

Marina Coast Water District  
Agenda Transmittal

Agenda Item: 10-D

Meeting Date: December 13, 2011

Submitted By: Patrick Breen

Presented By: Carl Niizawa

Reviewed By: Carl Niizawa

Agenda Title: Consider Adoption of Resolution No. 2011-91 to Approve a Professional Services Agreement with Tramutola, LLC. For Public Outreach Services

Detailed Description: The Board of Directors is requested to consider adoption of Resolution No. 2011-91 to authorize a Professional Services Agreement with Tramutola, LLC for Public Outreach Services.

At the July 1, 2011 Special Board Meeting the Directors passed Resolution No. 2011-48 that authorized the issuance of a Request for Proposal (RFP) for Professional Services related to Public Outreach Activities.

In September, the Board established an Ad Hoc committee for District Public Outreach for review and recommendations regarding outreach scope, budget, possible selection, and approaches for implementation. The Ad Hoc Committee met with staff and recommended the reissuance of a revised Request for Proposal for Public Outreach.

Responses were received from Thomas Brand Consulting of Pacific Grove and Tramutola LLC of Oakland. Staff reviewed and discussed the two responses with the Ad Hoc committee in November.

Staff and the Ad Hoc Committee considered the relevant experience, past performance, qualifications, situational awareness, and approach of each firm. Based on review of the proposals received, staff and the Ad Hoc Committee recommends Tramutola, LLC as the firm to provide Public Outreach Services.

Environmental Review Compliance: Not required.

Prior Committee or Board Action: On July 1, 2011, the Board of Directors approved Resolution No. 2011-48 that authorized the General Manager and/or Deputy General Manager/District Engineer to issue a Request for Proposal for Professional Services Related to Public Outreach Activities.

Board Goals/Objectives: *Strategic Plan, Goal No. 2 – To meet 100% of current and future customers' needs and make timely improvements and increase infrastructure and level of services and human resources to meet needs of expanding service areas in an environmentally sensitive way.*

Financial Impact:       X   Yes          No



December 13, 2011

Resolution No. 2011 - 91  
Resolution of the Board of Directors  
Marina Coast Water District  
Authorizing a Professional Services Agreement with Tramutola, LLC  
for Public Outreach Services Within the Not-to-Exceed Project Work Amount of \$25,000

RESOLVED by the Board of Directors (“Directors”) of the Marina Coast Water District (“District”), at a regular meeting duly called and held on December 13, 2011 at the business office of the District, 11 Reservation Road, Marina, California as follows:

WHEREAS, the District is in need of services related to public outreach activities to facilitate public communications; and,

WHEREAS, at the July 1, 2011 Special Board Meeting the Directors adopted Resolution No. 2011-48 to Authorize the General Manager and/or Deputy General Manager/District Engineer to issue a Request for Proposal for Professional Services Related to Public Outreach Activities; and,

WHEREAS, in October District staff released a Request for Proposal for Public Outreach Services, and the District received two proposals; and,

WHEREAS, District staff and the Board Ad Hoc Committee reviewed proposals, qualifications, and based upon the information and approaches detailed, found Tramutola be the recommended respondent to assist the District with public outreach services.

NOW, THEREFORE, BE IT RESOLVED, the Board of Directors of the Marina Coast Water District does hereby authorize the General Manager and/or Deputy General Manager/District Engineer to enter into a Professional Services Agreement with Tramutola for Public Outreach Services and to take all actions and execute all documents as may be necessary or appropriate to give effect to this resolution, for a total dollar amount not-to-exceed \$25,000.

PASSED AND ADOPTED on December 13, 2011 by the Board of Directors of the Marina Coast Water District by the following roll call vote:

Ayes: Directors \_\_\_\_\_

Noes: Directors \_\_\_\_\_

Absent: Directors \_\_\_\_\_

Abstained: Directors \_\_\_\_\_

\_\_\_\_\_  
William Y. Lee, President

ATTEST:

\_\_\_\_\_  
Jim Heitzman, Secretary

CERTIFICATE OF SECRETARY

The undersigned Secretary of the Board of the Marina Coast Water District hereby certifies that the foregoing is a full, true and correct copy of Resolution No. 2011-91 adopted December 13, 2011.

\_\_\_\_\_  
Jim Heitzman, Secretary

# TRAMUTOLA

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THE DISCIPLINE OF WINNING

December 6, 2011

## PROPOSAL SUMMARY

**To: Carl Niizawa – Deputy General Manager  
Patrick Breen – Project Manager**

**From: Bonnie Moss, EVP Tramutola Advisors  
Marcus Young, EVP Gauger + Associates**

**RE: Proposed Public Outreach/Media Services**

This document summarizes our proposed Scope of Services and fee schedule for the Marina Coast Water District (MCWD) media relations program you have requested.

