

**STAFF REPORT**

**TO: HONORABLE MAYOR AND CITY COUNCIL**  
**FROM: ROBERT PERRAULT, CITY MANAGER**  
**SUBJECT: RETENTION OF THE LEW EDWARDS GROUP TO PREPARE A PUBLIC EDUCATION PROGRAM FOR THE PROPOSED BOND MEASURE**

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**BACKGROUND**

The City Council is currently in the process of placing a measure on the November 2014 ballot that, if successful, would authorize the issuance of up to \$48 million dollars in general obligation bonds for the rehabilitation of streets. The bond measure will require a 2/3 majority to pass. Once the measure is placed on the ballot, municipal resources cannot be used to support a measure. The City can, however, undertake the development of an educational program regarding the issue. In previous discussions with the City Council, the Council had demonstrated a strong interest in retaining professional services to develop an educational program. Staff had subsequently solicited proposals from two professional firms and, as a result of the solicitation, staff is recommending the Council authorize the City to enter into an agreement with The Lew Edwards Group to develop the educational program.

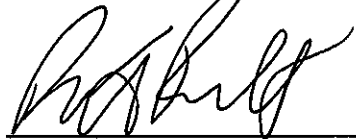
**DISCUSSION**

As indicated, staff solicited proposals from two professional public information firms, The Lew Edwards Group (*please see Exhibit A attached to the draft Resolution marked as Attachment 1*) and TBWB Strategies (*please see Attachment 3*). Both firms were recommended by the City's public opinion research consultant. Additionally, the City has retained the services of Lew Edwards to provide an educational program for municipal ballot measures in 2004 and 2006. Both firms seem to be well qualified in the area of campaign informational program development.

Staff is recommending the retention of The Lew Edwards Group, based on familiarity with the community, past experience, scope of service, and cost. As noted Lew Edwards provided the City with two election-related educational campaigns and, as indicated in the proposal, The Lew Edwards Group is very familiar with the unique characteristics of our community. As a part of the scope, The Lew Edwards Group will provide ongoing consulting to City staff on the development of the educational message. The firm will develop, on the City's behalf, at least two educational mailers that will be sent out to all registered voters during the course of the campaign. The total cost to the City is estimated to be between \$23,750 and \$24,950.

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**APPROVED FOR FORWARDING**



**ROBERT PERRAULT  
CITY MANAGER**

**Please Review for the Possibility of a Potential Conflict of Interest:**

- |  |                                   |
|--|-----------------------------------|
| <input checked="" type="checkbox"/> None Identified by Staff | <input type="checkbox"/> Bright   |
| <input type="checkbox"/> Peterson                            | <input type="checkbox"/> Marshall |
| <input type="checkbox"/> Lee                                 | <input type="checkbox"/> Nicolls  |

**Meeting Date: July 21, 2014**

**Agenda Item No. \_\_\_\_\_**

While TBWB offers very similar services and has a similar success record to The Lew Edwards Group, the firm did not display the same familiarity with the community. Additionally, the proposed fee is substantially higher than The Lew Edwards Group. According to the proposal, the costs could exceed \$32,000.

In addition to recommending the City retain the services of The Lew Edwards Group, staff is also recommending the Council adopt a Resolution amending the FY 15 Budget. The requested amendment is in the amount of \$30,000, which will cover the cost of the agreement with The Lew Edwards Group and provide an additional \$5,000 in the event the development of additional educational materials becomes advisable.

### **ALTERNATIVES**

The City Council has the following alternatives to consider:

1. The Council could choose to authorize the retention of The Lew Edwards Group for the development of the educational program and adopt the Resolution amending the FY 15 Budget;
2. The Council could choose to retain the firm of TBWB Strategies and adopt the Resolution amending the FY 15 Budget accordingly; or
3. The Council could provide staff with additional direction.

### **RECOMMENDED ACTION**

It is recommended that the City Council:

1. Adopt the Resolution authorizing the City to enter into an agreement with The Lew Edwards Group, and
2. Adopt the Resolution amending the FY 15 Budget.

### **FISCAL IMPACT**

No funds were budgeted in the FY 15 adopted General Fund Budget for an educational program associated with this ballot measure. The amendment will require an expenditure of Reserve Funds. This is one-time expenditure and is thus in keeping with the City's adopted fiscal policies.

### **PUBLIC NOTIFICATION**

The agenda was posted in accordance with the Brown Act.

