

TO: James L. App, City Manager
FROM: Doug Monn, Interim Public Works Director
SUBJECT: Landscape and Lighting Balloting Public Outreach contract
DATE: November 1, 2005

NEEDS: For the City Council to consider awarding a contract to Tom Jones and Associates Inc. (TJA) for public outreach services during the Landscape and Lighting balloting effort.

FACTS:

1. At the July 5, 2005 meeting, the City Council authorized staff to ballot deficit sub-areas, sub-areas with shared improvements, and provide for an inflation adjustment and a 5% landscape replacement fund.
2. In preparation for the balloting effort proposals were solicited for Public Relations/Public outreach Services.
3. Two proposals were received and opened on September 9, 2005. The proposals received were from Tom Jones and Associates Inc. and AR and Company.
4. Proposals were reviewed by the L&L ad hoc committee September 22, 2005. The committee recommended the contract be awarded to Tom Jones and Associates.

**ANALYSIS
AND**

CONCLUSION: Two proposals were received, one from Tom Jones and Associates Inc. the other from AR and Company. The ad hoc committee found that Tom Jones and Associates were best qualified for this task (see attached proposal). Based on an estimate received by Tom Jones and Associates Inc. staff has estimated that a not-to-exceed contract of \$28,000 will be sufficient to complete this task.

If approved, Tom Jones and Associates Inc. will provide the public relations expertise necessary to help affected residents understand the fiscal challenges facing their deficit sub areas. The public outreach will be designed to result in an informed constituency able to make the decision best suited to their situation.

POLICY

REFERENCE: Purchasing and Payment Procedures Manual

FISCAL

IMPACT: The funds required for this effort are not currently budgeted. An allocation will be required to cover the cost of the public outreach program. If the balloting effort is successful the cost of the public outreach campaign will be incorporated into the adjusted Landscape and Lighting fees. If the campaign is not successful, the City Council can reduce the level of service equal to the cost of the outreach program in order to reimburse the General fund.

- OPTIONS:**
- a.** Approve Resolution No. 05-xx
 - 1) Authorizing the City Manager to enter into an Agreement with Tom Jones and Associates Inc. for Landscape and Lighting Balloting Public Outreach Services for a not-to-exceed fee of \$28,000.
 - 2) Appropriating \$28,000 from General Fund Reserves to Budget No. 308-310-5224-168.
 - b.** Amend, modify, or reject the above option.

Attachments (2)

- 1) Proposal from Tom Jones and Associates, Inc.
- 2) Resolution

TOM JONES & ASSOCIATES, INC.

RESPONSE TO RFQ/RFP
CITY OF PASO ROBLES
September 9, 2005

FACTS

Name: Tom Jones & Associates, Inc.

Ownership: S Corporation

Headquarters: 75 Zaca Lane, Suite 110
San Luis Obispo, CA 93401
(805) 541-6020, (805) 541-6022 FAX
tja@tomjonesadvertising.com

Management Team JOHN SORGENFREI
The City of Paso Account Supervisor
Robles:

PHIL MAY
Senior Writer/Producer

KEELY SANCHEZ
Media Director

QUINT STEVENS
Art Director

CHAD STEVENS
Broadcast Director

CYNTHIA MEAD
Account Media Coordinator

JAN MUNOZ
Finance Manager

Projected 2005
Billings: \$3 Million

Staff Size: 7

GENERAL CAPABILITIES

- Account Management
- Creative Services
- Public Relations
- Government Relations
- Budget Planning
- Media Planning/Buying
- In-house Radio and Print Production
- Television Production
- Website Design
- Sales/Informational Brochures
- Co-op Coordination
- Video Presentations
- Hispanic Marketing
- Market Research
- Non-Traditional Media

OUR CLIENTS

The strength of an agency is measured by the success and longevity of its clients. For more than two decades, Tom Jones & Associates has been proud to call many of the finest companies and organizations on the Central Coast our customers. If you value uncompromising standards of customer service and creative excellence, then add the City of Paso Robles to this list.