## Team Experience & Qualifications

**Two leading California public communications firms are joining together to serve Marina Coast Water District (MCWD) on this project:** TRAMUTOLA, LLC (“TRAMUTOLA”) based in Oakland, California, and Gauger + Associates (“Gauger”) based in San Francisco, California. Here is a brief summary on our firms and the lead personnel who will be serving you.

### **TRAMUTOLA – Host firm for this project**

191 Ridgeway Avenue, Oakland, CA 94611 / 510-658-7003 / [www.tramutola.com](http://www.tramutola.com)

TRAMUTOLA is one of California’s leading **locally focused** public communications consulting firms. For over 25 years we have been perfecting public communications, political strategy and electoral success **at the local community level**. We are small by choice—with just 10 team members including lead consultants and support staff. TRAMUTOLA is known for our leading-edge communications strategy, candid political advice, and tireless work ethic. Our approach—a blend of sophisticated research, effective community organizing, compelling communications, and smart political strategy—has proven to be successful time and again.

Now more than ever, in today’s demanding economic and political environment, our most important work is **helping our clients earn and keep the public’s trust**. We have created a system - it is proven. When our clients follow our system, they win in the public arena while earning and keeping their public’s trust.

We are community STRATEGISTS first and foremost. Because of our leading-edge focus on STRATEGY, NO other firm in the State can match TRAMUTOLA’S verifiable track record at the local community level – including over 500 successful local public campaigns and communications initiatives. Regardless of how our public sector clients define “winning”, we help them achieve their goals at least 90% of the time. Local public agency communications work is a primary area of practice at the firm. Of particular note, TRAMUTOLA is increasingly working with public and private organizations focusing on WATER – current water clients include the Contra Costa Clean Water Program, Nipomo Community Services District’s Supplemental Water Project, and San Francisco Bay Area operations for Veolia Water, the largest water company in the world.

191 Ridgeway Avenue, Oakland CA 94611 Ph: (510) 658-7003 Fx: (510) 658-7302  
Web: [www.tramutola.com](http://www.tramutola.com) E-mail: [info@tramutola.com](mailto:info@tramutola.com)

## **Gauger + Associates – Media/Communications Expert**

360 Post Street, Suite 901, San Francisco, CA 94108 / 415-434-0303 / [www.gauger-associates.com](http://www.gauger-associates.com)

Gauger + Associates is a dynamic and collaborative San Francisco communications firm specializing in public relations, social media strategies, strategic planning, media planning, advertising, branding, consumer research, and big ideas. With offices overlooking Union Square in San Francisco, Gauger + Associates enjoys long-standing relationships with clients in California and worldwide, lasting more than twice the industry average.

The agency's clients include a mix of public and private sector clients in a variety of industries such as food & beverage, solar energy, homebuilding, fashion apparel, entertainment, financial services, health & beauty, pharmaceuticals, sporting goods, technology and travel.

Our team has developed and implemented award winning public relationship strategies since 1975. In today's ever changing media landscape, we have been able to adapt the tools and messages that help our clients' messages cut through the clutter and get noticed. Here are just a few examples:

### **The Dunes on Monterey Bay**

This award-winning project is one of the most significant new developments on the Peninsula. A mix of public open spaces, commercial and residential uses, **The Dunes At Monterey** is one of our most active and ongoing PR clients in the region. From announcements about potential local opportunities, to managing the day-to-day media inquiries, we have worked closely with both Shea Homes and Pulte to craft an effective PR program to keep them top of mind and searchable. In addition, we have worked with the **City of Marina** on various events from winning the State's coveted catalyst Award to ribbon cuttings at the property.

### **Waste Management – Cal Bay Market Area (Including the Monterey Peninsula)**

We have been working with Waste Management on the Peninsula for the past several years on a variety of issues ranging from public relations to public affairs and community outreach. In addition, we have helped the company craft and develop media outreach programs from recycling and green waste education to the importance of keeping consumer electronics out of our landfill resources. Gauger + Associates has also conducted extensive media and communications training for company spokespeople for Waste Management in Monterey County.

### **Stirling Energy Systems**

In one year Gauger + Associates generated over \$7.5M in free media exposure for this solar company. Over 300 stories ran in media such as Popular Science, Fortune, Inc, Business Week, CNN and The Wall Street Journal. President George W. Bush signed the Energy Bill in front of Stirling's solar dishes.