### **Attachments**

1. Draft Resolution authorizing the City to enter into an agreement with The Lew Edwards Group, and Exhibit A – Draft Proposal
2. Draft Resolution amending the FY 15 Budget
3. Proposal from TBWB Strategies

RESOLUTION NO. 14-\_\_

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GROVER BEACH, CALIFORNIA, AUTHORIZING THE CITY TO ENTER INTO AN AGREEMENT WITH THE LEW EDWARDS GROUP**

**WHEREAS**, the City Council has identified street repair as one its highest priorities; and

**WHEREAS**, the City Council had an independent pavement management consultant evaluate the street system and, based on the evaluation, the consultant determined the street system would fail unless a significant infusion of cash was made available to finance a long-term street rehabilitation program; and

**WHEREAS**, the City Council has placed a measure on the November 2014 ballot to finance a long-term street rehabilitation program; and

**WHEREAS**, the City Council determined that there is a need for an educational program to ensure voters have sufficient information available to them to assist in making a decision regarding the measure; and

**WHEREAS**, the City has solicited proposals and determined the Lew Edwards Group is well qualified to provide the City with the services to develop an educational program.

**NOW, THEREFORE, BE IT RESOLVED:**

**THAT** the City is hereby authorized to enter into an agreement with The Lew Edwards Group based on a form and substance that is acceptable to the City Attorney and City Manager; and

**THAT** the amount listed in the agreement for said work (Exhibit A) will not exceed \$24,950.

On motion by Council Member \_\_\_\_\_, seconded by Council Member \_\_\_\_\_, and on the following roll-call vote, to wit:

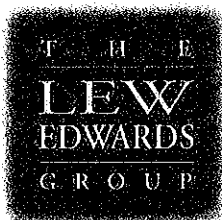
- AYES: Council Members -
- NOES: Council Members -
- ABSENT: Council Members -
- ABSTAIN: Council Members -

the foregoing Resolution was **PASSED, APPROVED, and ADOPTED** at a meeting of the City Council of the City of Grover Beach, California this 21<sup>st</sup> day of July, 2014

**DRAFT**  
 \_\_\_\_\_  
 DEBBIE PETERSON, MAYOR

Attest:

\_\_\_\_\_  
DONNA L. McMAHON, CITY CLERK



To: City Manager Bob Perrault  
*City of Grover Beach*

From: Catherine Lew, Esq.  
President, The Lew Edwards Group

Date: July 4, 2014

Re: Proposal to Provide Ballot Measure Communications Services

VIA EMAIL TRANSMISSION

Dear Bob:

I was excited to hear from you recently regarding a potential third collaboration on the City's behalf. Our firm's past record of successes within the City of Grover Beach makes our team uniquely qualified to represent the City as it plans for a November 2014 Street Reconstruction and Safety Improvement Bond Measure. I speak for our entire organization when I say that Lew Edwards Group (LEG) has valued our previous collaborations with the City and that it would be a privilege to serve the City's needs again.

A partnership with our firm will not only provide institutional knowledge of your City's unique demographics and past effective practices in a very fast timeframe, but also continue a historically successful collaboration with the core City of Grover Beach staff that our firm and FM3 Research has worked with over the years—you, City Attorney Martin Koczanowicz, Administrative Services Director Gayla Chapman, and City Clerk Donna McMahon.

Though you are familiar with our approach and track record, in consideration of City Councilmembers new to LEG who may want more information about our background and approach, a comprehensive proposal tailored to your budget is provided for your records.

**INTRODUCTION**

As you are aware, LEG was the consultant for the City's previous revenue ballot measures in 2004 (Utility Users Tax, Measure O) and 2006 (General Purpose Sales Tax, Measure X-06). Since 2006, the Lew Edwards Group (LEG) has now enacted more than \$30 Billion in California revenue measures with a 95% success rate. LEG's recent successes have included successful revenue, street infrastructure, and bond projects for clients such as the counties of Fresno, Imperial, Tulare (2/3s requirement), Santa Clara

County Library District (2/3s requirement), and the cities of Artesia, Arvin, Bellflower, Benicia, Burlingame, Campbell, Cathedral City, Ceres (2/3s requirement), Concord, Cotati, Cupertino, Desert Hot Springs (2/3s requirement), Dinuba (2/3s requirement), El Cerrito (2/3s requirement), Elk Grove, Emeryville, Fairfield, Galt (2/3s requirement), Gardena, Gilroy (2/3s requirement), Hercules, Hermosa Beach, Huntington Beach, Indio, Inglewood, Kingsburg, La Habra, La Mirada, Larkspur, Lathrop, Los Banos (2/3s requirement), La Mesa (2/3s requirement), Manteca (2/3s requirement), Moraga, Morro Bay, Newark, Novato, Palm Springs, Palo Alto (2/3s requirement), Pasadena, Pico Rivera, Pinole, Rancho Cucamonga, Redondo Beach, Reedley (2/3s requirement), Ridgecrest, Riverside, Rohnert Park, San Jose (2/3s requirement), San Juan Capistrano (2/3s requirement), San Luis Obispo, Sanger (2/3s requirement), Santa Fe Springs, Santa Maria, Santa Monica, Sausalito, Seaside, Selma (2/3s requirement), South Pasadena, Stockton (2/3s requirement), Tracy, Vallejo, Vista, and Wildomar (2/3s requirement), among several others.

