

RFP 2019-2020.06
Bond Strategy Advisory Services

Firm Name	TBWB Strategies	Clifford Moss
Location/Address	400 Montgomery Street, 7th Floor San Francisco, CA 94104	5111 Telegraph Avenue No. 307 Oakland, CA 94609
	(415) 291-1894 TBWB.com	(415) 244-5990. www.cliffordmoss.com
CONTENTS OF PROPOSAL		
Submittal Letter Name of authorized firm representative	Charles Heath, Partner cheath@tbwb.com Cell: (415) 810-8053	Amanda Clifford, Principal amanda@cliffordmoss.com (415) 244-5990
Description of Firm Brief overview of services	1. TBWB will work with EMC for Feasibility Study. 2. TBWB will help develop and implement PI and outreach program to educate community to build consensus. 3. Build strong measure. 4. Help identify volunteers to run campaign. * 5. Bridge to next election.**	1A. Public Opinion Polling with polling firms. 1B. Early listening & Strategic Communications 2. Public Education & Ballot Measure Preparation 3. Management Plan and Timeline
REFERENCES		
Reference #1	Dublin USD Dr. Dave Marken, Superintendent	ACOE L. Karen Monroe, Superintendent of Schools
Reference #2	San Ramon USD Rachel Hurd, SRVUSD BOE President	Livermore Valley Joint USD Dr. Kelly Bowers, Superintendent
Reference #3	Castro Valley USD Parvin Ahmadi, Superintendent	Santa Clara USD Stan Rose, Ed.D., Superintendent
TEAM		
Name of employees who would be assigned to PUSD	Charles Heath, Partner Sabrina Kochprapha Senior Consultant.	Amanda Clifford, Principal Bonnie Moss, Principal
OTHER INFORMATION		
Conflict of Interest	none	none
Sub-Contracting	TBWB does not sub-contract any work	Design/Production Support Vendors
Insurance	Errors and omissions coverage \$1M/claim, \$2M aggregate	General business insurance and errors and omission coverage and can make District additional insured, if requested
FEES		
	\$6,500/month	\$6,500/month
	Reimbursable business expenses billed separately along with hard costs.	Plus approved business expenses and additional public engagement costs (web/social media presence)
	* For informational purposes only - not part of scope for this. ** Not proposed as part of this scope of services--would be offered under separate post-election services agreement.	