the customer:

- Discover early insights in the data,
- Combine the insights to find the central message of the dashboard, and,
- Craft compelling text to communicate effectively with the target audience(s).

Also at this time, if available, the Customer will provide mySidewalk with a logo, color scheme, and local photos or videos for inclusion in the dashboard.

5. Dashboard Delivery

mySidewalk will build and demo the first complete version (v1) of the dashboard, and provide the customer with guidelines for collecting feedback from key stakeholders. mySidewalk will incorporate the customer's feedback and complete no more than three rounds of revisions until requirements outlined in this SOW are met.

During this time, the Customer will also have the ability to edit the dashboard by logging into their mySidewalk account.

6. Dashboard Launch

mySidewalk will help the customer develop and package an engaging rollout strategy that will position the dashboard as a resource for decision-making.

The package will include a customized:

- Communication strategy
- Marketing playbook
- Dashboard engagement best practices
- Dashboard analytics goals

7. Maintenance

mySidewalk will host and maintain the dashboard throughout the lifecycle of the project. Data will be updated in accordance with the schedule in [Exhibit B](#).

Dashboard Timeline

Timeline & Dependencies	Phases & Milestones
First day of contract term	<p>mySidewalk Platform Access and Training Set-up</p> <ul style="list-style-type: none"> ● mySidewalk to send invitations to mySidewalk platform ● Customer Development Manager to schedule mySidewalk trainings ● Customer to share any relevant documentation (report PDFs, etc.)
10 business days after signed contract	<p>Project Planning Dashboard Kickoff & Planning Call</p> <ul style="list-style-type: none"> ● Introductions ● Identify success metrics ● Name Customer dashboard “champions” ● The Customer’s economic story ● Schedule recurring project check-in calls (<i>optional</i>)
10 business days after Dashboard team is finalized	<p>Dashboard Outline & Data Selection Dashboard Visioning Call</p> <ul style="list-style-type: none"> ● mySidewalk to present proposed dashboard outline ● Customer to provide initial reaction to outline ● mySidewalk and Customer to go through data review & recommendations based on the proposed outline
Customer dependent	<p>Dashboard Outline Approval</p> <ul style="list-style-type: none"> ● Customer to provide dashboard outline revisions & data list ● Customer to sign off on final outline & data list
Customer dependent	<p>Data Collection</p> <ul style="list-style-type: none"> ● Customer to transfer data: <ul style="list-style-type: none"> ○ Geographic data (i.e. shapefiles, geojsons) may be transmitted as is. ○ Tabular data (i.e. excel files) must be machine-readable and transmitted with x,y coordinates or addresses for each data point. ● mySidewalk to identify discrepancies, missing

	<p>data, or other problems (if any).</p> <ul style="list-style-type: none"> • Customer to provide missing or corrected data (if needed) OR other direction (for example, to remove the data elements from the dashboard).
5 business days after delivery of all customer data	<p>Data Processing</p> <ul style="list-style-type: none"> • mySidewalk to upload all data for visualization • Customer to provide logo, local images and videos, and project information, and desired color scheme
Upon completion of Data Processing	<p>Data Storytelling Data Storytelling Workshop</p> <ul style="list-style-type: none"> • mySidewalk to present early insights in the data. • mySidewalk to help the customer combine insights to find the central message of the dashboard. • mySidewalk and Customer to craft compelling text to communicate effectively with the target audience(s).
15 business days after data processing	<p>Version 1 (v1) Dashboard Delivery</p> <ul style="list-style-type: none"> • mySidewalk to build complete v1 dashboard based on new insights and desired storytelling approach. • mySidewalk to email link to v1 Dashboard to customer with proposed v1 review dates.
5 business days after v1 Dashboard delivery	<p>v1 Dashboard Review v1 Dashboard Demo Call</p> <ul style="list-style-type: none"> • mySidewalk to present v1 dashboard. • Customer to provide initial feedback. • Customer to provide additional edit requests.
TBD after v1 Dashboard Delivery	<p>Optional site visit</p> <ul style="list-style-type: none"> • mySidewalk to present v1 dashboard in person to one or multiple stakeholder groups • Customer to provide tour of opportunity zone areas with local staff and establish • mySidewalk to provide list of revisions to dashboard content based on on-the-ground feedback • Customer to provide additional edit requests.
15 business days after receipt	<p>Final Dashboard Delivery</p>

of final edit list	Dashboard Launch Call <ul style="list-style-type: none">• mySidewalk to present final dashboard.• mySidewalk & Customer to discuss timeline for public dashboard launch.• mySidewalk to present best practices for publicizing dashboard and use in presentations.
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Dashboard Deliverables

mySidewalk will provide the following resources in the course of this project:

