

David Jurch and Associates

Federal Legislative Consultant Services

Proposal

**City of Temecula
California**

April 30, 2019

David Turch and Associates

Table of Contents

1. Cover Letter	3
2. Qualifications and Experience	4
A. Number of Years David Turch and Associates in Business	4
B. Name of Project Manager	4
C. Staff Resumes	4
D. List of Five (5) References from California Public Entities	6
E. Services to be Outsourced to a Subcontractor	10
F. List of All Licenses, Documents to Perform Services	10
G. List of Firm's Current or Adjudicated Litigation	10
H. Explanation of Methodology in Performing Services	10
I. Description of Proposer's Warranty/Guarantee of Work Product	11
J. List of Complementary Services Offered By Proposer	11
K. List of Services and/or Information Needed from City	12
3. Technical Approach and Timeline	12
4. Price	15

1. COVER LETTER

David Turch and Associates

April 30, 2019

Ms. Randi Johl, JD, MMC
Director of Legislative Affairs/City Clerk
City of Temecula
41000 Main Street
Temecula, California 92590

Dear Ms. Johl:

David Turch and Associates is a successful, experienced, and well-respected federal government relations firm operating continuously since 1987. We work with dozens of local government entities across the United States and with private sector companies domestically based and abroad. The primary focus of our federal advocacy, however, involves servicing our municipal clients in California.

David Turch and Associates has had the privilege of representing the City of Temecula in Washington, DC for the past two decades. We know your priorities and issues of concern. Our commitment to the City is to continue to meet your federal objectives by delivering an unparalleled level of service through our comprehensive strategic planning, legislative goal setting, intergovernmental advocacy and political analysis.

David Turch and Associates is located on Capitol Hill at 517 2nd Street, Northeast, Washington, DC 20002. Our main line office number is (202) 543-3744. Our Federal Legislative Consultant Services Proposal to the City of Temecula is valid for a period of ninety (90) days. David Turch and Associates as a firm and our associates in particular are free of any conflicts of interests relative to the services to be provided to the City of Temecula. Our records on behalf of the City will remain in the United States.

We look forward to continuing to provide the City of Temecula with the excellent representation in Washington you expect and deserve. Please contact Jamie Jones at Jamie.Jones@DavidTurch.com or contact the office at (202) 543-3744 with any questions or comments about this proposal.



David N. M. Turch

2. QUALIFICATIONS AND EXPERIENCE

A. Number of Years David Turch and Associates in Business

David Turch and Associates was founded by Mr. Turch in 1987 and has operated continuously without interruption for the past 32 years.

B. Name of Project Manager

Jamie Jones will be the City's primary point of contact and project manager. Jamie will be Temecula's staff contact on all matters dealing with the City's federal advocacy efforts and projects. Jamie will handle the City's federal day-to-day activities and work on them through completion.

C. Staff Resumes

David Turch and Associates has the right people to achieve your objectives. We have the institutional knowledge to expertly navigate Congress and the Executive Branch. We pride ourselves in working year-round for our clients and are accessible through many means of communication. While Jamie Jones will be your day-to-day point of contact, our whole advocacy team is dedicated to your success.

David Turch

David Turch served more than fifteen years as a legislative aide with Members of both the U.S. House and Senate and both major political parties. After a career on Capitol Hill, he became a division director for two of the nation's largest public relations firms. There, David achieved substantial expertise in the development of successful government marketing strategies. In August of 1987 he founded David Turch and Associates at its present location on Capitol Hill. David was graduated from Saint John's University with majors in economics and business administration.

Marilyn Campbell

Marilyn Campbell is our chief operating officer. A native Washingtonian, Marilyn brings extensive management and political experience including staff service on the House Rules Committee, the most powerful committee in Congress. Ms. Campbell also served as a staff member to the Senate Committee on Energy and Natural Resources and the Senate Committee on the Judiciary. Subsequently, Marilyn managed some of Washington's top law firms and the Washington office of Ferranti International of the United Kingdom, one of the world's leading defense contractors.

Col. Vic Tambone (USAF Ret.)

