



Downtown Hayward Improvement Association District Identity and Streetscape Improvements (DISI Committee)

**Thursday, December 5th, 2019, 2:00 p.m.
City Hall - Conference Room 4A**

Functions of the District Identity Committee:

Projects would include those that market and promote the Downtown Hayward District or promote positive aspects of Downtown Hayward.

Those issues may include:

- a. *branding of the district,*
- b. *Hiring and monitoring of a PR Firm including public relations/social media/facebook/twitter*
- c. *Development of a new logo,*
- d. *Review of the Farmers Market and other special events*
- e. *Website development and maintenance,*
- f. *Banner program,*
- g. *Holiday decorations,*
- h. *New public spaces projects, improvements to public spaces in the district*
- i. *District walking maps, brochures, etc.*

AGENDA

1. **Call to Order & Introductions: Sara Buizer**
2. **Review of October 23rd, 2019 minutes**
3. **Public Comment, announcements**
4. **Review of YTD budget for DISI for FY 19, rough carry forward**
5. **Review of PR responses:**
 - a. Recommendation on the top two *Action Item*
 - b. Interviews set for early January?

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22650 Main Street • Hayward, CA 94541

6. **Status of website**
7. **Annual report with Chamber, timeline**
8. **Other**
9. **Next Meeting**

BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas outside of the building that the meetings are being held. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Monica Montes at least 48 hours prior to the meeting. For more information on the upcoming Committee or Interim Board of Directors meeting, please call Monica Montes at 888 356-2726.



**Downtown Hayward Improvement Association
District Identity and Streetscape Improvement
October 23rd, 2019, 11:30 a.m.
City Hall, Conference Room 4A**

Present: Sara Buizer, Catherine Ralston, Kim Huggett

Absent:

Staff: Marco Li Mandri, Dominic Li Mandri/New City America

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Sara called the meeting to order at 11:35.	No action taken
2. Budget for 2019	Marco went over the YTD budget for the DISI budget. Discussion followed	No action taken
3. Projects underway Budget for FY 2019	<p>Dominic and Sara have an update on some expenditures that have been made over the past month.</p> <ul style="list-style-type: none"> -Passport project was funded for \$1300 via an email note so it could be ready for the holidays; -We need to get a quote from Kim for producing the annual report. Dominic and Marco will give the text and Kim’s folks will produce it and mail it out, based upon the number of copies needed. The quote will be brought to the Board; -Holiday banners might occur based upon the production of “Light up the Season” banners, which are used in the artwork for the Dec. 7th tree lighting. Dominic will count the number pedestrian lights on B Street to see how many are needed. New City America can produce the design and Kim can get someone local to produce them. Timing is the determining factor. -Via email support, a local photographer has been hired to take professional photos for the website 	No action taken

Website update	Dominic reported that our contractor is ready to populate the website. He has all of the corporate docs, contracts, minutes, etc. The website should be up and running by the second week in November	No action taken
PR RFP	Marco reported that the PR RFP's are due by November 8 th . He will place an action item on the Board to have the Board authorize DISI to conduct the interviews and enter into a contract with a group, commencing January 1 st , 2020	No action taken
Heritage Park	Two meetings have been held with DHIA and City staff members. The City will provide the maintenance, but the DHIA, under contract, could be in charge of programming. This agreement will begin to be formulated in early 2020.	No action taken
Next Meeting	The next meeting of the DISI Committee was not set due to the holidays. It will be based upon the number of responses to the PR RFP.	

Minutes taken by Marco Li Mandri, Administrator

10:31 AM
 12/02/19
 Cash Basis
 Downtown Hayward Improvement Association
 Profit & Loss Budget Performance
 November 2019