- Dashboard Brief - dashboard goals, audience, and success metrics
 - Dashboard Outline - structural representation of the dashboard
 - Data Roadmap - schedule for acquiring data in Exhibit B
 - Dashboard Prototype - visualizations and bullet-point narrative
 - Customer Data Library in mySidewalk - data layers for use in the platform
 - Rollout Strategy & Materials - various materials to facilitate strong launch
 - The Opportunity Zones Dashboard - finished product
 - Update Schedule - schedule for data updates to the dashboard
 - **Opportunity Zone Prospectus PDF** - a one-time PDF slide deck summarising the dashboard content
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mySidewalk Platform Access

Your subscription provides the City of Coachella 2 User Licences to access mySidewalk's proprietary data analysis and visualization platform, including pre-loaded data. Data is reported, where possible, for our baseline geographies of nation, state, US congressional district, metropolitan and micropolitan area, metropolitan planning organization, state senate district, state house district, county, county subdivision, place, city council district, ZIP code, neighborhood, census tract and census block group.

With access to the platform, the Customer will have the ability to:

- Create an unlimited number of custom reports
- Visualize data in maps and charts
- Upload .json, .zip, .kml, .gml, .sqlite, .csv. data to overlay Customer-owned spatial data with the mySidewalk platform

- Enrich Customer-provided geo-referenced boundaries with mySidewalk data
- View multiple datasets simultaneously and filter results
- Create and save maps and custom reports

Additionally, the Customer will have access to the library of mySidewalk templates, the ability to create their own templates, and customer team support.

mySidewalk will provide the Customer's eligible employees with access to the mySidewalk platform. Eligibility is defined in the [mySidewalk Terms of Use](#).

Platform access includes one-time access to mySidewalk School, our customized onboarding program which includes three one-hour product trainings that empower your team to build a data-driven culture through creation of data-rich, dynamic reports for use in a variety of scenarios—staff, council, and public meetings, grant applications, end-of-year reports, communications campaigns, and more.

The three lessons include:

mySW 101

In mySW 101 your team will learn how fast and easy it is to create reports, charts, and maps with mySidewalk's 2,000 pre-loaded datasets. By the end, team members will have created their first full report that they can share with colleagues and community partners. The training also includes how to brand your assets with custom color palettes and local imagery.

mySW 201

In mySW 201 your team will learn how to upload, use, and manage local user data. We'll walk step-by-step through uploading user data in any format and how to add local data to reports as charts and maps. The training also highlights best practices for maintaining your library of user data, such as using data tags to make the perfect dataset easier to find.

mySW 301

In mySW 301 we'll set your team up to master advanced features and workflows for integrating local data with national indicators to tell data stories in a powerful way. mySW 301 is customized to fit your team's unique needs and goals. It also includes best practice strategies for ongoing use of the tool for rapid report generation, industry-specific analyses, and more.

After mySidewalk School, ongoing support from mySidewalk is available through our in-app chat features and communication with your designated Customer Development Manager. The Customer may use these resources to troubleshoot any

problems. mySidewalk aims to respond to all requests for help within 24 hours Monday-Friday but will vary depending on the time the request is made and the volume of current requests from other Customers.

Investment Summary

Term	mySidewalk Product(s)	Fee
1 year	Opportunity Zone Dashboard, mySidewalk Platform Access for 2 Users and One Time Coachella Site Visit	\$15,000/Annual Subscription
	One-Time Site Visit	\$2,200/Nonrecurring
		\$17,200

Fee & Payment:

The Customer will be invoiced an annual subscription fee and one time site visit fee as detailed under the Investment Summary section beginning on the effective date of the agreement. The rate is fixed for the length of the one year term at which time mySidewalk may notify the Customer in writing of a price adjustment. Payment terms for all invoices are Net 30.

ACCEPTED AND AGREED TO BY:

Name: _____

Title: _____

Date: _____

Signature: _____

MYSIDEWALK, INC. "mySidewalk"

Name: _____

Title: _____

Date: _____

Signature: _____

Pricing valid through 11/29/19

By signing this agreement, you are also agreeing to our [terms and conditions](#)

Exhibit A - Sample Dashboard Outline

mySidewalk starts customers from best practice, not from scratch. The following is the structural outline of a best-in-class Opportunity Zones Dashboard. The mySidewalk team will work with Customer to tailor this outline.

