

May 20, 2021

Randi Johl, JD, MMC
Legislative Director / City Clerk
City of Temecula
41000 Main Street
Temecula, CA 92590

Submitted via email: randi.johl@temeculaca.gov
(951) 694-6421

Subject: Quote for City of Temecula Media Training

Dear Randi:

NV5, Inc (NV5) is pleased to submit our quote for **Media Training** services for the Temecula City Council and Executive Team. Our proposed media trainer is a former print, cable, and digital media professional (with news outlets like CBC, two CNN bureaus and El Latino). Gabriela will lead the media training with insight from working within and now organizing strategy, media pitches, coverage, and events for local, regional, industry and national media. Rebecca Cole is an expert city strategist with extensive media relations experience and will also advise on creation of a Temecula-specific training guide and conducting the half day training session. Resumes for both practitioners are included.

This quote is broken down into five sections:

1. Proposed Scope of Work
2. Fee Estimate
3. Assumptions and Exclusions
4. Additional Services Offered
5. Payment Provisions

The proposed Fee will be billed as a lump sum amount of \$7,500. This will be billed at 25% completion of Task 1 (Creating the Training Plan) and 75% at completion of Task 2 (Conducting the Media Training). This quote is good for 90 days.

If the enclosed proposal meets with your approval, please provide us with a with a Service Authorization Order, Purchase Order, or applicable contracting mechanism as a notice to proceed.

We appreciate the opportunity to provide this quote and look forward to working with you. Please feel free to call me at (858) 735-2922 if you have any questions.

Sincerely,

NV5, Inc.



Gabriela Dow
Community Relations Director
P27521-0003931.00



Carmen Kasner
Regional Managing Director

1.0 SCOPE OF WORK

The Scope of Work defines NV5 **Media Training** services for the Temecula City Council and Executive Team.

TASK 1: PLANNING

Create Training Plan – Ten Days

Meet with City/Council representative to create the outline for a tailored Training Plan that includes the training schedule, approach and high-level key messages for review and approval. Assumes two meetings with one in person and the other via virtual/video.

PHASE 2: IMPLEMENTATION

Conduct Media Training – One Half Day Training

Develop a Media Training Presentation with corresponding guide and conduct one (1) half-day (4-hours) in-person training for five (5) City Council Members in a format that will serve as a public meeting. The City Executive Team (10) and members of the public will be able to view the Media Training / Meeting. Training will include role play exercises with a former media professional to offer guidance and to help trainees feel comfortable with materials and media/public interaction. Six (6) printed and bound Media Training Guides will be provided during the training session and provided to the City in digital format.

2.0 FEE ESTIMATE

NV5 will completing the above scope of work with a **Not To Exceed (NTE) lump sum fee of \$7,500** which includes direct costs for mileage/travel and production costs to prepare six (6) printed and bound Media Training Guides (also provided in digital format).

| Task and Scope of Work | | Task Total |
|-------------------------------------|---|-----------------|
| 1. | Create Training Plan: Meet with City/Council representative to create the outline for a tailored Training Plan that includes the training schedule, approach and high-level key messages for review and approval. Assumes two meetings with one in person and the other via virtual/video. | \$ 1,650 |
| 2. | Media Training: Develop a Media Training Presentation with corresponding guide and conduct one (1) half-day (4-hours) in-person training for five (5) City Council Members in a format that will serve as a public meeting. The City Executive Team (10) and members of the public will be able to view the Media Training / Meeting. Training will include role play exercises with a former media professional to offer instruction and to help trainees feel comfortable with materials and media/public interaction. | \$ 5,850 |
| Total Hours | | |
| Total Labor | | |
| Total Expenses | | |
| Total Estimated Project Cost | | \$ 7,500 |

3.0 ASSUMPTIONS AND EXCLUSIONS

This scope and budget assumes two (2) rounds of revisions for the draft Training Plan and Guide. One (1) planning meeting can be held in person in Temecula, with the rest of the communication and meetings by email, phone, MS Teams or whatever video meeting format the City prefers. The half-day training session will be held in person at the location in Temecula or nearby that the City selects. This quote includes printing and production costs for the Media Training Guide and excludes direct costs such as food and AV Rental for the training session. The NV5 team can provide a projector or utilize the AV equipment provided by the City. The half day, four (4) hour training session assumes two ten (10) minute breaks.