	<i>Years Retained</i>
Michael's Optical	24 Years
Idler's Appliances	22 Years
Rancho Grande Motors	22 Years
Blakeslee & Blakeslee Financial Services	18 Years
Laguna Village Shopping Center	18 Years
North American Van Lines	14 Years
S.L.O. County Health Department	13 Years
Tobacco Control Program	
F. McLintocks Saloon & Dining House	11 Years
Christianson Chevrolet	11 Years
City of Morro Bay -- Tourism	9 Years
Jim's Campus Camera	7 Years
City of Pismo Beach	4 Years
Paso Robles Ford / Lincoln / Mercury	4 Years
Charter Communications	4 Years
Sycamore Mineral Springs Resort	4 Years
Avila Valley Hot Springs	4 Years
Paso Robles Hot Springs	4 Years
Gardens of Avila Restaurant	4 Years
Cypress Ridge Golf Course	4 Years
Santa Lucia Bank	4 Years
Pacific Home Do It Center	4 Years
Mullahey Ford	4 Years
Children & Families Commission	4 Years
City of Solvang	3 Years
City of Santa Maria (SMAT)	3 Years
Radisson Hotel	3 Years
Sea Venture Resort	3 Years
Knights Interiors	3 Years
Santa Maria Airport	3 Years
Atascadero Glass	2 Years
Vanguard Lending	2 Years
Med Plus	2 Years
Mission County Disposal	2 Years
3 Way Chevrolet	2 Years
Pacific Eye Surgeons	1 Year
Paradise Spa	1 Year
Dolphin Bay Resort	1 Year
Pacific Repertory Opera	1 Year

OUR STAFF

JOHN SORGENFREI, PRESIDENT & OWNER

John Sorgenfrei is the owner and president of Tom Jones & Associates, Inc. John joined Tom Jones & Associates in 1992 and purchased the agency in 2002 when Tom Jones retired.

Upon graduating from the School of Journalism at USC in 1977, John began his career in advertising. He worked at several large agencies in Los Angeles, including Doyle Dane Bernbach, in the areas of national recruitment, business-to-business and consumer advertising campaigns.

John has served as a Branch Manager for several agencies, supervising art, traffic, production and account service teams as well as successfully managing various clients' advertising and public relations. Some of these clients included Ford Aerospace, Beckman Instruments, Litton Industries, Johnson & Johnson, Bank of America, Asics Corporation, Pertec Computers and the U.S. Navy.

Advertising for these national firms involved campaigns in radio, television, direct mail, magazine and newspaper. John has supervised the production of collateral materials such as posters, brochures, point of sale materials and has staged many successful sales promotion programs at the dealer and consumer level.

John also owned and operated his own business on Maui where his primary duties were marketing, advertising and public relations, including logo development, new product launches, direct mail and production of point of sale materials.

Past experience in the area of cable television for Paragon Cable in Los Angeles and with KCOY-TV CBS here on the Central Coast have further expanded John's knowledge of the local cable and broadcast television industry.

PHIL MAY, CREATIVE DIRECTOR

Phil May served over a decade as the director of advertising for Walt Disney Productions and received a prime-time Emmy nomination for production on Walt Disney's "Wonderful World of Disney" television series.

Phil May has over thirty years of experience creating highly stylized advertising and marketing campaigns for a long list of national and international clients, including Universal/MCA, 20th Century Fox – Fox – FX Networks, Walt Disney Studios, Paramount Pictures, Sony Columbia-TriStar, MGM Studios, ABC, NBC, CBS, King World Television Syndication and many more. Phil was also with Campbell-Ewald, where he served as the copywriter on their account for Chevrolet.

QUINT STEVENS, ART DIRECTOR

For the past twenty years, Quint has served as an Art Director for several advertising firms, including the world's largest advertising agency, Saatchi & Saatchi International. Quint has also worked for Patagonia International designing advertising and producing their famous catalog. Additionally, he helped tourism clients in the Hawaiian Islands. Some of these clients included The Grand Wilea, The Four Seasons, the Intercontinental and the Maui Film Festival.

KEELY SANCHEZ, MEDIA DIRECTOR

Keely graduated from Cal Poly State University in San Luis Obispo with a degree in Business Administration and a concentration in marketing. She has background experience in retail marketing as well as banking.

Her responsibilities at TJA include managing accounts and creating and placing ads through print, radio, television and cable. She makes sure that all of our client's needs are met within an efficient and timely manner. Maintaining excellent customer relations between the client and the media, Keely has been with Tom Jones & Associates since 1996.