- Welcome/Introduction
- Vision & Momentum
 - History of Coachella
 - Anchor Institutions
- **Invest in Coachella**
 - **Project information**
- Population Trends
 - Population Growth
- Workforce
 - Educational Attainment
 - Industry skillsets
 - Commute patterns
- Job Market
 - Major Industries
 - Job Growth
 - Unemployment, Poverty, and Wages
- Housing
 - Supply & Demand summary
 - Cost-burdened housing
 - Displacement risk
- Health & Wellbeing
 - Life Expectancy
 - Food access
 - Walkability
 - Air Quality
- Investment Trends
 - Permit data*
 - Capital improvements*
 - Small Business Administration (SBA) Loans

**Only if made available by the City of Coachella in machine-readable format*

The Dashboard will also include the following customizations:

- Initial customization of header images, organization logo, and color palette
- Introductory text and short narratives to explain what the data means

Exhibit B - Customer Data Requirements

mySidewalk will help the Customer identify key datasets for the dashboard based on the parameters outlined in this SOW. In addition to data from the mySidewalk Data Library, the Dashboard will be comprised of the data outlined below.*

Indicator	Source	Acquisition Method	Format	Update Freq.
Capital Improvements	City of Coachella	Email/Google Drive	Shapefile	Annual
Permit Data	City of Coachella	Email/Google Drive	Shapefile or CSV	Annual
Project Information	City of Coachella	Email/Google Drive	Word Document / PDF	As needed

**The Customer is responsible for providing clean data and machine-readable files to mySidewalk. PDFs, PowerPoints, or other non-machine readable files are shall not be considered data under this SOW unless otherwise stated under "format".*

Accepted file types:

- *Esri Shapefile (all files zipped)*
- *Esri File Geodatabase (.gdb - zipped)*
- *Esri Personal Geodatabase (.mdb)*
- *KML*
- *GML*
- *SQLite Database*
- *GeoJSON*
- *CSV*

If desired, mySidewalk will help the customer prepare (e.g. clean, geocode, reformat) datasets for a fee of \$150/hour.

Exhibit C - Data Processing Methodology

mySidewalk will work with the customer to define or refine methodologies for customer data, as needed. Most customer data will be configured based on the following mySidewalk-developed processes and methodologies:

- Aggregation / Apportionment
 - Data can be apportioned to a given set of geographic boundaries, e.g. neighborhoods, census tracts, census block groups, county subdivisions, etc.
- Point- or Line-level analysis
 - Data can be included “as is” without apportionment to a given geography, assuming the data has been delivered with x,y-coordinates or address-level data.

Exhibit D - Exclusions & Constraints

- Data for which there is no geographic information (i.e. no x,y coordinates, address data, or geographic name) will not be included in this project.
 - Visualizing parcel-level data is not included within the scope of this work. Parcel-level data may be aggregated and apportioned to a larger geography, or a small sample of parcels may be visualized as points, but mySidewalk does not currently support full “parcel-viewer” functionality.
 - API integrations require a separate scoping and configuration process and are not included in this SOW.
 - In most cases, mySidewalk will seek to download for the customer publicly available data from an online portal, but will not make data requests on behalf of the Customer.
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A Final Note on ADA Accessibility

mySidewalk Inc. is committed to ensuring digital accessibility for people with disabilities. Our Shared Documents - including Reports, Dashboards, and Embeddable Assets all in their shared, reading friendly format - have the widest audience. We are continually improving the user experience for everyone, and applying relevant accessibility standards.

Measures To Support Accessibility

mySidewalk Inc. takes the following measures to ensure accessibility of mySidewalk Shared Documents:

- Provide continual accessibility training for our staff.
- Assign clear accessibility targets and responsibilities.
- Employ formal accessibility quality assurance methods.
- Communicating the results of accessibility audits and evaluations for transparency.

Conformance Status

The Web Content Accessibility Guidelines (WCAG) defines requirements for designers and developers to improve accessibility for people with disabilities. It defines three levels of conformance: Level A, Level AA, and Level AAA. mySidewalk Shared Documents is fully conformant with WCAG 2.0 level AA. Fully conformant means that the content fully conforms to the accessibility standard without any exceptions.

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