

City of San Leandro

ON-CALL CRISIS COMMUNICATIONS SERVICES PROPOSAL

Submitted by

SAE Communications

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*2934 Victoria Meadow Court
Pleasanton, CA 94566
510-714-4470*

www.saecommunications.com

*1737 Paterna Road
Santa Barbara, CA 93103
805-450-4886*

www.saecommunications.com

Introduction

SAE Communications is pleased to submit this proposal for Crisis Communications Services to the City of San Leandro. Our firm was founded to assist local public agencies with just a few key services: provide strategic counsel; write communications strategic plans; prepare crisis communications plans, whether for issues or disasters; conduct communications training; and show up – in person or virtually – to assist when crises strike.

SAE frequently provides strategic counsel for high-profile municipal crises of confidence issues and we bring a remarkable array of crisis management experience. SAE has provided communications counsel, media relations, and Joint Information Center management for many of California's most challenging recent crises. Our disaster experience includes serving as JIC Manager for COVID-19 response in 2020 and 2021, 2020 SCU Lightning Complex Fire, 2020 election security, 2019 Conception dive boat tragedy, 2018 Montecito debris flow, 2017 Thomas Fire, mass shooting incidents and multiple oil spills, including off the Gaviota Coast. More specifically, we have counseled public agencies through numerous crises of confidence assignments. These are just a few recent highlights:

- San Luis Obispo Police Department's arrest of a BLM activist, use of tear gas against protesters, and various after action reports
- Vacaville Police Department: multiple incidents involving police officers, including a K9 handler's punching of his canine (caught on video by a bystander); officer's aggressive response to an autistic juvenile; termination of an officer; arrests of protesters; etc.
- South Pasadena's response to DA investigative report in response to OIS, death of actress
- Long Beach Fire Department's announcement of discipline of sworn personnel
- Walnut Creek's announcement in response to DA's release of shooting investigation
- Santa Cruz' ongoing communication in response to clearing visible homeless camp
- Town of Windsor's government response to the SF Chronicle's investigation into allegations of sexual harassment/assault against the mayor
- Oxnard College's investigation into a verbal assault by a professor of a deaf student

We also advise on issues such as cyberattacks, Public Records Act response and First Amendment videography.

Below is our proposed Scope of Work anticipated for our assignment for San Leandro:

Scope of Work

1) Communications Planning / Provide Strategic Counsel

- Meet with and/or teleconference with staff to understand issues and project
- Provide plans, analysis, and strategic counsel to staff
- Serve as on-call communications counsel
- Anticipate, address issues of importance to the City

2) Prepare Materials / Advise Regarding Communications Tools/Methods

- Develop key messages, internal-use Q&A, talking points, opinion pieces, press releases, advisories, other materials as advised/requested/required
- Assist with development of presentation materials

3) Media Relations

- Develop media strategy
- Produce/edit press releases and media advisories
- Conduct onsite key message development & delivery interview preparation and training sessions for key City staff and elected officials
- Provide preparation/support prior to significant interview opportunities
- Monitor media coverage and provide input/follow-up as directed and as appropriate
- Advise on media relations/pitching opportunities

4) Community Relations

- Collaborate on community relations needs
- Prepare FAQs, community letters, etc. for public dissemination
- Advise on community relations opportunities
- Research relationship with community organizations and advise regarding engagement

5) Social Media Strategy, Content

- Collaborate on social media strategy
- Advise on social media content
- Prepare content as needed

6) Internal City Communications

- Recommend outreach program to reach all City employees
- Collaborate on materials for dissemination to internal audiences

Terms

- Implementation to occur only following direction/authorization by City staff
- SAE will bill against the not-to-exceed amount as work is implemented

- The work program above is in effect for the period of Nov. 1, 2021 through June 30, 2022 and may be extended as needed by the City at the same rates/terms noted below
- The hourly rate of \$305 for each of the two SAE principals includes office expenses and overhead
- Travel costs will be billed at actual cost with no mark-up
- City will be billed monthly; an Activity Report and Timesheet will be submitted with each monthly invoice

Total Contract Not-to-Exceed:

Fees and expenses not to exceed a total of \$25,000.00.

Experience/References

City of Santa Cruz

Experience: Provide ongoing strategic counsel and training regarding various high profile issues and crises.

Contact: Laura Schmidt, Assistant City Manager, 775-240-2508

City of Milpitas

Experience: Provide ongoing strategic counsel and training and served as interim communications team during COVID-19 response and through EOC/JIC coordination to SCU Lightning Complex Fire, etc.

Contact: Ashwini Kantak, Assistant City Manager, 510-304-4968

City of Vacaville

Experience: Provide ongoing strategic counsel and training regarding various crises.

Contact: Aaron Busch, City Manager, or Kris Conception, Fire Chief/Interim PIO, (707) 449-5100

City of South Pasadena

Experience: Provide key message development/delivery training to staff and elected officials. Serve of counsel regarding issues of importance.