Mr. Tambone served the country as an Air Force officer for twenty-four years, rising to the rank of colonel. In addition to being a pilot, staff officer, and commander, he served with

distinction in the Office of Legislative Liaison for the Secretary of the Air Force. Tambone also served as a program manager for aircraft acquisition, an Advance Agent for Presidential Flight Support, and the military aide to Secretary Henry Kissinger. President Bush appointed Mr. Tambone as the first Chief of Staff, Science and Technology Directorate, U.S. Department of Homeland Security, where he served as special advisor to the members of the Under Secretary's immediate staff and also as a liaison to other components of the Department, the Administration, and the US Congress. Victor Tambone attended the Virginia Military Institute and graduated from the United States Air Force Academy. He earned a Bachelor of Science degree in aeronautic engineering and a minor in astronautic engineering. He also holds an advanced degree in international politics from Webster University and is a graduate of the Harvard University Kennedy School of Government, and National Preparedness Leadership Institute.

Jamie Jones

Jamie Jones has been with David Turch and Associates for the past 18 years focusing on meeting our clients' interests in public safety, transportation, aviation, economic development, defense, environment and water related matters. Jamie has extensive experience working with municipalities, particularly in California. On water issues, Jamie was instrumental in developing a federal strategy that secured over \$23 million in federal funds for our clients' perchlorate groundwater remediation projects. An important part of the strategy involved developing a creative solution around a client lawsuit against the Pentagon which directly threatened our ability to tap federal funds. The successful initiative entailed working with the Environmental Protection Agency and a research and development entity under the auspices of the Office of the Secretary of Defense, relevant House and Senate authorization and appropriations committees, and key players in the California congressional delegation.

Jamie was the lead lobbyist in charge of amending federal statute to facilitate the legal separation of Ontario International Airport from the City of Los Angeles/LAWA. The \$250 million transfer agreement hinged on enactment of our amendment. We had to overcome earmark objections, legislative hurdles and secure FAA and aviation stakeholders support. Jamie worked with the Federal Aviation Administration, the chairmen and ranking members and staff of the House Transportation and Infrastructure Committee and the Senate Commerce, Science and Transportation Committee, and California Congressional members, including Republican and Democratic party leaders. Jamie also is actively engaged in working with our clients in securing funding for interchanges, bridges, roads, intermodal and transit infrastructure as well as grade separation projects.

Jamie works on a host of public safety issues important to our clients, including grant programs for firefighters and law enforcement. Jamie has assisted clients secure discretionary grants under the Staffing for Adequate Fire and Emergency Response (SAFER) and the Assistance to Firefighters Grant (AFG) programs as well as funding for law enforcement such as the COPS Hiring Program. Jamie represents the ICI System Joint Powers Authority, a public safety communications network that serves more than 60 municipal Fire and Police agencies and their more than 25 Regional 9-1-1 emergency

Dispatch Centers as a primary Land Mobile Radio (LMR) System in Los Angeles County. Jamie coordinates with ICI member agencies in our outreach to the FCC and Congress to overturn a provision in public law that mandates the FCC to reallocate and auction public safety T-Band (470-512 MHz) – spectrum used for mission critical voice communications in some of the largest metropolitan areas in the country, including Los Angeles, New York, Boston, Chicago and Philadelphia.

Prior to joining the firm, Jamie worked for twelve years in the U.S. House of Representatives. As a senior level staffer for a member from the Los Angeles County Congressional Delegation, Jamie managed the legislative operations of the office and worked closely with both the Republican and Democratic leaderships of the House. Jamie worked as a consultant/advance representative on a congressional campaign in New York City. He was also a senior associate for a New York-based financial institution. Jamie holds an advanced degree in International Affairs from The American University.

Kevin Bosch

Kevin Bosch has worked for David Turch and Associates since 1993. He currently manages the research operations for the firm. In this capacity, he tracks and analyzes legislative and regulatory actions of the federal government. Additionally, Mr. Bosch analyzes and monitors the grant process and opportunities within the executive branch, including the interplay of the Congress and executive branch in spending decisions. Kevin also assists in servicing clients. His decades of experience studying the intricacies of our federal system is unparalleled. He is a tried and true problem solver. Mr. Bosch received his Master of Arts degree in Comparative Politics from the American University in Washington D.C. He holds a Bachelor of Arts degree in Political Science from Calvin College in Grand Rapids, Michigan.

Lena Pendergrass

Lena Pendergrass joined the firm from Penza State University where she earned her degree in Marketing. After graduating college, she worked for several event planning firms. Her experience allows her to provide the firm with an extensive knowledge of logistics and strategic planning for organizing client's meetings and events.

