



Adobe Contract # CW2685807  
345 Park Avenue, San Jose, CA 95110

To Whom It May Concern,

Adobe is pleased to offer its in-kind services to San Francisco's Fire Department (SF Fire Department) through the Civic Bridge program, to support the SF Fire Department's efforts to redesign SFFD's logic model to refine key objectives and identify success metrics related to its Emergency Medical Service (EMS-6) program.

Civic Bridge is a pro-bono partnership program of the Mayor's Office of Innovation where teams of private sector employees leverage their professional skills and expertise to work on critical civic challenges for departments of the City & County of San Francisco (City). During the partnership engagement, teams of public and private volunteers work collaboratively to deliver real solutions that help make the San Francisco government more collaborative, inventive, and responsive to San Franciscans.

As a prior participant in the program, Adobe is excited about the opportunity to propose to donate its services to support SF Fire Department's logic model redesign (the "Project"). Through this Project, Adobe will: 1) create a redefined logic-model looking at SF Fire Department's EMS-6 program operations; and 2) iterate the current EMS-6 program performance measurement model towards one that can more accurately measure the benefits of the program, monitor areas needing improvement, and can meet and improve new state reporting requirements. With our staff's data analysis, operations/logistics, and user research and service design expertise, we think Adobe is an excellent partner for this Project.

Please accept this letter of intent for planning purposes. This in-kind donation will be memorialized through a Civic Bridge Donor Services Agreement directly with the SF Fire Department. The value of this commitment is up to \$149,760 for the estimated cost of up to 6 volunteers, working up to 8 hours per week over the program's 16-week timeline. The \$195 per-hour valuation for each volunteer is based upon the Taproot Foundation's average hourly value of pro bono service. This work will last for a 16-week period, beginning no sooner than February 26, 2024.

We look forward to the continued collaboration and partnership with the City.

Sincerely

\*Signature *Erika Redman*

\*Name Erika Redman

\*Title Director, Global Strategic Sourcing

\*Date 01/30/2024