LEG is currently assisting the cities of Adelanto, Artesia, Benicia, Concord, Canyon Lake, Cloverdale, Dublin, El Cerrito, Emeryville, Fortuna, Gilroy, Hanford, Indio, La Quinta, Lathrop, National City, Novato, Rancho Cordova, Rancho Santa Margarita, San Jose, San Leandro, Seal Beach, St. Helena, Stanton, Union City, and Upland among other clients on their 2014 ballot measure planning and/or communications needs.

#### **Experience in Cities with Long-term or Sequential Revenue Needs**

LEG is well versed in the needs of local government clients who have had long-term, multiple revenue measure needs. In addition to the City of Grover Beach, there have been many instances where LEG has represented a city's sequential or multiple revenue measure needs.

Cities represented by LEG on sequential revenue needs include: City of Bellflower (enacted two UUTs); City of Cathedral City (enacted a UUT and two Sales tax measures); City of Ceres (enacted a Public Safety Tax, School Bond, and sewer and water rate increases); City of Desert Hot Springs (enacted UUT and Parcel Tax extensions, both 2/3s requirement); City of Cotati (enacted two sales tax measures, the latter increasing the rate); City of Dinuba (enacted Public Safety Tax and UUT extension); City of Emeryville (enacted UUT, local bond, and cardroom/business tax); City of El Cerrito (enacted two sales tax measures, one of which was 2/3s requirement and planning a third measure and a library bond); City of Gardena (enacted UUT extension and LAD increase); City of La Habra (enacted UUT and sales tax measures); City of Inglewood (enacted sales tax and UUT measures); City of La Mesa (enacted bond and sales tax measures); City of Lawndale (enacted UUT and civic center fund release measures); City of Los Banos (enacted two sales tax-related measures and a school bond, now working on a third sales tax redirect); City of Rohnert Park (enacted two sales tax measures and a sewer rate increase); City of San Jose (enacted a Library Parcel Tax, now planning for a General Purpose sales tax); City of San Juan Capistrano (enacted a second conservation bond); City of Sausalito (enacted two sewer rate increases and planning for a sales tax measure); City of Stockton (enacted Public Safety Tax and UUT); and City of West Hollywood (enacted TOT and BLT increases on the same ballot).

## CONSULTANT OBSERVATIONS AND KEY CONSIDERATIONS

### Unique Communication Nuances and Demographics to Grover Beach

As you correctly mentioned in our recent conversation, the City of Grover Beach has unique dynamics that affect the implementation of an effective Public Information effort:

- Unlike other cities, key organizations are regional in nature, not specifically local to Grover Beach. While it will still be helpful to develop a PowerPoint Presentation that can be made publicly available or posted on the City's website, a traditional Speakers Bureau program is not necessarily an effective communications vehicle for the City.
- The City is a bedroom community and has a high percentage of renters in the recent census count, which significantly outweighs the percentage of homeowners. While 2014 voting demographics show a narrower gap of total registered voters between homeowner/renter with 47.3% homeowner and 2.4% mobile home residents with the balance potentially being renters, having a majority renter population among voters is extremely unique.
- One third of November 2014 voters are 65+. A total of 59.2% of likely November 2014 voters will be age 55 and up. The homeowner portion of the electorate also increases in an actual November 2014 election turnout scenario to approximately 58.7%.

I look forward to further discussing the trends and changes you've observed in the City over the past eight years so that we can develop an effective, permissible communications program that showcases your vision and is tailored to your current local dynamics.

### Institutional to Grover Beach Public Opinion Research Observations

Thank you for sending the most recent opinion research study performed by FM3 Research, LEG's team partner on the last two collaborations for the City. I have reviewed the current research as well as the archived research from 2004 and 2006 and have the following observations:

- As you are aware street maintenance and paving, and street and pothole repair have been top priorities for your constituents for well over a decade. Even during the Measure O planning, these services and needs were top reasons for City residents to want to maintain the utility users tax.
- The City was in the enviable position of having its pick of revenue options in 2006, with both the General Purpose Sales Tax and a special purpose measure for streets strongly viable. During that time, informational statements such as "...main city streets and roads, such as Atlantic City, Long Branch and South Fourth are covered with potholes and many city streets have not been paved for 20 years...waiting will only make are streets more dangerous and more expensive to fix...." resonated with 78% of survey respondents.

## RECOMMENDED SCOPE OF SERVICES

### Strategic Messaging Overview

The City's June 2014 opinion research showed that respondents were most interested in the following Street Reconstruction and Safety Improvement Projects:

- Requiring funds be deposited directly into a designated Street Construction Fund (91%)
- No money for Sacramento—all funds must be used locally (90%)
- Reconstructing and resurfacing deteriorating residential streets (88%)
- Improving the drivability of Grover Beach streets (81%)

It will also be important for the City to adhere to the top two messages identified in the City's research, when describing the City's needs:

- "Fiscal Safeguards" (79%)
- "Streets are rated 'poor' and 'fair'" (77%)

In our experience, effectively presenting information for this type of ballot measure will include highly effective visuals of potholes and paving needs, and specifics on where funds will be spent. Though your constituents clearly recognize and see the need for these improvements, as a number of infrastructure improvement projects are already underway locally, the City should also be prepared to respond to questions on where funds came from to complete or initiate those other projects.