D. List of Five (5) References from California Public Entities

1. Client Name: City of Imperial, California
Client Point of Contact: Councilman and former Mayor Geoff Dale
Telephone Number and Email Address: (760) 355-4373; gdale@cityofimperial.org
David Turch and Associates Project Manager: Jamie Jones

We secured a legislative waiver for the City of Imperial, California to be eligible for grants within the Rural Development Program. The City of Imperial, in partnership with the County of Imperial, was in the planning and design stage of constructing a water and wastewater treatment facility to serve the economic and development needs of the region. The City of Imperial had been working with USDA but because of an increase in its

population and Median Household Income, fell outside the eligibility requirements of the Rural Development Program. In light of the fact that agriculture is the primary economic driver for the City and County, ensuring the City's access to the Rural Development Program was essential. The waiver allowed the City to continue to work with the USDA.

On behalf of the City of Imperial, California, we worked with the Commerce Department's Economic Development Administration (EDA), both here in Washington, D.C. and with their regional office in southern California. Our work with EDA paid off in 2013 when the City of Imperial secured a \$3,000,000 EDA grant to fund the extension of water, wastewater, and the construction of surface road and other improvements along Neckel Road.

We have worked with the City of Imperial, the City of El Centro and the County of Imperial in securing Department of Transportation waivers so that Imperial County Airport can continue to participate in the Essential Air Service (EAS) program. The EAS provides a federal subsidy to encourage commercial passenger air service in rural communities. The FAA Modernization and Reform Act of 2012 (Public Law 112-95) amended the EAS requiring participating communities to maintain an average of 10 enplanements or more per service day in order to remain program eligible. This new statutory requirement took effect at the beginning of FY 2013. Imperial County Airport's average daily enplanements for FY 2013 was below the minimum DOT threshold. David Turch and Associates worked with all regional stakeholders, including Senator Dianne Feinstein and then Senator Barbara Boxer and Representative Juan Vargas in a successful effort to secure a waiver, which was issued by the Transportation Department in September 2014. We organized several meetings with EAS officials, including managing a letter writing campaign, and held numerous communications with congressional and regional representatives. Continued EAS service to the airport is a critical component of the region's economic development plans. The waiver allowed the airport to continue to have access to the \$1.6 million EAS grant through FY 2015. We successfully undertook the waiver process again in FY 2016 and FY 2017.

2. Client Name: City of Rialto, California

Client Point of Contact: Mayor Deborah Robertson

Telephone Number and Email Address: (909) 8202689; drobertson@rialtoca.gov

David Turch and Associates Project Manager: Jamie Jones

Through our advocacy work with EPA, we were able to help the City of Rialto partner with the agency to establish a job training program aimed at helping prepare young adults in Rialto for employment opportunities in the hazardous waste cleanup industry. The Superfund Job Training Initiative (SuperJTI) program combines extensive classroom instruction with hands-on training exercises for each participant. SuperJTI graduates have the technical skills to work on a broad range of construction, environmental remediation, and cleanup projects at Superfund sites. EPA offers SuperJTI training through its Technical Assistance Services for Communities (TASC) contract, which provides training and independent technical assistance to communities. TASC provides assistance to communities affected by hazardous waste sites regulated by the Comprehensive

Environmental Response, Compensation and Liability Act (CERCLA), commonly known as Superfund, and the Resource Conservation and Recovery Act (RCRA).

On water related projects, we have worked with a number of clients including the City of Rialto. In this capacity, we worked with the California congressional delegation to secure both federal funding and administrative agency solutions to the issue of perchlorate groundwater contamination in the Rialto-Colton Basin. We worked with the U.S. Environmental Protection Agency (EPA) and relevant congressional committees, in particular the Senate Environment and Public Works Committee, in advancing Rialto's objective by securing a National Priorities Listing (NPL) of the 160-acre B.F. Goodrich area as a superfund site. In addition, we helped secure over \$23 million in perchlorate remediation from the Department of Defense and EPA.

3. Client Name: Riverside Transit Agency
Client Point of Contact: Larry Rubio, CEO
Telephone Number and Email Address: (951) 565-5022; lrubio@riversidetransit.com
David Turch and Associates Project Manager: Kevin Bosch and Marilyn Campbell

David Turch and Associates secured \$2.4 million from the Federal Transit Agency through the Clean Fuel Grant as well as replaced and doubled to a total of \$2.2 million of previously rescinded funds for the transit center. We continue to work with the Riverside Transit Agency on other ongoing projects.