	Nov 19	Budget	Jan - Nov 19	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
Assessment Income	0.00	49,637.00	586,104.76	546,007.00	595,644.00
Total Income	0.00	49,637.00	586,104.76	546,007.00	595,644.00
Expense					
Administration					
Accounting Fees	0.00	200.00	0.00	2,200.00	2,400.00
Insurance - Liability, D and O	0.00	500.00	5,722.76	5,500.00	6,000.00
Legal Fees	0.00	416.67	1,014.00	4,583.33	5,000.00
Office Supplies	56.65	416.67	3,708.55	4,583.33	5,000.00
Postage, Mailing Service	0.00	20.00	241.71	220.00	240.00
Printing and Copying	0.00	150.00	0.00	1,654.00	1,804.00
Rent	0.00	1,250.00	7,200.00	13,750.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	65,000.00	71,500.00	78,000.00
Utilities	0.00	400.00	6.27	4,400.00	4,800.00
Total Administration	6,556.65	9,853.34	83,009.45	108,390.66	118,244.00
DISI					
DISI Unallocated	0.00	3,250.00	0.00	35,750.00	39,000.00
Special Events	0.00	1,331.00	10,500.00	14,669.00	16,000.00
Staff Consulting (New City)	1,500.00	1,500.00	15,000.00	16,500.00	18,000.00
Website	0.00	665.00	0.00	7,335.00	8,000.00
Total DISI	1,500.00	6,746.00	29,350.79	74,254.00	81,000.00
SOBO					
Fixed Assets - Major Purchase	4,190.12	6,250.00	62,004.78	68,750.00	75,000.00
Maintenance and Supplies	169.87	4,433.00	14,008.90	48,763.00	53,196.00
Payroll					
Payroll Expenses	1,446.03	12,500.00	5,239.20	137,500.00	150,000.00
Total Payroll	8,662.67	12,500.00	43,628.54	137,500.00	150,000.00
Security	0.00	9,850.33	0.00	108,353.67	118,204.00
Total SOBO	13,146.74	33,033.33	122,997.64	363,366.67	395,400.00
Total Expense	31,954.99	49,632.67	246,109.48	546,011.33	595,644.00
Net Ordinary Income	-31,954.99	4.33	339,995.28	-4.33	0.00
Net Income	-31,954.99	4.33	339,995.28	-4.33	0.00



PUBLIC
RELATIONS
PROPOSAL

Downtown Hayward Improvement Association

Created By:

Robert Ledesma
1172 Taraya Terrace
Hercules, CA 94547

Referred By:

Sara Lamnin
City Council Member
City of Hayward

Telephone: (510) 207-2770
Email: ledesma.robert@gmail.com

Modern Listing Tools

November 2019

Dear Downtown Hayward Improvement Association,

Looking good isn't just about your latest launch or achievement, it's about delivering a message to the world about what you've accomplished. With media reaching from print to web and mobile, there's no time like the present to show yourself off to the community.

We want to help you stand out and put your best face forward. We hold contacts at local publications, influential blogs, and a team that's worked in every facet of public relations. From social media marketing to special press coverage and print space, we're here to shine a light on your growth and success.

Our friends in the media will soon become your friends in the media, and together, we'll share the message of your company. Let us do the talking while you focus on your business; you're in good hands.

Please see below for the full scope of our public relations proposal. We hope to hear from you soon.

Sincerely,

Robert Ledesma

Modern Listing Tools

Ledesma.robert@gmail.com

(510) 207-2770

Executive Summary

Downtown Hayward Improvement Association is looking for a professional services contractor to provide, a public relations and social media strategy, and execution for their association and its activities.

During our time together, we'll work directly with your Executive Director and the Committee as a whole including your web, marketing and social teams to deliver the right key messages in your specific company voice.

We'll aim for a completion date of November 30th, 2020 and can reassess our ongoing services at that time. We'll also provide monthly updates on our progress and go over goals and milestones at that time.

The Proposal

For this campaign, we will provide Strategic Public Relations, Outreach and Advertising via local print, website and social media platforms. This will include promotion of new public spaces, promotion of special events and ongoing media relations for new development and business activities on behalf of the Association occurring in the Downtown Hayward.

We'll work with you to craft a distinct message for print and online media. This will include a 12-month marketing calendar with the ability of scheduling social media posts and email blasts.

We'll also work with your web & marketing team to develop marketing materials (landing pages, copywriting, website content, photos, guest blogs and videos) to deliver a consistent message and voice for the DHIA.

By taking a multi-pronged approach to PR, we can hone in on a core message that resonates with your audience while reaching as many media outlets and readers as possible.

Timeline

After assessing your media and PR needs, we will craft an editorial calendar and specialized social and media campaigns to fit your specific announcement's needs.

We run our campaigns in three stages: pre-announcement, announcement, and post announcement, as shown below:

Month	Service	Media Types	Success Metrics
Ongoing	Social media coverage and targeted campaigns	Social, including relevant guest blogs	Shares, likes, social reach, website traffic
Month 1	Pre-announcement press and market research	Local newspapers, magazines, events	# of additional press inquiries, website traffic
Month 2	Announcement media coverage	Local press releases,	
Post-Announcement	Ongoing media coverage, customer testimonials	Local publications, media events	# of additional press inquiries, # of views and reach of media coverage

About Us

Modern Listing Tools is a boutique public relations firm dedicated to our clients' success, image and reputation. In the last 4 years we've worked with individual clients and corporations, we've evolved our PR strategy to not only relay our client's expertise and leadership, but also to take advantage of emerging, cutting-edge trends to reach the most relevant and widest audience possible.

Our Team

Our PR specialist comes from a host of different backgrounds and has worked in a collaborative atmosphere that augments our strengths.

