



**Pure Water Monterey**  
A Groundwater Replenishment Project

Submitted  
March 14, 2017 by:

**tbc**  
**communications**

PUBLIC RELATIONS  
SOCIAL MEDIA  
MARKETING

## Letter of Engagement

TBC Communications & Media  
177 17th Street • Pacific Grove, CA 93950  
831.920.1693 • [tbccommunications.com](http://tbccommunications.com)

March 14, 2017

Monterey Peninsula Water Management District  
5 Harris Court, Bldg G  
Monterey, CA 93950  
Attn.: David J. Stoldt



Dear Mr. Stoldt,

Please accept the following Letter of Engagement from TBC Communications & Media for the ongoing Public Outreach and Education Scope of Work for Pure Water Monterey.

Please feel free to contact our firm with any questions regarding this proposal or any others regarding the process.

We look forward to continuing our work on this project and thank you for the opportunity to submit this letter of engagement

Sincerely,

A handwritten signature in black ink, appearing to read 'Stephen C. Thomas', written over a light grey rectangular background.

Stephen C. Thomas  
President, TBC Communications & Media

**Including but not limited to:**

- **Project Management of the Pure Water Monterey Public Outreach Initiative**
- **Update and Execution of the Strategic Outreach Plan**
- **Review, editing and final production of all items produced by PWM Team as needed**
- **Respond to Letters to the Editor & Op-Ed Publications**
- **Increase Regional, State & Federal profile of the program**

**Brand Management & Key Message Development**

Work with team to continue to create a comprehensive brand and key message

**Collateral Production****Promotional Product and Apparel Production****Media Relations**

Manage all media and press relations including interviews, FAM tours, inquiries, and updates to local, regional and national press

**Community Relations/Relationship Building**

Manage locally based stakeholder outreach

**Social Media**

Initiate and manage all social media platforms including Facebook, Twitter and others as needed

**Website Updates****Advertising**

Management including research, creative direction and placement of all advertising associated with PWM project

**Event Management and Coordination**

Manage events for project including Groundbreaking Ceremony

**Regular attendance at Project Meetings, BOD Meetings & Relevant Events****General Strategic Counsel & Regular Meetings/Communication with MPWMD Board of Directors, Staff, Shareholders, and Project Partners**

TBC Communications & Media has extensive expertise working with cities, special districts and public agencies. This experience has fostered a deep understanding and appreciation of an agency's fiscal duty with public money and trust.



Consequently, we structure our proposals to reflect the most cost-effective methods to complete the agreed upon scope of work.

Per the above outlined Scope of Work, TBC Communications & Media proposes a contractual agreement of Time and Materials based upon the following hourly rates; Termination date 6/30/17.

TBC Communications	Tasks By TBC Principals	\$175.00
Data Instincts	Sub Contractor to TBC	\$175.00
TBC Communications	Production	\$125.00
TBC Communications	Administrative Tasks	\$50.00

All additional items will be billed as expenses to the project and will be submitted with the associated receipts and due under the previously agreed upon invoicing stipulations. TBC Communications & Media will also continue to abide by all insurance requirements agreed upon under the previous contract.

**Acceptance of Letter of Engagement**

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**David J. Stoldt**  
**Monterey Peninsula Water Management District**

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**Steve Thomas**  
**TBC Communications & Media**

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**Date**

**3/14/17**

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**Date**



- A. Consultant shall obtain and keep insurance policies in full force and effect for the following forms of coverage:
1. Automobile liability including property damage and bodily injury with a combined single limit of \$300,000.
  2. Comprehensive General Liability (CGL) with a combined single limit of \$1,000,000
  3. Consultant shall add to his/her Comprehensive General Liability insurance policy a severability or interest clause or such similar wording if his/her policy does not automatically have this clause already written into it. Such language shall be similar to: "The insurance afforded applies separately to each insured against whom claim is made or suit is brought, including claims made or suits brought by any person included within the persons insured provision of this insurance against any other such person or organization."
- B. Consultant shall provide photocopies of its current Automobile insurance policy [or policies], including endorsements thereto, or current certificates of insurance in lieu thereof, to MPWMD.
- C. Consultant shall provide notice to MPWMD of any cancellation or material change in insurance coverage where MPWMD has been named as an insured, such notice to be delivered to the MPWMD at least sixty (60) days before the effective date of such change or cancellation of insurance.
- D. Evidence acceptable to MPWMD that Consultant has complied with the provisions of this Section VII shall be provided to the MPWMD, prior to commencement of work under this Agreement.
- E. All policies carried by Consultant shall provide primary coverage instead of any and all other policies that may be in force. MPWMD shall not be responsible for any premium due for the insurance coverage specified in this Agreement.