4. Client Name: Interagency Communications Interoperability (ICI) System, California
Client Point of Contact: Ray Edey, Executive Director
Telephone Number and Email Address: (818) 548-3151; redey@glendaleca.gov
David Turch and Associates Project Manager: Jamie Jones

David Turch and Associates provides federal advocacy services for the Interagency Communications Interoperability (ICI) System Joint Powers Authority (JPA), a multi-city member agency including Beverly Hills, Burbank, Culver City, Glendale, Montebello, Pasadena, Pomona, Santa Monica, Torrance and West Covina. In addition, ICI network subscribers include the Bob Hope Airport Authority, the Los Angeles Interagency Metropolitan Police Apprehension Crime Task Force (LA IMPACT), and the Verdugo Fire Communications Center, serving the cities of Burbank, Glendale, Pasadena, Arcadia, Monrovia, South Pasadena, San Marino, San Gabriel, Sierra Madre, Monterey Park, and Alhambra. The ICI System covers over 3 million residents in Los Angeles County.

Our firm has been actively promoting ICI's federal agenda with key Members of the House and Senate as well as relevant congressional committees and the executive branch. We have worked with ICI board members and staff in crafting a federal strategy that advances ICI's interests by: educating federal representatives about the critical nature of the organization's work; pursuing appropriations and programmatic funding; and leveraging congressional support on behalf of ICI, resulting in millions of dollars in federal funds from the Urban Area Security Initiative (UASI) and the State Homeland Security Grant Program (SHSGP) for the build out of the system.

On policy and regulatory fronts, we have promoted ICI's interests before federal agencies including the Department of Justice's Office of Community Oriented Policing Services regarding COPS Technology funding, the Department of Homeland Security's Federal Emergency Management Agency (FEMA) regarding their grants programs and "Best Practices" site, and Homeland Security's Science and Technology Directorate Command, Control and Interoperability Division regarding the establishment of national standards for interoperable communications. ICI members worked with the Department of Commerce's National Telecommunications and Information Administration (NTIA) to discuss the agency's implementation and administration of the \$1 billion Public Safety Interoperable Communications Grant Program (PSIC) as well as the Broadband Technology Opportunities Program (BTOP).

More recently, ICI System has been meeting with the Federal Communications Commission (FCC) and congressional members and House Energy and Commerce Committee members and staff to discuss a legislative provision in P.L. 112-96, legislation mandating a "take back" of frequencies in the UHF T-Band portion of spectrum (470-512 MHz), which is used to support public safety mission critical voice communications in eleven of the largest metropolitan areas in the country, including in LA County. ICI operates within the T-Band range of frequencies. We are working to resolve the T-Band issue with Congress and have secured the introduction of legislation to waive the T-Band auction. We have built a legislative coalition with New York City, Boston, Chicago and Philadelphia. The enactment of this legislation will preserve public safety mission critical voice communications for most independent cities in LA County and save our client and municipalities throughout Los Angeles County hundreds of millions of dollars.

5. Client Name: City of Beverly Hills, California

Client Point of Contact: Mayor John Mirisch

Telephone Number and Email Address: (310) 285-1012; jmirisch@beverlyhills.org

David Turch and Associates Project Manager: Jamie Jones

We were tasked by the City of Beverly Hills to raise the profile of their project to deploy driverless municipal shuttles within the City with key transportation decision-makers in Washington, DC. We worked closely with City staff and Mayor John Mirisch on promoting the City's concept in operating and managing driverless municipal shuttles as a means of increasing mobility for its residents and visitors, as well as addressing "first and last mile" issues in connection with a planned subway station. The Municipal Autonomous Shuttle System (MASS), as envisioned by Beverly Hills, will provide riders with citywide on-demand, point-to-point transportation allowing anyone in the City to get from one part of town to another with pickup and drop-off locations determined by the rider. This new public mode of transportation will help take private cars off streets, reduce demand for parking, and increase safety and mobility for everyone, including the disabled and the elderly, and will afford local policymakers with exciting new opportunities in urban planning and land use decisions.