Below are the team members working on the project, their roles at Modern Listing Tools, and their background in social media, marketing, and public relations.

Robert Ledesma, Owner

As a professional, Robert Ledesma has learned to work with a variety of local businesses to provide services ranging from business insurance to company branding & marketing. He brings value and great service in all his endeavors all including honesty and good work ethic. As a commercial insurance broker, he provided multiple options to cover your business and its potential risks. As a Pro Audio Engineer, he worked with Grammy Award winning artists and was also a vocalist in a Billboard charting Reggae band based out of Oakland, CA. He is currently working with the NFL (Caring for Kids) Non-Profit as the Media Director for Northern California.

Services and Pricing

The following is a list of services we offer. We're happy to tailor our specific plan and execution strategy to best fit your needs.

- Campaigns, including press releases, social media and media coverage
- Videos about DHIA showcasing their involvement in the community
- Customer testimonials and reviews (text and video)
- Media success measurement and analysis
- Professional Audio Recording
- Professional Audio Mixing & Mastering
- Professional Photography
- Professional Video Filming & Editing
- Photo selection and editing
- Media coverage and relationships
- Copywriting and copyediting
- Media conference and press announcement event management and coverage
- Campaign-specific social media
- Blog publishing and website updates (working with web manager)
- Damage control

Pricing

Monthly Retainer (non-refundable) \$2,500.00 USD payable via check or online. Contract period shall commence on or around December 1, 2019 and end on November 30, 2020, with options for renewal and extensions for up to a 3-year period. Monthly retainer could be adjusted during this period based upon the level and quality of work performed.

Terms and Conditions

The terms and conditions of this proposal are subject to change based on collaboration and discovery with Modern Listing Tools and Downtown Hayward Improvement Association and their mutual agreement therein.

By signing below, both parties indicate their acceptance of this proposal and entrance into a contractual agreement.

Acceptance

Modern Listing Tools

Downtown Hayward
Improvement Association

Robert Ledesma

Full Name: _____

Date Signed

Date Signed



Monica Montes

From: Marco
Sent: Friday, November 08, 2019 4:50 PM
To: Monica Montes
Subject: FW: RFP for Public Relations Contract

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From: Nike Fu <nike@youbileedesigns.com>
Sent: Friday, November 8, 2019 4:33 PM
To: Kim Huggett <kimh@hayward.org>
Cc: Marco <marco@newcityamerica.com>; Migo Chang <migo@youbileedesigns.com>
Subject: Re: RFP for Public Relations Contract

Dear Kim,

How are you doing?

Thank you very much for inviting Youbilee to join RFP by DHIA.

After we studied the requirements on the RFP, we found we can cover all the advertising and design parts professionally; however, for the parts of public relations, we might not so highly professional about "Responding to the media about issues that might arise within the district" and "Writing and distribute press release on any issues affecting the DHIA".

Actually, we once have planned to hire a professional PR person to take care these two points; however, the costs will be over \$3000 budgets.

Thank you again. Kim, I do love to serve my Hayward downtown, which I have been living from year 2000, and do see many residential and business opportunities to grow in an effective way under \$3000 per month by Youbilee's professional designs; however, for the PR parts we will pass the RFP by DHIA this time.

By the way, please take a look of our recent two original video productions for a realtor,

<https://youtu.be/xoW6wPjiMa8>

<https://youtu.be/No8RXZQIyoE>

— **What Youbilee can do** —

\$3000 per month for:

1. Making 1 minute video clip "New opportunities in Hayward" biweekly on youtube channel for DHIA to attract new residents to come to visit Hayward or to live in Hayward, and for current Hayward residents to follow our channel to encourage them to participate Hayward's growing.

Monica Montes

From: Marco
Sent: Friday, November 08, 2019 4:50 PM
To: Monica Montes
Subject: FW: Downtown Hayward Improvement Association RFP
Attachments: Downtown Hayward Improvement Association - Public Relations RFP sm.pdf

Importance: High

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From: Steve Thomas <steve@tbccommunications.com>
Sent: Friday, November 8, 2019 4:40 PM
To: Marco <marco@newcityamerica.com>
Subject: Downtown Hayward Improvement Association RFP
Importance: High

Good Afternoon Marco,

My name is Steve Thomas and we communicated a couple weeks ago in regards to your association's RFP for Public Relations, Social Media and Marketing services.

Our firm is pleased to submit this proposal and we are excited about the opportunity to discuss your public outreach needs.

I have attached the proposal and a courier is in route to deliver the proposals in hard copy form.

I did want to mention that we have extensive experience working with business improvement districts, CBD's and HID and can provide more examples of our work and associated references, but given the limit on the number of pages, we only included a selection.

