

**SCOPE OF WORK**

**Mayor's Office of Community Safety  
Justice Fair Marketing and Communications  
Consultant**

**I. OVERVIEW:**

The Los Angeles Mayor's Office of Community Safety (MOCS) was established by Mayor Karen Bass in 2023 to prevent crime and violence through community-based strategies that address the social and economic conditions contributing to community harm. The office administers re-entry initiatives that promote economic mobility through inclusive workforce development and targeted hiring programs. Over the past two years, the Mayor's Office has connected approximately 6,000 individuals impacted by the justice system to comprehensive re-entry services through structured fellowships, job training programs, and community programming, including "Justice Fairs." MOCS has successfully hosted three smaller regional "Justice Fairs," serving nearly 2,500 Angelenos citywide.

The MOCS Justice Fair is a community-centered event that connects individuals and families impacted by the criminal justice system with vital resources—including career pathways, education opportunities, employment connections, and supportive services.

In December 2025, MOCS will host the Justice Fair under a holiday theme of "*Gifts That Keep Giving.*" Among the most meaningful of these gifts are economic stability, upward mobility, and the opportunity for redemption.

MOCS anticipates welcoming more than 1,000 attendees, including community members, local businesses, service providers, and government representatives. The event will feature employers with immediate job opportunities, as well as resources for housing assistance, legal aid, and mental health support—all essential for successful reintegration and long-term stability.

**II. Scope of Services**

MOCS seeks a Consultant to provide comprehensive marketing and communications support to ensure broad outreach, successful registration, and strong attendance at the Justice Fair.

The Consultant will provide the following services:

## 1. Marketing & Outreach Plan

- Develop a comprehensive Marketing and Outreach Plan for review and approval by MOCS.
- The plan must incorporate strategies across multiple mediums to effectively reach the target population, including:
  - Social media campaigns
  - Radio advertisements/spots
  - Digital communications (email, newsletters, text alerts)
  - Community-based outreach through local partners and organizations
  - Print materials and direct distribution

## 2. Branding and Collateral Development

- Create event branding and design assets aligned with the “*Gifts That Keep Giving*” theme.
- Develop marketing and outreach materials, including:
  - Flyers (digital and print-ready)
  - Program materials (agendas, signage, event-day collateral)
  - Branded graphics for social media and digital outreach

## 3. Registration Management

- Establish and manage an online registration platform that allows for pre-event sign-ups, confirmations, and data collection.
- Support outreach to achieve a minimum of 1,000 participants registered prior to the event.

- Provide regular registration updates and reports to MOCS.

#### **4. Event-Day Support**

- Manage and staff the registration table at the Justice Fair.
- Provide technical and logistical support to ensure smooth participant check-in.
- Coordinate with MOCS staff to troubleshoot registration or participant issues on-site.

#### **5. Ongoing Coordination & Reporting**

- Provide bi-weekly progress updates to MOCS staff on outreach, registration numbers, and deliverables.
- Submit a final outreach and communications report following the event, summarizing outcomes and lessons learned.

### **III. Deliverables**

- Draft and Final Marketing & Outreach Plan
- Branded collateral (flyers, program, signage, digital/social media materials)
- Fully functioning online registration site
- Bi-weekly progress reports
- On-site staffing of registration table (minimum 2 staff provided by Consultant)
- Final event communications/outreach summary report

### **V. Budget Allocation**

The Contractor must ensure that all expenditures are within the allocated \$75,000 budget.