In promoting this project, we worked with Mayor Mirisch and City staff in drafting an Autonomous Vehicle (AV) resolution for consideration before the US Conference of Mayors (USCM) Indianapolis meeting in June 2016. We coordinated the City's initiative with USCM's staff and submitted the resolution on behalf of Beverly Hills. Following USCM adoption, we circulated the resolution to the City's congressional delegation. On the heels of the USCM conference, we organized and planned a Washington, DC advocacy trip for Mayor Mirisch to discuss the City's project. While in DC, Mayor Mirisch met with General Motors and was invited to attend the World Mobility Leadership Forum in Detroit, Michigan. We also set up senior level meetings with the Administrator of the Federal Transit Administration and the Administrator of the National Highway Traffic Safety Administration, the director of the Department of Transportation Office of Infrastructure Finance and Innovation along with a host of key congressional players including the chairman of the House Transportation Subcommittee on Highways and Transit, the founding member of the Congressional Smart Transportation Caucus, and senior Republican and Democratic staffs on the Senate Environment and Public Works Committee and the Banking, Housing and Urban Affairs Committee. We continue to work with the City in promoting the project.

E. Services to be Outsourced to a Subcontractor

We do not expect to outsource any federal advocacy service required by the City of Temecula.

F. List of All Licenses, Documents to Perform Services

David Turch and Associates operates with all necessary/required permits and licenses in order to operate in Washington, DC.

G. List of Firm's Current or Adjudicated Litigation

David Turch and Associates has not in the last five (5) years been engaged in any litigation, including personal and/or property.

H. Explanation of Methodology in Performing Services

David Turch and Associates has a demonstrated history of success in securing federal funding, especially on behalf of Southern California municipalities. Members of our firm are constantly cultivating and strengthening relationships with congressional offices, committee leaders, and executive branch officials. We pride ourselves on working both sides of the political aisle, regardless of who is in the majority. When advancing your priorities in Washington, DC, our focus is to work directly with key decision-makers on Capitol Hill and federal agencies who can help us reach your legislative, regulatory and funding objectives.

As the City's project manager, Jamie Jones will work directly with City staff and Council Members in developing the City's legislative priorities. This will be done with frequent

visits to Temecula as well as regular communication via the telephone and email. As you know from our current level of service, Jamie is always responsive to your requests for information and available to either visit the City at a moment's notice or respond to any questions.

In promoting your priorities and grant applications, Jamie and our team work diligently with congressional offices in enlisting their support and with the agencies in charge of managing the grant program. We pay particular attention in coordinating with local and regional agency offices who, in many cases, are better situated to guide us through the grant program. In establishing such connections, we organize teleconferences and meetings with federal regional representatives and appropriate City staff. We find these types of contacts to be invaluable. In addition, we organize meetings with federal departments and agencies in Washington, DC to ensure your projects and concerns receive the highest level of attention. We draft correspondence and memoranda and frequently contact congressional and federal staff in advancing your interests. We leverage every resource at our disposal to advance your cause. We serve as your eyes and ears in our nation's capital and are relentless in pursuing your federal objectives.

I. Description of Proposer's Warranty/Guarantee of Work Product

Our guarantee to the City of Temecula is we will work tirelessly to promote and achieve your legislative, regulatory and funding priorities. We have a proven track record of success that spans more than three decades. We are known and respected by Members of Congress and our clients for our integrity, diligence, innovation and hard work. We are good at what we do. We are eager to continue to represent and fight for your federal interests in Washington, DC.

J. List of Complimentary Services Offered By Proposer

Our federal advocacy services, as delineated in this proposal, are comprehensive and all inclusive. We will work with the City to develop specific briefing papers and other materials to effectively promote your agenda. We will organize and handle meetings in Washington, DC with Members of Congress, congressional and committee staffs as well as federal agency officials as needed throughout the year. We will identify and target federal agencies for funding based on the City's established priorities. In the process of advancing the City's agenda, we will conduct frequent follow-up meetings with both legislative and executive branch officials to ensure your projects and issues continue to receive the attention they deserve. When appropriate, we will facilitate, organize and participate in coalitions that will assist the City in achieving your legislative and funding priorities. You will receive regular updates via phone calls, emails and personal visits to the City. In addition, we will share with you our analyses and outlook on everything from budgetary, legislative, regulatory and political events in Washington, DC. Finally, we will provide you with a summary of our accomplishments and work with you to review, modify and/or update the City's legislative agenda for the upcoming year.