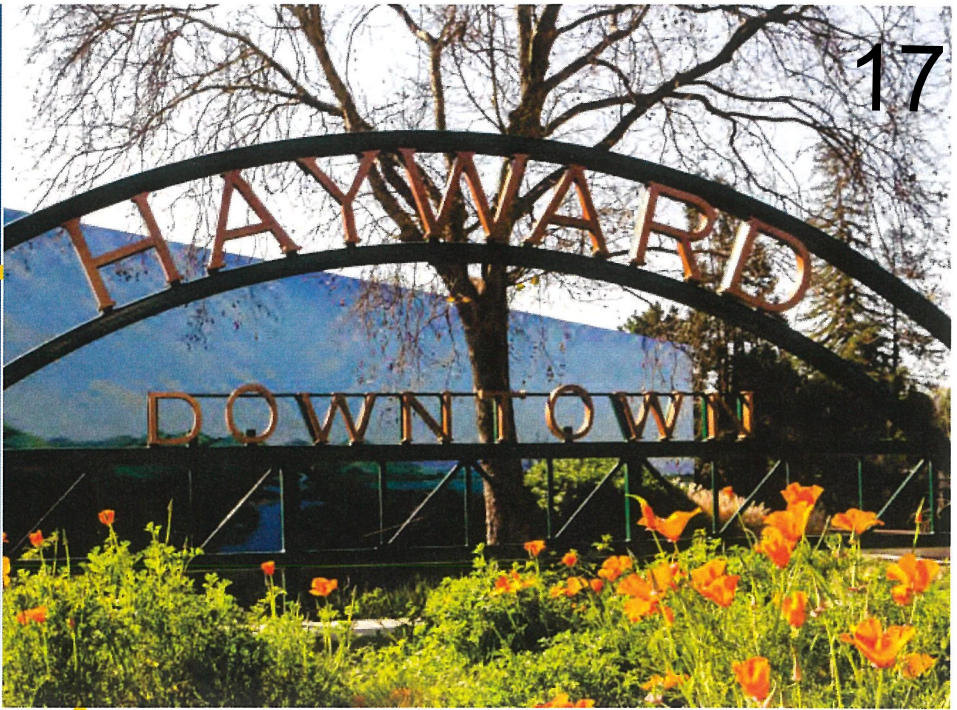
I am looking forward to speaking with you in person and the chance to help promote Downtown Hayward!

Please let me know if you have any questions.

Thanks,

Steve

Steve Thomas
TBC Communications & Media
177 17th Street
Pacific Grove, CA 93950
T: 831.920.1693
www.tbccommunications.com



Engage
Educate
Entertain



Downtown Hayward Improvement Association
Request for Proposal - Public Relations Firm

TBC COMMUNICATIONS & MEDIA
177 17TH STREET
PACIFIC GROVE, CA 93950
T: 831.920.1693
F: 831.920.1729
TBCCOMMUNICATIONS.COM
TEVE@TBCCOMMUNICATIONS.COM



RECIPIENT:

Mr Marco Li Mandri
Executive Director
Downtown Hayward Improvement
Association
22654 Main Street
Hayward, CA 94541

SENDER:

TBC Communications & Media
177 17th Street
Pacific Grove, CA 93950
Steve Thomas
(831)920-1693
steve@tbccommunications.com

FOR THE PURPOSE OF:

Public Outreach Services
November 8, 2019

Dear Mr. Li Mandri,

The City of Hayward has a rich history and is an intrigal part of the growth of the East Bay. While this region is seeing new and exciting change the question must be asked: is Downtown Hayward following suit? A vibrant downtown business district is critical to the economic development and placemaking for cities such as Hayward. With a targeted and comprehensive effort not only will residents and visitors discover and rediscover Downtown Hayward as a must see destination, but new businesses will also realize the need to be part of this growing community.

TBC Communications & Media understands the journey towards implementing an effective and comprehensive downtown focused public relations and social media campaign. TBC brings a unique balance of expertise in project management, traditional public engagement and new media implemetation coupled with extensive public sector experience to offer a comprehensive suite of services that satisfy the needs of the business and municipal communities with comprehensive communications expertise to help the City effectively articulate, inspire and share sustainable water missions .

Through a collaborative process, the TBC team will work with the City and your organization's staff and board of directors to make the most of this opportunity to guide change, build on your existing efforts and staff experience, and offer valuable clarity and direction to achieve the exposure and appreciation Downtown Hayward so richly deserves.



TBC is is passionate about stand-out service to the Downtown Hayward Improvement Association, and our team appreciates your forward-looking and strategic approach to communications on all the fronts described in the RFP. While there are many objectives outlined in the RFP, our team is equipped and experienced at creating the right synergies between the various efforts, and effectively leverage existing tools and resources available through the association. We are committed to a partnership and a process that is rewarding, inclusive, and inspiring.