### Scope of Work Components

The following is a refined Scope of Work that is specifically suggested as a cost-effective approach within your anticipated project budget. In addition to providing ongoing strategic advice, LEG will develop an informational approach to the City that includes the following considerations and activities. As we have discussed, the best approach is one that is developed in conjunction with you.

#### Communication Goals

1. Develop messages that effectively inform and respond to questions from the public about street infrastructure and safety needs.
2. Provide copy for materials and messaging to educate residents about these needs and how they will be addressed by your proposed measure.
3. Utilize all unique communications vehicles available to the City of Grover Beach, such as the City website, Facebook page, Government Access Channel, mailings, press releases, photo galleries, and other vehicles to highlight these issues.
4. Assess constituent reactions and questions, and continue to update and respond to the public as needed.

As in our past collaborations, any information provided is factual -- not advocacy -- and per our firm's Best Practices, drafts will be provided to City Attorney Koczanowicz for review and approval prior to the City's use. Legal review or advice is not within LEG's Scope of Services.

### Direct Mail Component

As in our past collaborations, LEG continues to recommend direct informational mailings as one of several multi-disciplinary techniques to disseminate legally permissible information to your constituents. In reviewing our last two collaborations, these materials have been produced and disseminated to every voting household.

In consultation with city staff, LEG will also draft and/or refine informational materials for any handout needs and web copy, with appropriate supporting materials (charts, graphs, visual aids, etc.) to communicate key messages and inform residents. In addition, LEG will draft, review and/or refine supporting fact sheets, flyers and other communications.

### Rapid Response

LEG will redirect message points and materials to assist in rapid response to problematic media or citizen inquiries as necessary. Frequently, communities that pride themselves on having active stakeholder groups can, at times, be prone to being victims of inaccurate information. LEG experts will be available to craft appropriate rapid responses as necessary to address changing external nuances.

## **PROPOSED COSTS**

### **Proposed Consulting Fee**

Though LEG's fee has increased over the past decade, as a potential returning client on a limited budget our firm is willing to provide services to the City for \$10,000, which is our non-profit rate. This is lower than what LEG charged the City in 2004, which was \$15,000.

As in our past collaborations, this professional fee is the City's cost to retain LEG's strategic expertise, including strategic advice, copywriting, and conceiving communications messages and materials. The professional fee does not include "hard" project costs such as mailing data, postage, printing and design of the informational materials desired by the City. Please recall that without exception, the Low Edwards Group does not charge on an hourly or time and materials basis.

### **Proposed Direct Mailing Budget**

In our past collaborations with the City, informational mailings have been disseminated to every registered voting household. However, the City of Grover Beach is only one of only three client cities that have done so.



As postage and mailing costs have increased since our last collaboration in 2008, I would recommend for budgetary purposes that the more common practice implemented by our other cities and public agencies of only mailing to likely voting households be implemented. This would allow the City three informational mailings within your anticipated budget, which is ideal in a two-thirds requirement context. Otherwise, if the City mails to all registered households, only two mailings could be conducted within your budget.

### **Summary of Bid**

Professional Fee through October 31<sup>st</sup>     \$10,000

- *As this is a nonprofit—not municipal—rate all strategic services will be performed via telecon and email*

Direct Informational Mailings                     \$13,750-\$14,950

- *Per the judgment of the City attorney, budgets for EITHER: two informational mailings to all registered households, OR three informational mailings to likely voting November 2014 households. For cost efficiency, the specs will be jumbo cards.*
- *Costs are inclusive of graphics, mailing data, bulk postage and mailhouse*
- *LEG will facilitate timely delivery to USPS but cannot assume responsibility for delivery once mail is within the control and possession of USPS*

**Total Bid**     **\$23,750-\$24,950**

### **CONCLUSION**

I would like to thank you again for your consideration of The Lew Edwards Group to meet your needs, and emphasize my firm's enthusiasm for a third partnership.

## RESOLUTION NO. 14-

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GROVER BEACH,  
CALIFORNIA, ADOPTING THE 1st AMENDMENT TO THE ANNUAL  
APPROPRIATION RESOLUTION NO. 14-32 TO PROVIDE FUNDING  
FOR CONTRACT WITH LEW EDWARDS GROUP**

**BE IT RESOLVED BY THE COUNCIL OF THE CITY OF GROVER BEACH:**

**THAT** Section 1 of Part III of the Annual Appropriation Resolution No. 14-32 be and is hereby amended as follows:

		<u>Increase/(Decrease)</u>
TO:	CITY MANAGEMENT Legislative	\$30,000
FROM:	RESERVES	<u>(\$30,000)</u>
	Total Section 1	<u>\$ -0-</u>

**THAT** account titles and numbers requiring adjustment by this Resolution are as follows:

	<u>Sources</u>	<u>Uses</u>
<u>General Fund</u>		
Resources/Uses:		
A/C No.: 01-121-4386	Community and City Relations	\$ -0-
A/C No.: 01-000-2800	Fund Balance	<u>\$ -0-</u>
	Total General Fund	<u>\$ 30,000</u>

**THAT** the purpose of this Resolution is to appropriate \$30,000 to provide funding for contract with Lew Edwards Group.