Contact: John Pope, Public Information Officer, City of Newport Beach (prev. with South Pasadena), 562-900-7766

City of Beverly Hills

Experience: Provide key message development/delivery training to staff and elected officials. Serve of counsel regarding issues of importance.

Contact: Keith Sterling, Public Information Manager, 310-285-1034

California State Association of Counties

Experience: Serve as CSAC Executive Institute faculty to teach “When Bad Things Happen” crisis communications/media training course.

Contact: David Liebler, Communications Director (ret.), 916-220-5180

City of San Jose

Experience: Serve as ongoing key message delivery trainers for City Council and senior staff.

Contact: Carolina Camarena, Director of Communications, 408-535-7777

California Specialized Training Institute

Experience: Both SAE Principals have served as crisis communications and media training instructors for CSTI; Summerfield is presently Dean of Instruction and assists in overall course management.

Contact: Richard Robles, Crisis Communications Course Manager, 805-440-1600

SAE's Principals

Scott Summerfield is an expert in public agency strategic communications with nearly four decades of award-winning public information/public participation experience, along with tenures at several organizations focused on community issues.

Scott is the former Public Information Officer for the City of Newark and managed the largest grant program in League of California Cities history, supervising a team of nine communications consultants throughout the state who worked with local communities to implement public education and public participation projects. Scott also served as Director of Communications for the Oakland Chamber of Commerce. The Oakland native is a graduate of San Diego State University with a bachelor's degree in Telecommunications/Film.

Scott is a past president of the California Association of Public Information Officials (CAPIO) and recipient of their Lifetime Achievement Award; grants chair of the Bay Area Sports Hall of Fame; a former executive board member of the City-County Communications and Marketing Association (3CMA); a board member of the Bay Area Cable Excellence Awards; a guest lecturer at the University of Southern California, Annenberg School for Communication in Los Angeles; and is a dean of instruction at the California Specialized Training Institute.

Sheri Benninghoven, APR, is the former Communications Director of the League of California Cities, and one of California's most experienced public relations professionals in helping state and local governments develop strategic public communications programs.

She is a former member of the adjunct faculty of the University of Southern California, Annenberg School for Communication in Los Angeles and a former Vice President/Group Manager for Ketchum Public Relations. Sheri also served as Public Information Officer for the City of Anaheim, where she developed an award-winning crisis communications training program, which was adopted by the California Specialized Training Institute. She also authored portions of the State's Multi-Function Hazard Response Plan and has counseled the California Office of Emergency Services.

She is a past president of the California Capital Chapter of the Public Relations Society of America, from which she's accredited; a member and past board member of the California Association of Public Information Officials (CAPIO) and a recipient of their Lifetime Achievement Award; is a founder/past board member of the City-County Communications and Marketing Association (3CMA); and received California State University, Fullerton's prestigious alumni award. Sheri is active at All Saints-by-the-Sea Episcopal Church.

Partial Client List

Local Government

City of San Jose*
City and County of San Francisco
City of Reno
City of Long Beach*
City of Fairfield
City of Beverly Hills*
City of Riverside
City of Chula Vista
City of Fremont
City of Carson City
City of Carlsbad*
City of South Gate
City of Mountain View
City of Palo Alto
City of Santa Clara*
City of Seal Beach*
City of Davis
City of Brea
City of Los Angeles
City of Santa Barbara
City of Walnut Creek
City of Ventura
City of Vacaville
City of Dublin
City of Foster City
City of San Luis Obispo
County of Contra Costa
County of Alameda
County of Sacramento
County of Ventura
County of Santa Barbara*
County of Colusa
County of Tehama
Port of Long Beach*
Antelope Valley EDC
Bay Area Air Quality Mgmt. District*
New Los Angeles Marketing Partnership
East Bay Municipal Utility District
Santa Clara County Open Space Authority
Santa Clara Valley Water District

Sacramento Regional Transit
Mineta San Jose International Airport
Rancho California Water District
Orange County Fire Authority
Union Sanitary District
Santa Clara County Fire Department

Education

Pleasanton Unified School District
University of California, Davis*
Oxnard Community College
Long Beach City College
Santa Barbara City College*
MiraCosta College*
Santa Clara University*
San Jose State University*
Davis Unified School District
California Specialized Training Institute*

State Government

California Lottery
SF Bay Conservation and Dev. Comm.
California Office of Emergency Services
State Office of Admin. Hearings

Corporate

GovOutreach, Inc.
Intel Corporation
Encyclopedia Britannica
Packard Bell/NEC Computer, Inc.
Safety-Kleen Corporation
IC Verify, Inc.

Associations

American Association of Port Authorities*
California Healthy Cities Project
League of California Cities*
The Energy Coalition
Calif. Society of Muni. Finance Officers
California Parks and Recreation Society
California Municipal Treasurers Assn.
California Assoc. of Pub. Info Officials*
National League of Cities
California State Association of Counties*

Ongoing relationship