4.0 ADDITIONAL SERVICES AVAILABLE

Below are additional community relations and public engagement services that the City can consider for enhancement of our Media Training services, or as needed on an ongoing basis.

1. Message Training

Similar to Media Training, NV5 can advise and train senior City management, staff and partners on broad communication issues and coordinate message and media training for project spokespeople. We can also serve as the project spokesperson for specific construction projects—typically clarified in a specific Public Outreach Plan.

2. Crisis Communications and Media Response Plan

We can proactively develop a crisis communication plan for each project site, and conduct training and execute the crisis response plan as needed (i.e., accident on site, a sink hole or other infrastructure collapse in the middle of the night, power line accident, disgruntled employee or neighbor, protesters, vandalism, media cameras on site without the crews knowing why, etc.). As the project evolves, contact cards for onsite managers and a phone hotline can be created, and media / crisis response training provided.

3. Press Releases and Media Advisories

NV5 can prepare press releases and media advisories related to special projects, events, or policy developments. We will coordinate with the City communications team and our local, regional and industry media contacts to distribute the press release and can also be available to help answer questions and inquiries from the media. We can gather and provide photos for each press release and assist in distributing the press release to key contact lists for specific projects. We will also create media clips of resulting news coverage and include on the project website, e-newsletters, stakeholder and construction team updates. We can monitor comments about the press releases on digital news sites and alert the City and project teams of any comments that need to be addressed. The comments are logged into the central inquiry database/spreadsheet.

4. Local Media/Newspaper Outreach and Advertising

We can create and place informational and event calendar items in local newspapers (print and digital) and prepare advertisements. We have also managed targeted advertising campaigns with digital, print, outdoor billboards, radio, etc., from \$20,000 to over \$250,000.

5. Collateral Materials Development (Brochures, Flyers, Doorhangers, Signs, etc.)

We can design informational materials as needed, from general educational brochures and presentations, to flyers, postcards, signs and doorhangers.

6. Community Meetings and Direct Stakeholder Outreach

We can plan up to two (2) community meetings. Includes nominal room fee, light refreshments and creation of handout materials and presentation boards. We can also conduct individual outreach to residents, community members, elected officials, businesses, schools and other key contacts to obtain individual information and forge working relationships on behalf of the City and to obtain individual information and address key concerns. These individual contacts (homeowners, residents, businesses, etc.) will be added to the central database and outreach materials will be shared in one-on-one meetings where standard information will be provided (notification letter, fact sheet, door-hanger, press releases, etc.) as well as individual concerns will be logged and addressed.

7. Presentations to Community Groups

We can work with the City to identify target community organizations and planning groups in the area. During the project, we will develop and manage community presentations, coordinating with the community group to schedule presentations; attend with the project team and other construction partners.

8. E-Newsletters

To keep the community updated and supplement the construction noticing, we will design and create an e-newsletter that will be sent out to the target stakeholder database (ideally via existing City mass email system). During the construction phase, e-newsletters should be sent out monthly. The e-Newsletter content can also be shared on highly effective platforms such as Nextdoor.

9. Create a Community Contact Database

We can create and manage a stakeholder database and include new contacts from community meetings (also querying affected parties and local planning groups to identify other community-based organizations and affected contacts that should be included in the database). This database will be used to send out e-notices and to track comments and requests from residents and community members.

10. Construction Relations

An NV5 communications professional can act as a City PIO/extension of staff to attend weekly, monthly or quarterly regularly scheduled construction status meetings and unscheduled site meetings. Participation in these meetings during the course of construction is valuable as it allows the Public Outreach PM to listen for potential areas of concerns to the community and to provide updates and suggestions to the construction teams. Coordinating closely with the day-to-day maintenance and operations staff for each project area will also help us to ensure smooth engagement with affected resident/homeowners as needed and minimize construction impacts to resident and business services with timely updates and notifications. Attendance at some meetings with representatives from other construction partner agencies, regional departments and agencies can assist the communications team to establish relationships on behalf of the City and project team to engage these partners for information distribution and coordinated action in a crisis scenario. The Construction Project Manager and City PM would direct us on any meetings to attend on their behalf. For unforeseen changes in construction, we can prepare text-only advisories to be sent to the stakeholder database through the determined communication channels (text alerts, mass email system, or both).