**THAT** the balance in General Fund reserves after the adoption of this resolution would be \$2,133,192.

Upon motion by Council Member, and second by Council Member, and on the following roll call vote:

AYES: Council Members –  
NOES: Council Members –  
ABSENT: Council Members –  
ABSTAIN: Council Members –

the foregoing Resolution was **PASSED, APPROVED, AND ADOPTED** at the Regular Meeting by the City Council of the City of Grover Beach, California, this 21<sup>st</sup> day of July, 2014.

**DRAFT**  
\_\_\_\_\_  
DEBBIE PETERSON, MAYOR

ATTEST:

\_\_\_\_\_  
DONNA L. McMAHON, CITY CLERK

July 15, 2014

Robert Perrault, City Manager  
City of Grover Beach  
154 S. Eighth Street  
Grover Beach, CA

Dear Mr. Perrault,

Thank you for the opportunity to present this proposal to the City of Grover Beach as you work towards placing a bond measure on the November 2014 ballot for street reconstruction and safety improvements. TBWB is a non-partisan strategy and communications consulting firm that specializes in tax measures to support services for cities, school districts, libraries, parks and open space districts and other public agencies. We've raised more than \$9 billion in voter-approved funding for cities and other agencies across California.


We believe that we are uniquely qualified to lead your measure to success:

- We've had more success than any other firm in the current economic climate. Since 2006, we've passed nearly 90% of our ballot measures, well above the state average.
- With six experienced partners, over 200 successful measures and the largest and most experienced support team in the industry, TBWB has the capacity to provide partner-level attention to your project and attend to the details that make the difference between winning and losing.
- Our consensus-building approach and emphasis on positive messaging helps communities overcome division and obstacles.
- We use creative solutions to solicit citizen feedback, using traditional and new media.
- We have extensive experience achieving broad community coalitions to support City measures, including conservative elected officials and taxpayer associations.

The remainder of this proposal provides detailed information about our firm, the services we provide, our track record of success and a proposed public information outline regarding a bond measure for the City of Grover Beach.

Please don't hesitate to contact me at (415) 595-0940, or via email at [ssternbenoit@tbwb.com](mailto:ssternbenoit@tbwb.com) if you have any questions or need additional information.

Sincerely,



Sarah Stern-Benoit  
Partner

# About TBWB

TBWB Strategies is a strategy and communications consulting firm specializing in public finance ballot measures supporting programs, services and facilities. TBWB launched in 2005, as an offshoot of Terris, Barnes & Walters Political Media, which was founded in 1988.

## **Public Consensus → Winning Propositions**

We launched TBWB because passing bonds, taxes and assessments is different from typical political efforts. For example, candidates run campaigns to differ from their opponents and stand out from the crowd. But when the issue is taxes, winning requires consensus: uniting people around shared priorities and values. We believe public consensus leads to winning propositions.

## **Commitment to Client Service**

We view our working relationship with you as a partnership. We know public finance measures, but you know your community. We pride ourselves in developing unique plans for every client instead of applying a "cookie cutter" model that may have worked in other places or at other times. We also understand that the reputation of your City is at stake every time you seek funding from your community; it's not enough just to "win," but the measure must help you build on your relationship with your community.

## **Experience**

The partners and consultants at TBWB have experience on over 200 successful public finance ballot measures that have raised billions in voter-approved revenue for public programs, services and facilities. The successful measures include bonds, parcel taxes, sales taxes, transient occupancy taxes, utility users taxes, assessments and fees. We help school districts, community colleges, cities, counties, parks, water and open space districts, fire districts, libraries, healthcare districts, transportation authorities and others.

## **Partner-Level Attention and Support**

When you hire us you work directly with our firm's partners. Unlike consulting firms with just one or two principals, we have six experienced partners dedicated to client service. Your lead partner will be your lead contact throughout your project, to give your ballot measure the devoted attention that it deserves. Support will always be available from another partner in the event a need arises. We also maintain the largest and best-trained support team in our industry, because your project needs attention from more than one professional.

### **In-House Design and Production**

TBWB is one of the few firms in our industry that maintains an in-house Art Department and Production Department. Our full-time Art Director manages a studio of graphic designers who produce award-winning, creative concepts. Our full time Production Director attends to all the details required for efficient and timely delivery of printed materials at competitive prices.