K. List of Services and/or Information Needed from City

We firmly believe that we must work as a team in order to fully maximize the City's opportunities to meet your legislative and funding goals. In that regard, having access to key City staff is critically important. No one knows your projects as well as your department heads and technical support staff. Having access to the City's expertise is invaluable, both in developing priorities and promoting them in Washington, DC. And, of course, nothing is more important than an engaged City Council, both as policy makers and as chief City promoters. We have found over the years that one of the most effective steps in mobilizing federal support for municipal projects is having council members make the pitch before Members of Congress and federal agencies. When council members show up on Capitol Hill, Members of Congress pay attention.

3. TECHNICAL APPROACH AND TIMELINE

We maintain close relationships with our clients. Members of the management governing boards of our clients know us personally. We make frequent visits to your area. We listen. We work hard to understand your current needs and your plans for the future. We appreciate the role everyone plays in this team effort.

Following contract renewal, we will travel to Temecula and meet with City staff, and others, at your behest. We will work with you to conduct a mid-year review of the City's short- and long-term priorities. Following this visit, we will contact your congressional delegation, relevant House and Senate committees, and agencies on your updated policy/agenda items. We also will work with City staff on any Council member visit to Washington, DC.

We will, moreover, continue to aggressively advocate for the City's Infrastructure for Rebuilding America (INFRA) grant application for the I-15/French Valley Parkway Phase II project with key Transportation Department officials and Members of Congress. We understand the critical nature of securing funding for this project in this INFRA round and are pulling all stops to obtain a grant award. In addition, we are closely monitoring the Murrieta Creek Flood Control Project with the US Army Corps of Engineers. We have successfully engaged your congressional delegation, in particular Representative Ken Calvert through the annual Energy and Water Appropriations bills, and the ACOE itself.

One of the most effective ways to promote the City's priorities is by leveraging Temecula's elected officials in Washington, DC. We will continue to encourage the City to send officials to meet with congressional representatives and relevant House/Senate committees and federal agencies and look forward to planning such trips. If Council members are unable to come to Washington, DC as part of a City delegation, we are prepared to piggy-back on any non-City related trips Council members may take to our nation's capital. Your involvement with us in the federal advocacy process and public policy issue debates are integral for success.

Congressional Timeline

January through mid-March is the time when City officials across the country frequently come to Washington, DC for the annual meetings of the U.S. Conference of Mayors, the National League of Cities, the American Public Transit Association and other organizations that deal with public sector issues. If Temecula officials are in town for these activities, we will encourage you to also participate in Capitol Hill and agency meetings specific to your interests. We will organize these meetings around your planned itinerary. This will give us the opportunity to further promote the City's federal agenda.

During February, March and April, appropriations committees hold their most important hearings on the President's budget proposal. These hearings offer an excellent opportunity to deliver your message. If the City has a strong vested interest in a particular budget item/issue, we can arrange for you to testify at a hearing as well as help to draft your statement. From about April through September, we regularly meet with Members, senior committee professional staff and executive branch officials to monitor the progress of funding priorities, grant applications and other City interests.

Appropriations bills are traditionally produced between June and September. These bills are frequently passed on very short notice. An entire year's hard work can be lost overnight. Additional visits, phone calls and letters to congressional offices may be required to ensure the City's interests are protected. The identities and agendas of the decision-makers may not be apparent to outsiders. We know how to close the deal.

How We Serve As Your Congressional/Federal Liaison

One important part of congressional liaison work is simply to be there. We are. We walk the halls of Congress on a daily basis, talk with Members and their staffs and understand the latest developments. David Turch and Associates' physical location in a historic district adjacent to the Senate office buildings on Capitol Hill helps.

Promoting your program and interests to the Congress and federal agencies is best done by keeping it simple. We help develop material and messages that can be encapsulated in one page – or less. The detail, when required, will be attached but the message or request needs to be clear and concise. The follow up is crucial. Reminders are constantly made with key congressional offices. We keep you informed of progress and problems.

Besides monitoring federal budgetary issues for Temecula, we will also track legislative bills that may have a positive or negative affect on the City. When appropriate, we will work in sync with national organizations like the US Conference of Mayors and the National League of Cities to advance your priorities.

Demonstrated Bipartisan Support

David Turch and Associates has a working relationship with many Members from both political parties in the House and the Senate. We work closely with the senior decision-makers on Capitol Hill to advance your agenda.