11. Hotline/Email Inquiry Management

A project hotline and centralized email address can be established and managed by the NV5 team. This project hotline will be publicized in the notification letter, project website and in outreach to community planning groups, e-newsletters, mass email/text updates and on partner agency websites. Our team will forward inquiries about this project to the Project and City team, and our PM can respond to them with input from the appropriate supervisor and construction management team. We will log our outreach to answer these inquiries into a call tracking spreadsheet or the contact database listed above.

12. Site Visits and Special Events/Meetings

We can plan and coordinate construction site visits, completion celebratory events and “corner coffee chats” or tours to select City locations for key stakeholders, residents and businesses.

13. Public Official Briefings

We can prepare public official briefings and manage follow up assignments, strategic public official communication throughout the project life cycle as needed, including time for workshops at the project site for elected officials, law enforcement and their staff – even local education, school and community service agencies.

14. Industry Engagements

NV5 can develop and/or nurture relations within industry professionals, government, and elected officials. We could work to secure letters of approval, foster relationships and educate individuals about the project via leading industry platforms.

15. Special Events and/or Site Photo-Ops

NV5 can plan special events to commemorate project milestones, which could include MOUs, design phases, start of construction, etc. We plan community gatherings and/or events as decided by the team aimed at educating the public and bolstering support of the project.

16. As-Needed Services

For specific programs/projects above \$50,000 budget, we recommend an additional 10% funding set aside to allow for unforeseen conditions/developments and includes community outreach services which may be required for completion of the project but which, due to lack of firm definition of scope and limits at the present time, cannot be identified with precision. Since the need for these Additional Services is not absolutely established, such Additional Services shall not be undertaken without specific definition and written authorization from the City. The need for such services beyond the required scope of work described above may arise from organized opposition, media coverage or an incident at a project site.

2021 FEE SCHEDULE

COMMUNITY SERVICES AND GOVERNMENT RELATIONS

| Title | Hourly Rate |
|--------------------------------|-------------|
| Media Trainer | \$200 |
| Strategic Advisor | \$200 |
| Project Administrative Support | \$115 |

EXPENSES

Plotting and In-house Reproduction1.15 x Cost
Subsistence1.15 x Cost
Other Expenses - Including Subconsultants & Purchased Services1.15 x Cost
Mileage Per accepted IRS rate

- *Mileage and hourly rates charged portal to portal.*
- *Overtime rates for Saturday, Sunday, holiday or over 8 hours/day: hourly rate plus \$32/Hour.*
- *Scheduled meetings not cancelled in advance of arrival will be charged actual time, mileage, and expense incurred.*
- *Per Diem will be billed at cost plus 15 percent.*
- *All rates are assuming no prevailing wages or union pay scale requirements.*

Rates are effective through December 31, 2021. If contract assignment extends beyond that date, a new rate schedule will be added to the contract.

Total Fee: \$7,500

5.0 PAYMENT PROVISIONS

The \$7,500 lump sum fee will be billed at 25% completion of Task 1 (Creating the Training Plan) and 75% at completion of Task 2 (Conducting the Media Training). Client shall pay the Consultant for basic services within 30 days of receipt of invoice. In no event shall non-payment of Client by Owner relieve Client's responsibility to pay Consultant for Services, basic or additional, approved or authorized by Client.

The fees proposed herein shall apply until December 31, 2021. Due to ever-changing costs, Consultant may increase that portion of the contract fee for which work remains to be completed after that date. The adjustment will be based on the average percentage increase of the new rate schedule over the previous year. This adjustment may be applied annually if the project extends beyond what would normally be considered a reasonable project processing and approval period.

If the enclosed proposal meets with your approval, please provide us with a with a Service Authorization Order, Purchase Order or applicable contracting mechanism as a notice to proceed. This proposal is good for 90 days. Coordinate with Gabriela Dow via (858) 735-2922 or gabriela.dow@nv5.com.