## **Our Team**

### **Sarah Stern-Benoit, Partner**

Sarah has played a central role in TBWB's success since its founding nearly 10 years ago. Sarah joined TBWB as an Account Executive in 2005 and was promoted to Vice President in 2008. Sarah became a Partner in 2009.

During her tenure she has guided over 50 bond and tax measures to victory. Despite virtually all of those measures requiring supermajority voter approval, Sarah maintains a nearly perfect win rate on her projects.

Known for her tenacity, disciplined strategic approach and keen aesthetic eye, Sarah guides her clients from the concept of a funding measure all the way through to victory on Election Day. She enjoys playing a hands-on role with TBWB's creative team, but also pays close attention to the quantitative side of political strategy. Most of Sarah's clients have been back to the ballot for repeated bond and tax measure victories.

Sarah's political experience began in 1998 when she managed a statewide ballot measure campaign in Oregon. In 2000, she returned to California to work for various Bay Area campaigns and non-profit organizations.

A California Bay Area native, Sarah is proud to have generated billions of dollars in revenue for public programs, services and facilities in and around the communities she has always called home.

Sarah received her B.A. from the University of California, Davis and M.A. in American History from San Francisco State University. Sarah lives in San Francisco with her husband Colin. In her free time, Sarah enjoys backpacking, hiking and world travel.

# Public Information Services

As the Council vote to place the measure on the ballot is rapidly approaching, TBWB will hit the ground running. We have included a draft public information plan for your review. If you choose to work with us, we will refine this plan and timeline to suit your community and available resources. In order to create, periodically revise (if necessary) and implement this plan, TBWB will:

- Review and provide any recommendations on the critical 75-word ballot question that will appear on all ballots
- Help the City refine the full text of the measure and other materials that will appear in the ballot pamphlet mailed to all voters
- Work with the elections officials in your area to qualify for the ballot
- Help craft the ballot argument in favor and the rebuttal argument, in collaboration with the City
- Help brainstorm ballot argument and rebuttal signers that demonstrate broad support among key voter demographics, assist the City with the process to obtain all necessary forms to submit these critical documents and serve as a point of contact for any problems that arise in submitting the paperwork to the County
- Revise and refine the draft public information plan included in this proposal
- Develop informational messaging, talking points and Q & A documents for all City staff and Councilmembers
- If desired, create a website dedicated to information about the bond measure, or work with the City to update any bond and infrastructure related information that is currently on the website
- Assist with any letters to the community, which could be distributed through existing City communication channels, including social media or electronic/printed community newsletters
- Prepare presentations and talking points for community meetings if needed
- Write, design and produce informational mailings to the community
- Create non-advocacy materials with impartial information on the ballot measure

# Draft Public Information Plan

The City can use public funds and resources to produce impartial and informational communications on behalf of the measure. Given the short time frame from now until November, we have developed a proposed plan that can be adapted and tailored to ensure optimal timing of City communications and meet your budget requirements.

## **July-September, 2014 — Develop Informational Messaging**

TBWB would work with the City of Grover Beach to develop informational messaging to inform and engage community stakeholders regarding the City's decision to place this measure on the ballot to address street repair needs.

- **Messaging Resources:**
  - Talking Points for internal reference
  - Fact Sheet for distribution
  - FAQ for more complicated in-depth questions
  - Presentation with messaging overview
  
- **Web Communication:** Gather content and information for a website or page on the City's website specifically dedicated to the ballot measure. This can include photos and video content, engaging info graphics, any staff reports or relevant background information from the City, as well as information on voter and stakeholder outreach activities. This site can serve as a comprehensive 'one-stop-shop' location for all of the information on the issues and ballot measure process. Past examples of independent websites include:
  - **City of San Rafael:** <http://tbwbstrategies.wix.com/SafeSanRafael>
  - **City of Palo Alto:** [www.PaloAltoForward.org](http://www.PaloAltoForward.org)
  
- **Informational Mailing:** An informational mailing would serve as a notice to voters containing details and information on the ballot measure that Grover Beach voters will be voting on in the near future. The mailing can include a representation of the 75-word ballot question as it will appear in voter pamphlets, as well as other details on the measure. This mailer would immediately follow the council's decision to place the measure on the ballot.

## **October-November, 2014 — Impartial Information on the Ballot Measure**

The City can continue to produce impartial, factual information about the measure throughout the campaign period to educate voters and answer questions in a legal and appropriate manner.

- **Op-Ed Piece:** Identify a community leader to author an op-ed describing the City's evaluation and decision-making process, communicating the City's priorities and presenting the ballot measure to fund these critical needs.
  
- **Ongoing City Communications:** Continue to develop City communications to provide ongoing informational, non-advocacy materials for the City's use throughout the duration of the campaign, including one-page handouts, web content and summary information to be included in any City communications.