### **Rivermark – Santa Clara**

For this mixed-use community based on the principles of new urbanism, our marketing communications gained extensive media coverage by four of the five Bay Area television stations, plus a half-hour special on Evening Magazine. Promotional events drew up to 10,000 visitors and national news coverage included The Wall Street Journal.

## **Our lead consultants for this project will be:**

**Marcus Young, Executive Vice President, Gauger + Associates.** Marcus has been helping clients tell their stories in a compelling way for almost two decades. He started in the business working with such notables as AT&T, Jaguar, Land Rover, and today has a resume that includes PR and brand management for Chevron, Waste Management, Mirant Americas, Shea Homes, Lennar, KB Homes and many more. Considered a crisis and communications expert, Marcus is often called in when the chips are down and tough calls need to be made. He has trained dozens of corporate officers from CEO's to media relations professionals. **Marcus has extensive expertise in the Monterey media environment representing Waste Management and Marina Coast Partners.** He has also acted as the spokesperson for a number of clients from labor relations, to product recalls and is considered a media relations expert. As commodore of the Golden Gate Yacht Club he helped secure the America's Cup for his Club and has been central to bringing the event to San Francisco in 2013. Marcus will serve as the primary lead consultant for this project. TRAMUTOLA representatives will provide support.

**Bonnie Moss, Executive Vice President and Senior Consultant, TRAMUTOLA.** Bonnie brings 25+ years experience in community and local government relations strategy, campaigns and elections, marketing, and public relations. A graduate of Wellesley College and former local elected official, Bonnie has guided hundreds of successful public information and persuasive campaigns in communities throughout California and the nation, using the TRAMUTOLA model. She has worked on several compelling water projects to achieve client success goals, including: Contra Costa Clean Water Program, Nipomo Community Services District, West Basin Municipal Water District and Veolia Water North America. Bonnie will provide strategic support for this project – working directly with Marcus Young to help the District achieve its goals.

## **Scope of Services:**

Our primary focus during this project will be:

**Messaging Platform – Messaging Discipline.** We will work with you to develop a specific “messaging platform” to carry your story forward in the public arena. These key messages will focus on your assets. We believe in strict message discipline.

**News Bureau.** Once we have an agreed upon Messaging Platform, we will build a news program around those messages. This could include a weekly or by-weekly release to the local media outlets, community stakeholders and/or residents. We know your local retail media providers – we will work with you to keep the news flowing to interested parties, create a degree of transparency with District projects and programs, understand and accept that there will be opponents...AND...make sure MCWD is perceived as open and forthcoming.

**Earned Media – Including New/Social Media.** We will provide a strategy and guidance for appropriately dealing with the local print and electronic media. It is increasingly important to utilize electronic media – and new/social media. Strategic use of your website, as well as social media such as blogging, providing updates and photos on forums like Facebook, and using Twitter for key information updates, will provide key stakeholders and the public with easily accessible information and share their input and perceptions in real time. We will help you assess the right mix of strategies needed for MCWD.

**Ongoing Counsel.** Our team will be available 24/7 to help you navigate the local media environment. Strategic counsel could cover any number of issues that you confront along the way, including: dealing with organized opposition, appropriately responding to attacks or bad press, dealing with controversy, etc.

### **Proposed Budget & Fees:**

We have agreed to perform our work on an hourly basis, with reasonable and approved business expenses invoiced and paid as they are incurred. Our professional rates are as follows:

- Marcus Young @ \$200/hour + approved business expenses
- Bonnie Moss @ \$300/hour + approved business expenses
- Other support staff @ \$150/hour + approved business expenses


Marcus Young will serve as your primary point of contact. Bonnie Moss will participate actively in the initial orientation phase and subsequently, on an as-needed basis.

Not to exceed budget: \$25,000.

### **Thank You!**

On behalf of Marcus and myself, and all of us on the TRAMUTOLA – Gauger + Associates Team, thank you. We are excited about working with Marina Coast Water District to achieve your goals. If you have any questions or need clarification on any aspect of our proposal, please don't hesitate to contact me at (510) 658-7003, via email at [bonniem@tramutola.com](mailto:bonniem@tramutola.com) or via my personal cell at (510) 757-9023. I look forward to discussing next steps with you at your earliest possible convenience.

Sincerely,



Bonnie J. MOSS  
Executive Vice President  
TRAMUTOLA LLC