



June 6, 2016

Reina J. Schwartz
Assistant City Manager
City of San Pablo
13831 San Pablo Avenue
San Pablo, California 94806

Dear Ms. Schwartz:

We appreciate the opportunity to present you with a proposal for public relations services. Below, we outline our proposed services for the City.

Proposed Scope of Work

Working collaboratively with the City Administration, our firm will continuously craft a narrative that demonstrates the City's effective leadership, as well as its strategic investment in community safety, welfare and critical resources to San Pablo residents detrimentally impacted by the weak economy over the last several years. And, we will disseminate that message using a combination of social and traditional media.

We will continue to develop the City's social media infrastructure in order to expand the existing audience from both the city of San Pablo and throughout neighboring communities and the region. And, we will continue use this infrastructure to effectively, cost-efficiently inform residents of City news, events and important initiatives.

We will secure hundreds of additional Likes of the City's Facebook page. And, we will strategically post information at precise times and days where traffic is highest to maximize the engagement of this new, larger audience and generate millions of impressions amongst San Pablo residents.

In addition, we will continue to expand the City's following on Twitter, which will be helpful in increasing awareness amongst regional stakeholders and members of the news media of the City's efforts to improve the quality of life for its residents.



We will work with the City Administration to develop content that advances the City's priorities and strategic initiatives and to develop positive, informative news stories in traditional media targeted towards residents of San Pablo and surrounding communities. And, we will integrate the news coverage we secure with our social media platform to highlight these stories and the related news coverage to maximize viewership and readership in San Pablo in a cost-effective manner.

With our traditional media strategy, as we will heavily target Spanish-speaking media outlets, such as Telemundo and Univision, ensuring that the City is able to reach residents for whom language and lack of internet access present barriers to civic engagement.

Summary of Proposed Scope of Services

- Continue to grow the City Facebook and Twitter following;
- Manage both the City's Twitter page and its existing Facebook page in a manner designed to boost user engagement and overall impressions, while disseminating information to the public to ensure that the messaging and implementation is both cohesive and effective;
- Work collaboratively with the City Administration to develop news stories and pitch them to relevant news outlets focused on the City of San Pablo and County of Contra Costa;
- Secure coverage on local television and radio affiliates for Univision and Telemundo, including on longer format, in studio broadcasts, etc.

In conclusion, thank you for the opportunity to work with you and your team in service of the residents of the City of San Pablo. It is our pleasure to be able to help you in achieving your goals.

Respectfully,

Perla A. Rodriguez
Chief Executive Officer