Thank you for the opportunity to submit this proposal. We look forward to partnering with you on this important journey



Sincerely,
TBC COMMUNCIATIONS & MEDIA



.....
STEVE THOMAS
PRESIDENT



The TBC team offers something unique:

Public engagement and education in today's hectic world are no simple tasks. To meet your project or organizational goals new thinking is critical to your success.

Our team of experts have taken their private sector retail and hospitality marketing skills and applied them to the public sector creating a unique brand of public relations, social media and event marketing that brings your message to where it matters most: the people.

TBC brings your project to life!

The TBC team brings:


- Extensive expertise in public sector communications
- Unique understanding of public engagement
- Working as project lead or within a consultant team
- Real world application of complex project facts, data and information
- Creation and implementation of organizational branding to create emotional public response
- Regulatory, agency and stakeholder collaboration for positive project implementation
- Video, social media and communications strategies that align visions, gain funding, and build community support

TBC has overseen outreach for \$500 million dollar projects and small community-based initiatives, with the same unwavering commitment to excellence

At TBC, we understand your project is about earning and exceeding the public trust

Our team benefits from a wide network of technical and industry experts ready to convey your specific message


Experts in an ever evolving communications field


Our structure allows for rapid response to client needs and project shifts

TBC has garnered multiple awards from local, state and federal offices as well as from industry organizations for it's creative public outreach initiatives


Your agency as a social media influencer

MEET THE TEAM

We are storytellers, visionaries, creatives, and collaborators, with an intimate knowledge of public behavior and actions which we use to plan effective and memorable communications strategies

Since 2008, TBC Communications & Media (TBC) has been creating unique, multi-platform public outreach, branding, public relations and marketing campaigns for a wide array of clients. By tapping both traditional and technologically- based sources and by utilizing a customized approach to each project, our team can effectively and efficiently implement solutions to any number of client needs.

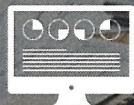
We understand the value creating the right balance of destination marketing and communications to promote partnerships, support awareness, and drive public engagement and action. Our Strategic Communications Team and strategic planning support was formed a result of our clients' recognition of the value we bring in outreach, communications, stakeholder alignment, funding, branding, strategic planning, and related support. TBC's strategic communications support is resulting in tangible successes, including new levels of engagement with visitors and elected officials, improved understanding and value for economic development, and increased visibility for city centers and improvement districts



Providing communications and outreach support for programs totaling **more than \$250M.**



TBC is an **industry leader** in recycled water and public agency branding.



We integrate **City's Strategic Plans** with communications- related campaigns.



Committee and volunteer leaders in outreach multiple **professional industry organizations.**



TBC and our work is often featured at **industry conferences** across the Western United States.



Provided communications and outreach support for more than **\$100M in awarded grants & loans** and in the process of obtaining nearly **\$50M in additional funding.**



Our clients routinely receive **highly competitive industry awards** based upon our work and TBC has been recognized for its contributions with awards of its own



We offer multiple one on one or group training programs including **Crisis Communications, Broadcast Media and Social Media** options

HOW WE WORK TOGETHER

TBC Media's team is organized to take advantage of the strengths of our staff and partners to provide a level of expertise, responsiveness and creative thinking unrivaled in our industry. Steve Thomas, TBC's principle leads our fully integrated team of communications, outreach, graphics, and multi-media professionals, who work seamlessly by leveraging the writing, editing, and design strengths amongst each of our team members. This group of communications experts works daily alongside some of the nation's top experts in influence engagement, economic development and destination marketing.



STEVE THOMAS

Principle/Project Manager

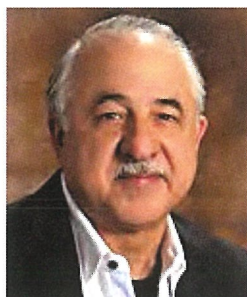
Public agency and special district communications expert with 23 years in creating and executing comprehensive outreach plans for infrastructure projects, stakeholder engagement and public education



LISA THOMAS

Partner/Strategic Council

Strategic communications leader with more than 20 years experience in public relations and social media management. A trained expert in developing messages, stories, and brands that resonate and inspire change



MARK MILLAN

Legislative Affairs

An industry communications veteran leading outreach and legislative advocacy for some of California's most innovative projects and public education programs



DEME JAMSON

Advertising & Culture

Corporate advertising and marketing lead with over 30 years experience for cutting edge clients including Wham-O Toys, Epson and agencies like Saatchi & Saatchi



