

SCOPE OF WORK #138-01

This Scope of Work (“**SOW**”) is incorporated into the Memorandum of Understanding (“**MOU**”) between Cortico Corporation (“**Cortico**”) and the City of Madison’s Civilian Oversight Board (“**Partner**”). This SOW defines the specific Services to be provided by Cortico. In the event of a conflict in terms between this SOW and the MOU, the terms of the MOU shall prevail. The SOW is effective as of the date of the last signature (“**Effective Date**”). This Statement of Work shall have no effect separate and apart from the MOU, and all capitalized terms used herein without definition will have the same meanings as specified therefor in the MOU. Partner and Cortico agree as follows:

Project Description.

Partner Name	City of Madison Police Civilian Oversight Board
Project Name	Independent Monitor Selection Project
Budget	\$9,700
Date	06/08/2021

Project summary and background:

The aims for this project are to use LVN process, data capture, and analysis to advance and support the hiring of the Independent Monitor selected by the City of Madison Police Civilian Oversight Board.

Our goals are to:

- Fold the public into the hiring process of the Independent Monitor, receiving feedback on various aspects of this process and promoting hiring transparency.
- Identify themes that run through these stories to inform the creation of the new position and introduce the public to the newly hired Independent Monitor.
- Develop a document to share people’s stories alongside recommendations for the newly hired Independent Monitor.

About Cortico

[Cortico](#) was born in 2016 out of a desire to transform our polarized and toxic national discourse into a thriving public sphere. As we built the organization beginning with deep expertise in media and technology, we realized that building a healthier public sphere would require not just software and data analytics, but also hardware and technologies for community building. The **Local Voices Network (LVN)** was born of the understanding that it is not enough to *understand* existing behavior and attitudes; in order to affect the health of the public sphere - and our democracy - we must create experiences of meaningful encounters, deeper understanding, and opportunities to surface new possibilities.

[LVN](#) brings small groups of 4-8 people together for facilitated conversations about what matters most to them in their communities and in the nation. Conversations might focus broadly on hopes and concerns, or be more topically focused; but the common qualities are surfacing the values driving individual participation, sharing personal experiences that inform thoughts and feelings about their communities, and engaging in meaning-making through reflection on perspectives of others both within their conversation and from other conversations in the network. Custom-built recording devices (the digital Hearth), voice recording of video conferences, powerful machine learning technology, and an innovative digital platform combine to support LVN's collection, curation and distribution of authentic voices at nationwide scale.

Goal Commitments.

The Parties agree to make use of their respective resources to:

1. Collaboratively design a conversation guide (in English and Spanish) that will surface personal stories and reflections to share with the Independent Monitor and introduce them to the public that they will serve.
2. With the support of 13 community organizations, we will collect stories and experiences to advance the goal of the role of this Independent Monitor.
3. Facilitate 20 total conversations about the purpose of this role and obtain community input.

4. Support the curation and amplification of the recorded conversations for the purposes of publicly available reporting that is explicitly shared with the Independent Monitor and also provides potential content for future lobbying, coalition-building, and advocacy efforts.

Scope of Work.

For this project, members of the Madison Civilian Oversight Board will host a series of up to 20 digital conversations (up to 90 minutes each) between June - September.

Cortico currently has the capacity to support transcription and facilitator training for Spanish speakers, however our platform does not currently translate conversations between English and Spanish. Features driven by machine learning are not fully functional on Spanish-language conversations. Should Partner wish to gather speakers of languages other than Spanish and English, we would need to explore recruitment and support for those languages separately, outside this scope.

Partner Deliverables.

In support of the Goal Commitments, Partner agrees to:

1. Communicate with the 13 partners to support organized and effective conversation gathering, in person and/or on Zoom.
2. Recruit facilitators from the 13 organizations with the expectation that each of the 13 partners will convene and facilitate one to two conversations as a part of this project.
3. Identify at least one curator (can be a volunteer or a staff member) who will curate stories for their collection.
4. Identify one staff member who will support and record Zoom calls and in-person conversations for your collection. Partner staff representative will record to a local Partner organization computer, upload the audio of the conversation to lvn.org, and then immediately delete the conversation from their local computer.
5. Practice in-person gathering standards that promote the safety and wellbeing of all participants and attendees. Both Cortico and Partner understand that there

are inherent risks connected to any in-person event or program and safety protocols aligned with local and national guidance should be followed.

Cortico Deliverables.

In support of the Goal Commitments, Cortico will:

1. Provide all partner facilitators with access to virtual trainings.
2. Manage account access to app.lvn.org.
3. Provide transcription & data analysis for all recordings uploaded.
4. Provide access to the digital platform for curation and highlighting of conversations in the collection for staff, hosts, and other designated users.
5. Support the synthesis of conversation content and the design of public outputs.

Joint Commitments.

The Parties agree to jointly undertake the following:

1. Biweekly meetings of project coordinators for each organization to align deliverables and ensure clarity of expectations and timeline
2. Timely communication of any issues that might require a shift in timeline or process
3. Timely review of project aims and documentation to keep the project on schedule

Timeline.

Date	Process Step
June	Initial meeting to determine outreach plan, facilitators, and finalize

conversation dates

July Facilitators oriented, conversation guides decided

August Initial conversations (1-3 test conversations, if useful) begin

Assessment and adjustment of conversation guide or outreach process as needed

September 20 conversations held, uploaded, and analyzed

Curation and amplification process completed, final deliverables offered

LVN Project Team.

Person	Title	Role in Project
<i>Mathias Lemos Castillo</i>	<i>Lead for Spanish Conversations & Partner Engagement Manager</i>	<i>Project Lead</i>
<i>Colleen Butler</i>	<i>Director of Capacity Building</i>	<i>Project Advisor</i>

Budget.

The following budget is based on a potential range of numbers of conversations, with final goals to be determined as partner outreach helps to determine conversation gathering capacity within the project timeline.

This budget is shared for cost transparency and further discussion on project funding beyond this pilot project timeline:

- Access to virtual training for conversation facilitators.
- Upload, transcription and analysis for up to 20 conversations with access to platform for Civilian Oversight Board identified users.
- Total staff time to support project planning.
- Project reporting and recommendations support.



Total Cost: \$9,700

Balance Due.

Partner agrees to pay **\$9,700** to Cortico for the services outlined in this agreement. This amount will be invoiced at a rate of 50% upon signing this SOW **\$4,850** and 50% **\$4,850** upon completion of the services. Partner will return payment within 30 days of receipt of invoices

The undersigned represent and warrant that they are authorized as representatives of the party on whose behalf they are signing to sign this SOW and to bind their respective party thereto.

CORTICO

PARTNER

Signature

Signature

Name

Name

Title

Title

Date

Date