GABRIELA DOW // MEDIA TRAINER & FACILITATOR



EDUCATION

BA, English Literature and Communications, University of California, Los Angeles

Journalism and International Relations at Universidad Complutense, Madrid, Spain

AWARDS/HONORS

2017 Videography Award for "Innovation Station" video

2018 CAPIO EPIC Award for "THIS is Chula." Association of Marketing and Comm. Professionals (AMCP)

2018 HERMES Award for "THIS is Chula." Video production

Gabriela is a Communications Specialist with more than 25 years of experience in public outreach, public affairs and media relations. Her experience includes development of communications strategies and long-range programs, public outreach and engagement, construction management, message and collateral development, events management, media relations and incorporation of digital/social media technology. Gabriela's current responsibilities as Program Manager for various public agencies throughout California include service to cities, special districts, utilities and private sector clients.

Gabriela's career began in print journalism and television news, including work at two CNN bureaus and KCBS News. Her political experience includes press advance for a presidential campaign and work at the White House Office of Public Liaison (known today as the Office of Public Engagement). Gabriela worked as an Intergovernmental Affairs Officer for Governor Pedro Rossello of Puerto Rico, working in his Washington, D.C. Administration offices with sensitive coordination for this U.S. Commonwealth Territory, its representative in Congress and partners in the White House, National Governor's Association, FEMA and key U.S. regions.

A native of Guadalajara, Mexico, Gabriela is fluent in Spanish and offers true bi-cultural engagement for diverse communities. She has provided Hispanic outreach for multiple public and private sector agencies in the U.S., Mexico and Spain.

PROJECT EXPERIENCE

Green Oceanside | Oceanside, CA

Gabriela worked with the NV5 team to develop a communications plan and strategies for branding the City's Utilities Department and environmental programs. She led development and implementation of the Green Oceanside mobile app and presentation at a White House 2017 award ceremony for Oceanside's cutting-edge water resource programs and innovative communications efforts and platforms. Gabriela managed the Myers Tait mobile landing page, assisted with improving the presentation of the City's Water Quality Report by developing a community calendar and resource guides and currently provides government relations, social media, event management and public outreach services for the Pure Water Oceanside Program and Green Oceanside Campaign.

Padre Dam Municipal Water District's Advanced Water Purification Program | Santee, CA

Gabriela manages elected official outreach for the Padre Dam AWP Project and has secured more than 15 letters of support and official proclamations from elected officials and regional leaders. She also prepared remarks for more than eight federal, statewide, regional and local speakers at the groundbreaking and grand opening of the AWP demonstration plant. Gabriela continues to manage government relations for this program, as well as provides guidance on media relations, social media, event management and public outreach services.

GABRIELA DOW // GOVERNMENT RELATIONS AND BILINGUAL OUTREACH

“THIS Is Chula” Branding and Awareness Campaign | Chula Vista, CA

NV5’s community relations division was selected to develop a branding program showcasing the desirable quality of life in Chula Vista. As Project Manager, Gabriela led the team on award-winning deliverables, maintained direct day-to-day contact with the client and designed, presented and implemented the new branding strategy that surpassed stated goals to increase awareness and positive perceptions about Chula Vista. Her work led to development of the City’s Amazon HQ2 proposal in hard-bound book format and development of video content that also gained national accolades.

City of Carlsbad Economic Development and Public Outreach | Carlsbad, CA

Project Manager leading economic development media pitching and marketing efforts for the City’s “Life in Action” Program. Gabriela led two successful media tours and secured extensive media coverage in national, regional and industry publications, television and digital programs. She also worked closely with the City’s communications director and multiple departments to develop outreach plans, message development, events management, material development, and public and media relations. A primary focus of her work with Carlsbad has been on special projects such as incorporating digital tech/social media, and developing the communications plan to launch the City-supported biotech incubator, Bio, Tech and Beyond. Gabriela led the planning for a successful public/private pitch competition with Bio, Tech and Beyond, the City and Thermo Fisher. She is also currently managing outreach for the City’s Sustainable Mobility Plan (SMP) and Stakeholder Working Group (SWG) with members that include ViaSat, the Carlsbad Unified School District Superintendent, SANDAG, Caltrans, the Carlsbad Chamber of Commerce, San Diego North County Economic Development Council, Legoland, Omni Resorts, Thermo Fisher, Cruzan, GoDaddy, and local environmental, Americans with Disabilities Act (ADA), cultural and business leaders.