Graphic Design

Lisa Derian

Website Development

Keith Smith

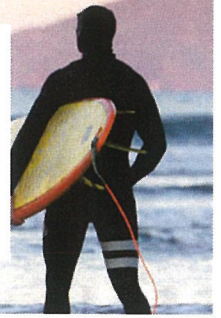
Video Production

Valentine Mendoza

Downtown Pacific Grove

public relations/social media/events

Pacific Grove, CA

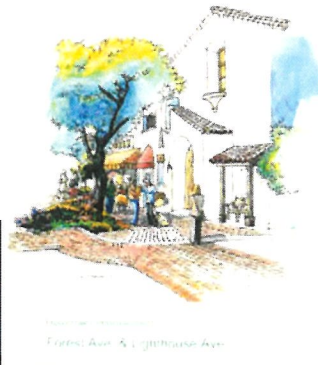


About the Project

TBC Communications and Media has represented the Pacific Grove Downtown Business Improvement District since 2010 providing comprehensive public relations, social media management, event marketing and economic development assistance. Since the beginning of the project, Downtown Pacific Grove has been transformed from a stale afterthought to one of the premiere destinations on the Monterey Peninsula. Highlights have included, increased occupancy and new development, national press and travel recognition as well as the establishment of vibrant family friendly and culturally innovative events and festivals. Currently, TBC Media manages all social media channels, press relations and events including annual Trick or Treating Event, Restaurant Week and Holiday Open House.

Relation to the Hayward's Efforts

- TBC led a full-scale rebrand of the downtown to represent the historic shopping district coupled with a vibrant, new vision for the future
- Facilitated workshops that aligned key stakeholders behind the project's identity and built project momentum
- Identified target audiences, provided press relations, and developed key messages that are currently used in all press relations
- Garnered over 20 million dollars in earned media from stories in print, radio, social and broadcast medias
- Led story and message development and provided production services for video, website content, and social media
- Oversees annual events featuring over 10,000 attendees



Roles of Key Personnel Involved

Project Manager

Steve Thomas

Content & Website Development

Keith Smith

Graphic Design & Branding

Lisa Derian

Technical Advisory

Lisa Thomas

Project Information

Contact

Mr. Tom McMahon | Chairman, Downtown Business Improvement District (831) 402-4715 | tdmcmahon@montereybaylaundry.com

Project Start/End

Project began in 2009 and is continuing

Pacific Grove Golf Links

rebranding/public relations/social media
Pacific Grove, CA

About the Project

TBC Communications and Media served as the project manager for the rebranding efforts of the iconic golf course ahead of the 2010 U.S. Open. With the game of golf shrinking due to other influences, the of Pacific Grove saw its general fund revenues decreasing and The City, realizing the potential of hundreds of thousands of dollars in lost revenue due to the poor promotion of the course enlisted TBC to completely revamp the brand and marketing. What resulted was world-wide recognition for the municipal golf links designed by the same duo who created Pebble Beach. Tagged the "Poor Man's Pebble Beach" revenue quickly doubled and the course hosted media from around the world during the 2010 tournament. Following that success, TBC was brought on to manage all marketing and social media, helping to increase revenue year to year during the recession. An expanded public relations, social media and paid advertising plan was implemented with the purpose of increasing brand awareness. Now Pacific Grove Golf Links, is routinely featured by golf writers and on international broadcasts during the annual AT&T Pebble Beach Pro-Am and most recently during the 2019 U.S. Open. Currently, the course sits on most ranked lists of courses to play and is a well known destination for locals and visitors alike.

Relation to the City's Efforts

- Developed new branding to enhance public perception and increased retail value
- Hosted 17 FAM tours with local, regional, state, national and international media
- Garnered 37 million dollars of earned media
- Increased revenue 207% resulting in an increase in local jobs and revenue for the City of Pacific Grove
- Managed the design and launch of the course's website
- Managed all social media
- Designed and placed all paid advertising for the project