Congressional staff is also important. They provide expert advice and counsel as well as carry out to conclusion decisions made by Members. We pay careful attention to our continuing relationship with staff members. We also work with many of the committees and subcommittees that handle issues important to you.

We are well grounded in the *process* of our government, not just in the *people* elected to govern. Our staff understands how, when and where the laws are written. Consequently, our work is relatively unaffected by changes in congressional leadership. We are well known by the chairmen of the committees and the ranking minority members. We are respected for our integrity and honesty in representing our clients.

Federal Funding Opportunities

Part of our strategy to overcome the earmark moratorium is to be aggressive in pursuing federal funding opportunities and regulatory/programmatic issues of concern. We will continue to match the City's priorities with current federal funding programs. We have one of the most sophisticated grant tracking programs in Washington. We systematically search for funding programs that will meet your needs. We flag all relevant funding opportunities and guide you through the application process. We are notified by the appropriate agency relevant to Temecula and convey the funding opportunities to you. We work with you to implement our strategy to win political support and pursue funding for your various priorities. And, of course, we work with your congressional delegation to leverage their support for your federal funding requests as well as advise them of your legislative/regulatory interests and concerns.

Council Federal Workshop

As part of our effort to strengthen the City's federal agenda, we recommend holding a federal workshop for the Council at a time of your convenience. We have found that these workshops act as a constructive way to get Council input and direction on the City's federal priorities and interests. We will provide an overview of the federal budget process, explore different City priorities and federal funding opportunities and recalibrate, if need be, the City's federal agenda.

Reporting

We place great emphasis on communication. This is done through personal updates and frequent visits to Temecula. We will communicate with the City extensively and regularly expect to hear from you. This gives the City immediate information and provides you with the ability to ask detailed questions and provide specific direction. Such personal service

fosters improved relations and provides a forum for more detailed examination of your federal issues.

This clear understanding of the City's direction is most useful during the legislative session when we arrange meetings and the opportunity for you to testify before the federal government. Your issues are important -- they deserve proper acknowledgment and action.

We understand how issues can develop quickly and have the ability to adapt to such changing political dynamics to advance the City's priorities. We also track issues not specifically listed but of interest to you. As a client, you are a priority to us. We are always available to you by email and phone call.

Collaborating With National Associations/Organizations

To further enhance the City of Temecula's presence in Washington, we belong to, or actively participate in, a number of organizations which include:

- Women in Government Relations,
- California League of Cities,
- California State Association of Counties,
- Washington Area Transit Industry Representatives,
- The U.S. Conference of Mayors,
- The National League of Cities,
- The National Association of Counties,
- The National Association of Housing and Redevelopment Officials.

When appropriate, we coordinate and cooperate with other organizations, municipalities, companies and firms having similar legislative objectives as Temecula. Moreover, by leveraging nationally based organizations representing public sector interests, particularly during policy/programmatic campaigns targeting Congress and the Administration, we can more effectively advance the City's interest.

4. PRICE

We agree with all points raised in Exhibit A in Temecula's RFP. As such, we recommend a negotiated monthly retainer as the best method of payment for our services. Monthly retainers are an agreed upon amount for which we will perform all of the activities necessary to effectively represent your interests.

For you, a monthly retainer provides stability for planning and the elimination of the administrative expense required to analyze bills. The cost to begin service of a new account is very high. Retainers allow you to level those expenses over the life of the contract. We demand that members of this firm focus on the job to be accomplished, not on dollars received. Monthly retainers are one way to maintain this high standard.

We do not bill for usual and normal expenses such as copier costs, postage or messenger fees, local transportation in the Washington, D.C. area, telephone, fax or long-distance charges, secretarial service or other usual administrative or office costs. Before incurring any extraordinary expenses, we solicit your prior approval. We encourage you to specify any other control over expenses you feel is appropriate. There are no hidden costs in our contract. Professional liability insurance is not applicable to our business. For the past three decades whenever requested the requirement has been waived. We do not carry Errors and Omissions insurance

Several times we have analyzed our billing procedures and in every case the negotiated retainer amount was less than what hourly fees would have been. Our suggested cost for the level of services we believe you will require is five (5) thousand five (5) Hundred dollars (\$5,500) per month or sixty-six thousand dollars (\$66,000) per year. This proposal is valid for 90 days.