Avenida Encinas Sewer Improvement Project | City of Carlsbad, CA

Gabriela supported local business outreach assisting in building awareness for this major sewer improvement initiative within the City of Carlsbad and also helps mitigate impacts. She assists with database maintenance with the project manager from affected businesses along the Avenida Encinas Route, and helps to monitor of the City’s hotline to address questions or comments from the community. Gabriela also supported the City communications director and multiple departments with the development of outreach plans, message development, events management, material development, and public and media relations.

Ross Valley Sanitary District Communications and Community Relations | San Rafael, CA

Gabriela serves as the Project Manager for Ross Valley Sanitary District (RVSD), the oldest sanitary district in California, with more than 100 years of providing wastewater collection services to communities in Marin County. Gabriela leads a team of NV5 community relations experts in developing the District’s communications and public outreach program to provide the District’s customers with valuable information, and increase confidence in the District while educating customers on wastewater services. Gabriela led the development and implementation of an entirely new agency website and also oversees public outreach for the District’s extensive CIP program.

Emmes Real Estate Public Relations Services | San Diego, CA

Gabriela led the public relations, media outreach, social media engagement and event planning services to manage an effective engagement program that is consistent and thorough, integrating multiple Emmes’ staff and representatives at four downtown properties. The effort began with a strategic plan and a special event conducted with Plug and Play that hosted over 450 guests. Additional events include live TV news media coverage, brokers events, participation with startup and innovation economy ecosystem and ongoing outreach work.

REBECCA COLE // MEDIA & COMMUNICATIONS STRATEGIC ADVISOR



EDUCATION

BA, English
San Diego State University

AWARDS/HONORS

Best Video, PRSA, Padre
Dam Municipal Water
District

Best Animated Video,
PRSA, Padre Dam
Municipal Water District

Best Graphics, CAPIO,
Padre Dam Municipal
Water District

Best Special Event,
Multiple Day and Single
Day Awards, Padre Dam
Municipal Water District

PROFESSIONAL

AFFILIATIONS

Public Relations Society of
America, LEAD San Diego

Rebecca Cole has 26 years of communications experience. As director of communications at NV5, Rebecca manages public affairs and community relations programs for infrastructure improvement programs, and has developed and implemented award-winning public affairs programs for local governmental agencies that span southern California.

She specializes in public outreach for government agencies with unique expertise in construction outreach, water/wastewater, environmental and transportation projects. She collaborates with elected officials, media representatives and civic groups throughout the San Diego region and on the statewide and national stage to achieve successful outcomes and important project milestones using a range of proven communication tactics.

Rebecca has worked on controversial, high-profile projects in some of the most vocal and organized communities in San Diego County. Weaving a variety of proven traditional and contemporary communication strategies and techniques into her campaigns, her tactics consistently achieve successful results by initiating open dialogue, facilitating collaboration and fostering credibility that turns ardent opponents into passionate supporters.

PROJECT EXPERIENCE

Pure Water Oceanside | City of Oceanside, CA

Pure Water Oceanside will purify recycled water to create a new, local source of high-quality drinking water that is clean, safe, drought-proof and environmentally sound. The program will produce enough water to provide more than 30% of the city's water supply. Rebecca currently works with the City to engage and educate Oceanside's customers about the project. To date Rebecca and the NV5 team have branded the program. She created a fact sheet and drafted, designed and installed signs placed inside San Luis Rey Water Reclamation Facility, the headquarters of the program's tour program. Most recently, Rebecca oversaw the project video and coordinated the City's first World of Water Festival that showcased the City's water utilities department and introduced Pure Water Oceanside to the 450 guests that attended.

Green Oceanside | City of Oceanside, CA

The Green Oceanside campaign educates residents, businesses and visitors about how to be environmental stewards of the earth and implement programs to protect and conserve natural resources. Rebecca serves as the NV5 Project Manager, assisting the Green Oceanside team with its programs by developing eye-catching and informational materials such as brochures, fliers, posters and banners and offering strategic event guidance. For North County's largest earth festival, NV5 designed the initial brand identity and materials and has helped over the years to photograph, secure media interviews to promote the festival and arrange for radio partnerships to promote attendance and the message of Earth Day.