# References

**Jeff Gee**  
City of Redwood City  
Mayor  
(650) 483-7412  
JGee@swinerton.com

**Nancy Mackle**  
City of San Rafael  
City Manager  
(415) 485-3070  
Nancy.Mackle@cityofsanrafael.org

**Matt Pressey**  
City of Salinas  
Finance Director  
(831) 758-7420  
mattp@ci.salinas.ca.us

**Jo Lucey**  
Cupertino Union School District  
Board Member  
(408) 666-4312  
j.lucey@comcast.net

**Cary Matsuoka**  
Milpitas Unified School District  
Superintendent  
(408) 635-2750  
cmatsuoka@musd.org

**TBWB Client List**

**Community College Districts**

Allan Hancock College  
 Antelope Valley College  
 Cabrillo College  
 College of the Canyons  
 College of Marin  
 College of the Siskiyous  
 Contra Costa CCD  
 Foothill-De Anza CCD  
 Lane Community College (Oregon)  
 Mendocino College  
 Napa Valley College Peralta CCD  
 Mt. San Jacinto CCD  
 Rancho Santiago CCD  
 San Joaquin Delta College  
 Santa Barbara City College  
 Santa Rosa Junior College  
 Sierra College  
 Yuba College

**Hospitals and Healthcare Districts**

Alameda County Medical Center\*  
 Cascade Valley Hospital (WA)\*  
 Daughters of Charity Health System  
 Plumas Healthcare District\*  
 Save Laguna Hospital  
 Seton Medical Center  
 Tahoe Forest Hospital District\*  
 Valley Medical Center (Washington)\*  
 West Contra Costa Healthcare District\*  
 Valley Health System

**Fire Districts**

East Contra Costa Fire Protection District  
 Fresno County Fire Protection District  
 Marin County Fire Department  
 North Tahoe Fire Protection District  
 Oakland Wildfire District\*  
 Santa Cruz County Fire District – CSA48  
 Truckee Fire Protection District

**High School Districts**

Campbell Union High SD  
 Chaffey Joint Union High SD  
 Delano Joint Union High SD  
 East Side Union High SD  
 Fremont Union High SD\*  
 Fullerton Joint Union High SD  
 Jefferson Union High SD  
 Los Gatos-Saratoga Union High SD  
 Mountain View Los Altos High SD  
 Oxnard Union High SD  
 Perris Union High SD  
 Petaluma Joint Union High SD  
 Roseville Joint Union High SD  
 San Benito High SD  
 San Dieguito Union High SD  
 San Mateo Union High SD  
 San Rafael High SD  
 Santa Cruz City High SD  
 Santa Rosa High SD  
 Sequoia Union High SD  
 William S. Hart Union High SD

**Cities, Counties and Special Districts**

Proposition 39 (Statewide)  
 AC Transit District\*  
 Alameda Free Library\*  
 Citizens for Carmel Valley  
 City of Colton\*  
 Town of Corte Madera  
 City of Fairfield  
 City of Fremont  
 City of Gustine  
 City of Lafayette  
 City of Los Altos  
 City of Merced  
 City of Morgan Hill  
 City of Pacifica  
 City of Palmdale  
 City of Palo Alto  
 City of Pleasant Hill  
 City of Port Hueneme\*  
 City of Redwood City  
 City of Salinas  
 Town of San Anselmo  
 City of Santa Cruz  
 City of San Jose  
 City of San Rafael  
 City of San Bernardino\*  
 City of San Gabriel\*  
 City of Santa Rosa  
 City of South Lake Tahoe  
 City of Union City\*  
 City of Vacaville  
 City of Watsonville  
 Town of Windsor  
 Yuba City – Hillcrest Water System  
 Alameda County Clean Water Program  
 Camden Water  
 Fresno County Transportation Authority  
 Greater Vallejo Recreation District  
 Hayward Area Recreation District  
 Marin Agricultural Land Trust  
 Marin County  
 Marin County Free Library  
 Merced County Transportation Alliance  
 Midpeninsula Regional Open Space District  
 Missoula Open Space (Montana)  
 Monterey-Salinas Transit  
 Napa Valley Transportation Authority  
 North Tahoe Fire Protection District  
 Oakland Public Library\*  
 Palo Alto Libraries  
 Placer County  
 Pleasant Hill Park and Recreation District\*  
 San Mateo County  
 Santa Clara County  
 Santa Clara County BART  
 Santa Clara County Libraries\*  
 Santa Clara County Open Space Authority  
 Santa Clara Valley Water District  
 Santa Cruz County  
 Save the Bay  
 Sonoma County Ag. Preservation & Open Space District  
 Sonoma County Transportation Authority  
 Stanislaus County Transportation  
 Transportation Agency of Monterey County  
 Town of Truckee  
 Truckee Donner Recreation and Park District  
 Truckee Fire Protection District  
 Truckee/North Tahoe Transportation Agency  
 Zone 7 Water Agency (Alameda County)

