

EXHIBIT 2-B



July 16, 2020

Monterey Peninsula Water Management District
Attn: Stephanie Locke
5 Harris Court, Bldg. G
Monterey, CA 93940

Re: Request for Qualifications for Public Outreach/Relations Consultant

Dear Ms. Locke:

Thank you for the opportunity to submit my qualifications for the role of MPWMD Public Outreach/Relations Consultant. I am an independent consultant with extensive marketing, media, strategic planning, event management and communications experience. Since 2008, I have worked primarily in Monterey County, and with Monterey County clients.

Background, Experience and Qualifications

My strengths are strategy, copy writing, media, communications/messaging, project management, working with clients for successful outcomes and engaging in the community. After pursuing a biological sciences degree at UC Irvine, I joined the marketing department of my family's industrial energy conservation company. I opened my first marketing agency in San Jose in 1981. I involved myself in the San Jose Metropolitan Chamber of Commerce (as it was called at the time), became a board member, and then joined staff as Executive Director, Membership and Marketing. That started over 15 years in association management.

I became CEO of the Tri-County Apartment Association (TCAA), serving the apartment industry in Santa Clara, Santa Cruz, and San Mateo Counties. After spending a year in a senior communications position at a dot com, I spend two years consulting on strategic planning, communications and advocacy for associations across the country, and then commuted for 6 years to Phoenix as CEO of the Arizona Multihousing Association (AMA).

From fund-raising to training to advocacy, strategic communications, stakeholder relationship building, and public/community relations were key to my association success. I was industry spokesperson and engaged in frequent media interviews and was adept at telling our story while building support and overcoming objections across diverse groups of people. I created numerous print, mail and electronic communication pieces. I was publisher of monthly magazines for TCAA and AMA. I launched TCAA's first website and oversaw the redesign of the AMA site. I also wrote a bi-weekly column for the San Jose Mercury News for five years. And from small-group coffees with Mayors and legislators, to sold-out golf tournaments, economic outlook conferences and awards ceremonies, I produced, coordinated and oversaw hundreds of events with up to 1,000 attendees.

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I returned to California full-time in 2008 as General Manager (Publisher) of the Salinas Californian and El Sol newspapers and associated websites. In 2012, I co-founded Moxxy Marketing in Salinas. Beyond managing the business and being directly responsible for several accounts, I oversaw all our clients' PR and crisis communications activities, and am still Moxxy's primary resource for these needs. In addition to several agriculture and business service accounts, I oversaw most of our nonprofit and government agency accounts at Moxxy, including Transportation Agency for Monterey County (strategic planning, campaign management, research, public outreach, collateral), Housing Authority of the County of Monterey/Housing Development Corporation (strategic planning, websites, PR, events, collateral, video, public outreach, branding) and Hartnell College (collateral, direct mail, public outreach) and was involved in our work with the Monterey County Ag Commissioner (collateral, PR). In 2017, I semi-retired from Moxxy and quickly discovered I am an abject failure at semi-retirement. I have been working as an independent consultant from my home office ever since, where I continue to assist Moxxy and a few additional clients.

When I joined the Salinas Californian, I actively engaged with the Salinas and Monterey County communities. I have served on the boards of directors of the Central Coast YMCA, Salinas Rotary Club and Salinas Valley Chamber of Commerce (2012 chairman). I currently am on the board of the American Cetacean Society, Monterey Bay Chapter.

While I am not a water policy expert, as a resident and business owner with a strong interest in agriculture and science, I appreciate and understand the importance of ensuring an adequate and sustainable supply of water for Monterey Peninsula, Monterey County and all of California. I recognize this requires a combination of conservation and supply, and that to build both requires a coordinated communication and public outreach effort. A lot of my recreational time is spent in and around Monterey Bay hiking, kayaking, scuba diving and cycling, so I have a profound interest in protecting our scenic vistas and our natural environment, while also recognizing the importance of water and other infrastructure to support business and economic activity.

Scope of Work

The types of activities outlined in your RFQ are reasonable and appropriate for MPWMD, and in particular to support your goal to "Instill public trust and confidence", which is necessary to achieve your other stated goals.

While event coordination and physical meetings are on hold while we deal with coronavirus issues, the in-person meeting restrictions might create opportunities for virtual meetings and other forms of engagement with your various audiences.

I have significant experience and can demonstrate success in all the activities you have outlined, and what distinguishes me from others is my strategic approach to marketing, communications and community and public relations. Even for a simple press release or brochure, asking questions, understanding the audience(s) and articulating what we're trying to accomplish, always produces a better result.