REBECCA COLE // PROJECT MANAGER

Padre Dam Municipal Water District's Advanced Water Treatment Program | Santee, CA

Rebecca currently manages the public outreach team in its effort to build support for Padre Dam's Advanced Water Purification (AWP) Project. Rebecca managed the project's successful and award winning groundbreaking and ribbon cutting events that highlighted the project's purpose and need and garnered extensive media coverage and elected official and community supporters. She also led media training and drafted key message points for the core team and board of directors to increase their effectiveness and comfort with media professionals. Rebecca currently oversees outreach to industry leaders, government officials and east county stakeholders through written information, community events and first-hand tours of the demonstration facility where nearly 4,000 have visited to learn about the project. Most recently, Rebecca coordinated a community water festival where more than 400 East County residents and elected officials gathered to learn more about the project and taste water samples from the demonstration facility.

City of Oceanside Water Utilities Department Infrastructure Communication | Oceanside, CA

The City is working steadily to improve its aged water infrastructure in neighborhoods throughout Oceanside and at the Oceanside Harbor. Rebecca has managed and currently oversees community relations services on a variety of pipeline and infrastructure projects that support the City's infrastructure improvement projects. Projects have included water and sewer pipeline rehabilitation/replacement and reservoir rehabilitation projects in various dense neighborhoods.

Avenida Encinas Sewer Improvement Project | City of Carlsbad, CA

Rebecca currently manages community relations for this large-scale construction project by the cities of Carlsbad and Vista to improve its shared sewer system along a busy thoroughfare in the City of Carlsbad. Improvements include sewer system upgrades and a new sewer pipeline, recycled water pipeline, 140-foot bridge over the Aqua Hedionda Lagoon and a new lift station. Rebecca manages outreach to the businesses that line the construction area and nearby residents affected by construction noise, road detours and construction traffic as well as complete road closures. Efforts include mailers to the alignment, personal visits to more than 100 affected businesses, coordination with North County Transit District (NCTD) regarding road closures, email blasts, door hangers, website information and project information line management. During the heart of construction, Rebecca met weekly with the City team and contractor to strategize impacts and outreach those along the busy and highly visible thoroughfare.

Lake Murray to Sweetwater Reservoir Pipeline 3 Relining, San Diego County Water Authority San Diego, CA

Rebecca provided strategic guidance for this important infrastructure project that rehabilitated more than four miles of drinking water pipelines. With 18 portals spanning 20 miles, from La Mesa to Sweetwater, outreach focused on neighborhoods near each portal as well as commuters, community leaders and businesses. Postcards, informational materials, social media, community briefings, one-on-one meetings and community events were tactics the team used to engage with cities and its stakeholders during this impactful project.

"THIS Is Chula" Branding and Awareness Campaign | City of Chula Vista, CA

NV5's community relations division was selected to develop a branding program showcasing the desirable quality of life in Chula Vista. As a Community Relations Strategist, Rebecca helped the team implement the new branding strategy and assisted with the development of the City's Amazon HQ2 proposal in hard-bound book that gained national coverage for its design and content.



9 Corte Rossa, Lake Elsinore, California 92532, 951.219.2416

April 15, 2021

MEMORANDUM

From: Nicolas A. Melendez, President, Melendez Consulting, Inc.

To: City Manager, City of Temecula

Subj: CRISIS COMMUNICATIONS SEMINAR PRICING

1. Melendez Consulting, Inc., a State of California-certified Service-Disabled Veteran-Owned Business, is a public relation, public affairs, media strategy, messaging and crisis communications consulting firm since 2016. The companies' principle, Nico Melendez, has over 30 years of public affairs experience. Whether communicating with stakeholders, media or the public, our diverse breadth of experiences in communications, media strategy, public policy, national and homeland security, transportation, law enforcement stand us out from traditional competitors.
2. Working with an award-winning, large media market journalist, Melendez Consulting offers an innovative and "hands on" crisis communications seminar designed to prepare any organization for a crisis. Taking "on scene" experience from civil unrest in Ferguson, Missouri; a deadly shooting at Los Angeles International Airport; national security changes at our nation's airports or fire and protests, our award-winning instructors help leaders understand and use the tools needed before during and after a crisis.
3. Our firm provides a number of crisis communications seminars to meet the needs and time constraints of our clients.
4. Seminar pricing:
 - i. Four-hour seminar, face to face instruction \$9500.00
 - ii. Eight-hour seminar, face to face instruction \$13500.00
 - iii. Eight-hour seminar, face to face instruction, on camera, real world interviews and feedback \$19500.00
 - iv. Two-day, 16-hour seminar, workshops, face to face instruction, on camera, real world interviews and feedback (up to 10 people) \$24500.00