**Elementary School Districts**

Adelanto SD  
 Allisal Union SD  
 Alpine Union SD  
 Alum Rock Union SD  
 Anaheim City SD  
 Auburn Union SD  
 Beardsley SD  
 Belmont-Redwood Shores SD  
 Berryessa Union SD  
 Buena Park SD  
 Burlingame SD  
 Cambrian SD  
 Campbell Union SD  
 Castaic Union SD  
 Central SD  
 Cupertino Union SD  
 Del Mar Union SD  
 Dixie SD  
 Franklin-McKinley SD  
 Fruitvale SD  
 Hermosa Beach City SD  
 Jefferson Elementary SD (Daly City)  
 Jefferson SD (Tracy)  
 Lafayette SD\*  
 Lakeside Joint Union SD  
 Lakeside Union SD (San Diego)  
 Larkspur-Corte Madera SD  
 Live Oak SD  
 Loma Prieta Joint Union Elementary SD  
 Los Altos SD  
 Los Gatos Union SD  
 Millbrae SD  
 Moreland SD  
 Mount Pleasant Elementary SD  
 Mountain View Whisman SD  
 Norris SD  
 North Sacramento SD  
 Pacifica SD  
 Palmdale SD  
 Perris Elementary SD  
 Petaluma City Elementary SD  
 Portola Valley SD  
 Ravenswood City SD  
 Reed Union SD  
 Redwood City SD  
 Roseville City SD  
 Ross Valley SD  
 San Carlos SD  
 San Mateo-Foster City SD  
 San Rafael Elementary SD  
 Santa Cruz City Elementary SD  
 Santa Rita Union SD  
 Santa Rosa Elementary SD  
 Saratoga Union SD  
 Saugus Union SD  
 Sausalito Marin City SD  
 Savanna SD  
 Soquel Union SD  
 Stanislaus Union SD  
 Sulphur Springs SD  
 Sunnyvale SD\*  
 Union SD  
 Washington Union SD

**Unified School Districts**

Alameda USD\*  
 Arcadia USD  
 Bear Valley USD  
 Beverly Hills USD  
 Cabrillo USD  
 Charter Oak USD  
 Claremont USD  
 Colton Joint USD  
 Conejo Valley USD  
 Corona-Norco USD  
 Cotati-Rohnert Park USD  
 Culver City USD  
 Downey USD  
 Dublin USD  
 Emery USD\*  
 Evansville-Vanderburgh School Corporation (Indiana)  
 Folsom-Cordova USD  
 Fremont USD  
 Glendale USD  
 Hayward USD  
 Irvine USD  
 Jurupa USD  
 La Cañada USD  
 Las Virgenes USD  
 Lake Elsinore USD  
 Madera USD  
 Milpitas USD  
 Monterey Peninsula USD  
 Moreno Valley USD  
 Morgan Hill USD  
 Mount Diablo USD  
 Mountain Empire USD  
 Napa Valley USD  
 New Haven USD  
 Newark USD  
 Novato USD  
 Oakland USD\*  
 Oak Park USD  
 Orange USD  
 Pajaro Valley USD  
 Palo Alto USD  
 Palos Verdes Peninsula USD\*  
 Patterson Joint USD  
 Piedmont USD\*  
 Pleasanton USD  
 Poway USD\*  
 San José USD  
 San Lorenzo Valley USD  
 San Marcos USD  
 San Marino USD\*  
 San Ramon Valley USD  
 Santa Clara USD  
 Santa Monica-Malibu USD  
 Snowline Joint USD  
 South Pasadena USD  
 South San Francisco USD  
 St. Helena USD  
 Tahoe Truckee USD  
 Torrance USD\*  
 Tustin USD  
 Val Verde USD  
 West Contra Costa USD  
 Westside School District 66 (Nebraska)  
 Woodland Joint USD  
 Yucalpa-Callimesa Joint USD

*(Partial List) \*Projects managed by Charles Heath while at a previous firm*

# Fees and Budget

As is the standard in our industry, TBWB contracts on a monthly fee or retainer basis.

**Estimate of Public Information Costs:**

TBWB Consulting Fee	\$5,500 per month, NTE \$16,500 for the project
Estimate of Reimbursable Expenses	NTE \$2,000

The consulting fee would cover all of the services described above, except for standard reimbursable travel expenses. The fee does not include the printing and postage of any materials we may produce as part of the public information and outreach process. All hard costs will be billed separately along with standard reimbursable travel expenses.

We will work with you to develop an appropriate budget for these costs through the development of the public information plan. All hard costs will be billed separately along with standard reimbursable travel expenses.

For your information we have included the costs of mailers in various sizes and website as outlined in our draft public information plan below.

Item	Quantity/Universe	Cost
Mailer 8.5x11 Jumbo Postcard	6,500, all registered voter households	\$6,567
Mailer 11x17 or equivalent, one fold, 4-color	6,500 all registered voter households	\$7,766
Independent Website		\$2,500

Mailer pricing includes design, pre-press, labels, labeling, post office check-in, stock photography, shipping and sales tax, but NOT postage.