**PACIFIC GROVE
GOLF LINKS**



Roles of Key Personnel Involved

Content & Website Development

Steve Thomas

Graphic Design & Branding

Lisa Derian

Technical Advisory

Mark Millan

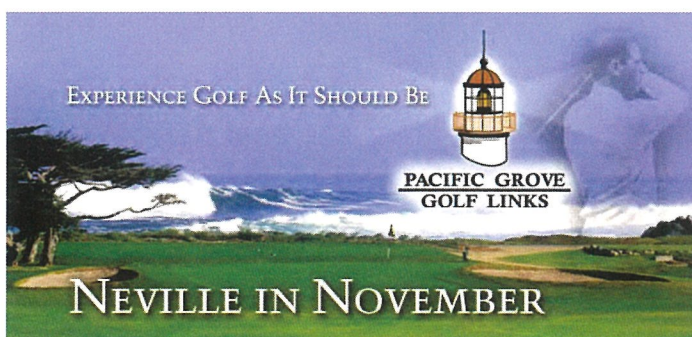
Project Information

Contact

Mr. Dan Gho | (831) 648-5722
dgho@cityofpacificgrove.org

Project Start/End

2009-2013



PURE WATER MONTEREY

MONTEREY PENINSULA WATER MANAGEMENT DISTRICT
& MONTEREY ONE WATER, CA

About the Project

For years, the Monterey Peninsula Groundwater Replenishment Project had languished, bogged down in local politics and a general lack of awareness and understanding. The visionary project, taking stormwater, agricultural run-off, industrial wash-water and wastewater and recycling it utilizing a four-step Advanced Water Purification Process, would provide a much-needed source of new water for the Monterey Peninsula and Salinas Valley. This safe, sustainable and environmentally sensitive project was the perfect answer for the region's water supply issues.

Locally, however, the project was dead in the water. Over-shadowed by a proposed desalination plant and an ongoing drought, the MPGWR as it was called, was merely an afterthought in the water supply discussion. Realizing the project's future was in extreme jeopardy, the project embarked on a bold and out of the box public outreach and education campaign headed by TBC Communications & Media. To begin, it was rebranded as Pure Water Monterey, the first in a growing line of "Pure Water" projects. Then, to provide much needed external inertia, the campaign turned the established outreach methodology on its head by contacting state and federal elected officials and agencies before beginning to work with local representatives.

This methodology proved to be an exceptional success as a bi-partisan group of high-ranking elected officials began to endorse Pure Water Monterey and industry organization began to recognize the project as truly innovative and the best near-term answer to the region's issues. TBC has also headed the project's EIR, Engineering Outreach and consulting on the Property Acquisition.



Relation to the City's Efforts

- Led a comprehensive rebrand of advanced water purification project, including messaging, visual branding, and logo.
- Developed and executed a public outreach program to build needed support at the community, state, and federal levels, that included dozens of presentations, demonstration facility tours, social media presence, ongoing website updates, and videos.
- Help achieve project approvals and build support among 28 regulatory agencies, cities, or entities

Roles of Key Personnel Involved

Project Management

Steve Thomas

Project Information

Contact

*Paul Scuito | General Manager, Monterey One Water
(831) 372-3367 | paul@my1water.org*

Project Start/End

Continuing



PURE WATER MONTEREY

TBC's outreach program for Pure Water Monterey built needed support at the community, state, and federal level through dozens of presentations, demonstration facility tours, a robust social media presence, and continually refreshed website. Outreach efforts were instrumental in transforming the project from one on the brink of cancellation to an award-winning, first-of-its-kind water supply project embraced by the community.



**WateReuse public outreach
program of the year**



**WateReuse innovative
project of the year**



**Recipient of the ACWA
legislative outreach award**

SCOPE OF WORK

TASK 1.0 PROJECT MANAGEMENT

1.1 Progress Reports and Project Update Meetings

Monthly progress reports and invoices will be provided to the City. This will provide status of active tasks, work complete and milestones ahead. TBC can use City of Hayward or existing reporting standards for this regular progress report, if desired.

- » Monthly status report and provided by email and presented in person.
 - Invoice for work with work breakdown, hours and accompanying details, reported by task. Project and task budget status to be included in report.

TBC and association leaders on respective tasks will work together to determine the appropriate timing for Update Meetings. Related to overall project update meetings, we propose at least one to two meetings a month with select leaders.

- » Provide agenda for Update Meetings, and support scheduling and coordination, as well as provide any needed pre-meeting material.
- » Meeting follow-up notes will be taken and recorded for each Update Meeting. These notes and reports can then be included in your association's agenda items and minutes if needed.

1.2 Scheduling and Milestone Updates

Based upon the agreed upon priorities after notice to proceed, we will provide an updated schedule and milestone report based on priority tasks. TBC will maintain a project schedule according to active tasks and share this in Update Meetings.

- » Maintain overall project and task level schedule with milestones, utilizing the format determined by the association or TBC template.
- » Share milestone / schedule on at least a monthly basis.

Deliverables: Monthly Status Report and Invoice; Project Update Meeting Agendas and Follow-Up Notes; Master Schedule and Milestones Updated Monthly.

