



To Whom It May Concern,

ZS Associates is pleased to offer its in-kind services to the San Francisco Municipal Transportation Agency (SFMTA) through the Civic Bridge program, to support SFMTA's efforts to develop performance metrics for the SFMTA's Public Outreach and Engagement Team Strategy (POETS).

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, ZS Associates is excited about the opportunity to propose to donate its services to support SFMTA's efforts to measure and evaluate the impact of its strategic outreach work. Through this Project, ZS Associates proposes to develop a POETS evaluation methodology, identify a set of performance metrics in service of measuring POETS impact, and identifying a set of possible data sources to inform baseline impact measures for SFMTA's public engagement loop. With our staff's key performance indicator development, data analysis, and strategic planning, we think ZS Associates 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 SFMTA. The value of this commitment is up to \$168,960 for the estimated cost of up to 6 volunteers, working up to 8 hours per week over the program's 16-week timeline. The \$220 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 24.

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

Sincerely

A handwritten signature in black ink that reads "N K Hamilton".

Nicolle Hamilton
Principal

ZS Associates
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