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I'm willing to enter into an agreement with a prescriptive and quantified scope of activities, but I think the fluid (pun intended) needs of MPWMD would be better served with a broader scope focused on outcomes and performance. My style and approach has always been to figure out what needs to be done and then roll up my sleeves and do it, so I am comfortable with a looser scope of work that outlines the activities and some general parameters, but provides the flexibility to use your Community/Public Relations activities and budget to their fullest and most immediate value.

Retainer

A retainer provides consistency of activity and budget stability for the client and the consultant. Excluding special circumstances or projects such as redesigning the MPWMD website or overseeing a ballot measure campaign, your budget of \$3,500 per month is reasonable. My target rate on extended contracts is \$95/hour, so recognizing that some months will require more activity than others, that equates to 442 hours per year. I realize the retainer will not be directly tied to hours, but a goal for an average of 36-37 hours per month should be sufficient to ensure a constant flow of communications from your social media channels, the website, press releases, op/eds, etc.

Thank You and Next Steps

Thanks again for the opportunity to respond to your RFQ. Please let me know if you have questions. I welcome the opportunity to review this proposal or participate in an interview with you, David Stoldt and/or your board on the phone or Zoom, and look forward to the Board discussion on July 27, and hopefully a favorable outcome on August 17.

Sincerely,

Terry Feinberg



References:

Debbie Hale, Executive Director
Transportation Agency for Monterey County
831-596-442
debnandy@sbcglobal.net

Kimbley Craig, President & CEO
Monterey County Business Council
831-238-1532
kimbleycraig@hotmail.com

Paul Farmer, President/CEO
Salinas Valley Chamber of Commerce
(831) 227-5578
president@salinaschamber.com

Roland Velasco, Mayor
City of Gilroy
408-710-8508
tolandvelasco@hotmail.com

Tom Scott, Past Chairman
California Apartment Association
408-209-5990
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TERRY M. FEINBERG

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Strategy ♦ Marketing ♦ Planning ♦ Communications

Terry Feinberg Consulting, Gilroy CA

2017-Present

Principal

Independent consultant performing a variety of marketing, strategic planning, copy writing and communications services to a select group of real estate, medical device, government agency, agriculture and non-profit organizations. Scope of work has ranged from serving as contract, part-time marketing director, to individual engagements such as thought leadership articles, board development and strategic plans, retreat facilitation, crisis communications, websites, marketing collateral materials and market research.

Moxxy Marketing, Salinas, California

2012-2017

Principal

Founding partner of the fastest growing marketing agency in Monterey County. Jointly oversaw agency management and growth; chief client advocate; account management, including strategy development, creative direction and copy writing.

Focused on serving agriculture and related business, and select government agencies and nonprofit organizations. Key clients include: Braga Family Farms, Uesugi Farms, Duncan Family Farms, Smith Family Wines, SmartWash Solutions, True Organic Products, Housing Authority of the County of Monterey, Housing Development Corporation, Monterey County Ag Commissioner, Hartnell College, Monterey Bay Air Resources District, Transportation Agency for Monterey County, Ag Against Hunger, Monterey County Farm Bureau and Action Council.

Salinas Californian/Californian Media Group, Salinas, California

2008 - 2012

General Manager

Senior local executive for this Gannett-owned media company which includes a daily newspaper, weekly Spanish newspaper, weekly community newspaper, three websites and numerous online partnerships. Full P&L responsibility and oversaw all operations including finance, sales, editorial, production, community engagement and distribution.

Arizona Multihousing Association), Phoenix, Arizona

2002 – 2008

President

Chief executive officer and primary spokesperson and industry advocate for Arizona's rental housing trade association.

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Konnections, Gilroy, California 2001 - 2008
Chief Executive Officer

Consulting practice offering strategic planning, retreat and meeting facilitation, marketing, community relations, public policy, and media relations services. Facilitated more than 50 board retreats, and helped guide over two dozen organizations through strategic planning and/or leadership development process.

Rentals.com, Redwood City, California 2000 - 2001
Vice President

Executive management team member responsible for overseeing editorial content, developing and maintaining strategic partnerships, coordinating trade shows, and building community relations for this venture-funded online advertising start-up.

Tri County Apartment Association, San Jose, California 1992 - 2000
Chief Executive Officer

Successfully turned an ailing, 65-year-old nonprofit trade association into a pre-eminent business and advocacy organization.

San Jose Mercury News, San Jose, California 1995 - 2000
Columnist

San Jose Metro Chamber of Commerce, San Jose, California 1988 – 1992
Executive Director, Membership Marketing and Services

Graphicconcepts, San Jose, California 1981 – 1987
Owner

Foothill/De Anza Community College, Cupertino, California 1985 - 1989
Instructor

Education

Biological Sciences, University of California Irvine, Irvine, California