SZABO

and associates

June 1, 2021

Randi Johl, JD, MMC
Legislative Director / City Clerk
41000 Main St, Temecula, CA 92590

Dear Mr. Johl,

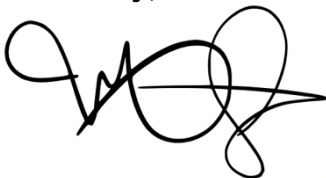
I write to state my firm's interest in providing a media training for Temecula's City Council and Executive Team. Based on our correspondence I anticipate the training to be 3-4 hours, either in-person or virtually. We would provide the training and materials at a cost of \$5,000. We would make ourselves available to answer follow up questions that participants have as situations arise after the training.

About The Training

We strive to leave an impression. Our media training includes a presentation and a quiz which will operate as more of a discussion in a group setting. We'll cover proactive and reactive communications strategies in addition to spokesperson preparation.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'MSZABO', with a stylized flourish extending to the right.

Maxwell Szabo, Esq.

SZABO

and associates

Who We Are

Max Szabo is a veteran strategist, communications expert and licensed attorney. He has developed and successfully executed hundreds of high-profile initiatives for elected officials, agencies, non-profits, labor organizations, developers and Fortune 500 corporations.

Szabo was previously a senior adviser to San Francisco's top prosecutor where he served as an Assistant District Attorney and Director of Communications and Legislative Affairs. There Szabo led several successful reform efforts for District Attorney George Gascón and directed landmark legislative initiatives including SB 962, a 2014 law which required the smartphone industry to pre-install a "kill switch" on every device sold. SB 962 has widely been credited with a global decline in violent smartphone robberies. Szabo was also a co-architect of major criminal justice reform legislative initiatives such as AB 1076, a first-of-its-kind effort that leverages technology to automate record clearance at scale and provide expanded employment and housing opportunities for millions of Californians.

Szabo is a California media market specialist. He is regularly quoted by the media and has given hundreds of television and radio interviews. He has deep relationships with elected officials across California, with law enforcement leaders, criminal justice reform advocates, and with members of the community.

Szabo earned his law degree from the University of San Francisco where he graduated with honors. He is a member of the California State Bar and lives in San Francisco with his wife, Belén. His full resume is attached to our RFP submission.

Izak Epstein is an Associate with Szabo and Associates. Izak is committed to working towards a reimagined justice system that promotes fairness and equality for all. He specializes in digital communications, public policy, and community engagement. Prior to joining the firm, Izak served as Deputy Communications Director on George Gascón's successful 2020 campaign for Los Angeles District Attorney. Izak has previously worked as a paralegal at an election law firm and interned for Deloitte Consulting's Government and Public Service practice in Washington DC. Izak earned his MSc in Criminology and Criminal Justice from Oxford University in 2020 on a Rotary Global Scholarship, and his B.A. in Political Science with honors from Yale University in 2019. At Yale, Izak started the first Court Watch program in Connecticut, ran a mentoring program for incarcerated youth, led sexual consent workshops, and was a D1 rower on the top ranked crew team in the nation. Izak grew up in Long Beach, CA and now lives in Los Angeles. Izak loves

SZABO

and associates

biking, running, and uncovering the best LA restaurants for take-out. His full resume is attached to our RFP submission.

Sarah Adivi is an Associate at Szabo & Associates where she specializes in public policy, communications and community relations. A recent addition to the team, Sarah is helping with strategizing and implementing public affairs campaigns in addition to reputation and communications management. She applies her understanding of complex legislative environments to ensuring client satisfaction, and her expertise in effective messaging and persuasive writing is a valuable addition to the firm.

Prior to joining Szabo & Associates, Sarah managed marketing and client communications at a Southern California-based consulting firm. Her previous experience includes nonprofit and operations management at an internationally-acclaimed cultural institution. Sarah earned her Master's in Public Management from Johns Hopkins University, and her Bachelor's in International Security and Conflict Resolution from San Diego State University. Sarah currently resides in Los Angeles, where she enjoys exploring the Santa Monica Mountains with her husband and daughter.