TASK 2.0 PUBLIC ENGAGEMENT PLAN DEVELOPMENT

2.1 COMMUNICATIONS AND BRAND AUDIT

- » Extensive review of Downtown Hayward's current communications plan and practices
- » Due diligence and research of all relevant organizational information, past and present media coverage, collateral materials (print, web and social media), and any current organizational publications and outreach materials to ensure consistent brand and messaging
- » Internal community outreach evaluation, through interviews of staff, vendors, relevant partners and stakeholders to determine the current actual and current perceived status of Downtown Hayward and the Downtown Hayward Improvement Association (DHIA)
- » Facilitation, as needed, of employee, board and partner focus groups to establish brand development points
- » Creation and implementation of a customized internal results document that will be used to guide the rebranding effort as needed

2.2 BRAND AND KEY MESSAGE DEVELOPMENT

- » Regular ongoing meetings with DHIA staff and relevant partners to ensure approval of any new, revised or ongoing brand and/or key message developments
- » Review and development of updated Mission and Vision Statements and Organizational Goals
- » Integrated key and brand messaging (talking points) for entire organization
- » Brainstorming Session regarding development of outreach "wish list"

TASK 2.0 CONTINUED

2.3 PUBLIC ENGAGEMENT AND COMMUNICATIONS PLAN DEVELOPMENT

- Creation, in partnership with DHIA staff and board, a comprehensive public engagement and communications plan including but not limited to:
 - Public Relations
 - Paid Advertising
 - Social Media
 - Collateral Development
 - Events
 - Website Refresh/Development
 - Data Capture
 - Economic Development/Place Making
 - Community Outreach and Engagement
 - Business and Vendor Relations

TASK 3.0 SPECIFIC COMMUNICATIONS PLAN DELIVERABLES

3.1 PUBLIC RELATIONS

- » Media/Information Kit Development : Creation of, or update to, media/information kit components
Components of the kit may include, but are not limited to:
 - Awards & Accolades
 - DHIA Affiliated Project Updates
 - Overview of DHIA Services, Activities & Programs
 - Organizational Information/Background
 - Staff Member Biographies
 - Member Testimonials
 - Community Events, Outreach & Activities
 - Geographic/Demographic/Development Statistics
 - Drive of Outreach Images, Videos and/or Maps
- » Media Relations
 - Message-specific campaign to targeted media outlets
 - Updating of any relevant listings in trade, travel and other member-based organizations, in which DHIA is active or represented
 - Targeted regions: additional local and regional and state outreach with a focus on areas of significance in relation to current and future visitor base
 - Distribution of press releases to trade and travel publications, trade/business organizations, community groups/ advocates and general news outlets
- » Press Release Distribution
Topics may include, but are not limited to the following:
 - DHIA Activities
 - New Businesses
 - Area Improvements
 - Facility Improvements
 - Employee Milestones
 - Awards/Recognition
 - Community Involvement & Volunteer Opportunities
 - Localized Promotions or Events
- » Vetting of media inquiries, as well as facilitation and coordination of valuable media opportunities, interviews and FAM tours
- » Tracking, review and clipping of media coverage

TASK 3.0 CONTINUED

3.1 Continued

- » Crisis Communications Plan
Review current Crisis Communications Plan and provide direction on updates and additional recommendations as needed

3.2 PAID ADVERTISING

- » Review existing advertising commitments, as well as research and provide strategic counsel as relevant advertising opportunities arise in alignment with agreed upon MPWMD based outreach.
- » Upon receipt from graphic designer/artist/producer, provide appropriate artwork and related materials/information to advertising outlets
- » Manage an advertising schedule to ensure proper placement, per agreed upon contracts
- » Post-buy analysis to ensure agreed upon audience composition, reach and frequency

3.3 SOCIAL MEDIA

- » Review of your current and implementation of a revised social media communications strategy
- » Refreshed and additional content development and postings of relevant material and coverage from and of events, the media and DHIA
- » Identification of or expansion to viable platforms to utilize including Facebook, Twitter, Instagram, YouTube, Nextdoor, TickTok, SnapChat, Etc.
- » Outreach to and integration with other Hayward specific city or city support profiles
- » Outreach to and integration with local, state and national bloggers and influencers
- » Provide monthly social media data reports on engagement

3.4 COLLATERAL DEVELOPMENT

- » Creation of or updates to collateral items including but not limited to:
 - » Brochures
 - » Flyers
 - » Project One Sheets
 - » Informational Pieces
 - » Business Outreach Forms

3.5 WEBSITE DEVELOPMENT

- » Brainstorming session to review current website, competitor's offerings and develop wish list and design framework
- » Work with current vendor to assist with updates, additions and redesigns
- » Gather and Produce Photography and Video for Website
- » Refresh or establish blog for increased SEO
- » Work with current manager to optimize google, bing and other search engine rankings

3.6 Video Production

- » Work with DHIA representatives to establish video production needs and targeted outcomes
- » Story Board and Script videos for specific initiatives
- » Work with established production vendor or provide services internally
- » Oversee production management of videos
- » Manage placement of videos on various platforms