CHAD STEVENS, BROADCAST DIRECTOR

Chad brings to Tom Jones & Associates more than twenty-five years of experience in the broadcast industry. For many years, Chad was the number one morning personality on KJUG radio with the Chad and Andy show. In addition, Chad has served as Program Director, Music Director, and Production Director for a number of top-rated radio stations in various markets. Chad has worked on the sales side of the industry serving as a Sales Consultant and Sales Manager. He has also been responsible for many creative campaigns, which have resulted in success for a variety of clients. Furthermore, Chad works in community theater and has starred in several productions in the County. Furthermore, he offers clients his unique talents as an emcee for promotional events.

JAN MUNOZ, FINANCE MANAGER

Jan is a business college graduate with 20 years of experience in accounting and other business-related skills. Her background knowledge of media and advertising totals more than 25 years.

Jan coordinates billing for our clients and handles the payment of services to the media in order to maintain a successful, "hassle-free" relationship between the two. She keeps account of all invoices and script documentation. She arranges co-op funding for the client from national companies. Her main objective is to make sure the monetary transitions of the accounts are well maintained.

CYNTHIA MEAD, ACCOUNT COORDINATOR

Cynthia is a graduate of Cal Poly, San Luis Obispo. She received her bachelor's degree in Business Marketing as well as a minor in Economics, and was an active member of the American Marketing Association. Past experiences in retail sales and marketing as well as administrative assisting has helped her with her responsibilities of media buying, account coordinating and agency administrating at Tom Jones & Associates.

BACKGROUND OF SIMILAR PROJECTS

Tom Jones & Associates has worked with almost every city in both San Luis Obispo and Santa Barbara Counties in a variety of projects. Some of these cities include Pismo Beach, Morro Bay, Santa Maria, Avila Beach and Arroyo Grande.

In addition, the owner of Tom Jones & Associates has served as the Chairman of the Pismo Beach Planning Commission for six years, working directly with the planning staff, engineering, parks and other city staff employees. This background has provided him with the knowledge of State and Federal environmental laws and development rules and procedures.

ARROYO GRANDE -LOPEZ DAM PROJECT

TJA assisted the City of Arroyo Grande in 1999 with a full consumer awareness campaign for the Lopez Dam Retrofit Project. This campaign involved direct mail to every resident in the flood zone. All the materials for the campaign were produced in both English and Spanish. In addition to the direct mail program, a full public relations campaign was crafted to inform the local residents living in the area why the retrofit was necessary and what to do in case of an emergency. The public relations effort involved radio, print and television, as well community workshops.

CITY OF SANTA MARIA-TRANSIT

TJA works with the engineering department of the city of Santa Maria and the Transit Manager to promote the use of transit in the city. This program is design to present Transit in a positive way. This program is for the transit users as well as those in the city who support the funding of the Transit programs. TJA has won its contract four years in row and is now expanding its role to include building revenue through the sale of advertising on the buses. These programs are produced in both English and Spanish.

CHARTER COMMUNICATIONS—30 MILLION DOLLAR REBUILD

TJA has worked with Charter Communications in many capacities over the years as it relates to changing public opinion in a positive way for Charter. When Charter Communications launched a 30 million dollar rebuild of their system county-wide, TJA developed a full multi-media campaign designed to inform the public why this rebuild was taking place and what the value to them would be upon completion. The reality of the rebuild was that many negative factors were going to take place as it related to the customers. Rate increases, service interruptions and channel line-up changes were a few of the major problems. TJA help Charter inform the customer base in a positive way of what was occurring along with the ultimate benefit to the customer clearly defined. Because of our strong consumer outreach program, Charter added customers during this period rather than losing them, as was anticipated.

PISMO BEACH—BRANDING

TJA works with the Visitors and Conference Bureau of Pismo Beach, the City Council and the City Manager to re-brand and re-position the City of Pismo Beach to a more affluent visitor. The goal was to increase the TOT (Transient Occupancy Tax). This effort was done over the course of many years and with the cooperation of planning, engineering, parks and recreation and the Pismo Beach CVB. The media outreach was redirected, the image and theme of all the advertising was changed. The outcome of this effort resulted in a much higher TOT tax collection and a much larger general fund growth rate. This is one of the main reasons Pismo Beach, like Paso Robles, is in the black, while many other local cities are looking at deceit spending.

NO ON MARKET PLACE—SPECIAL ELECTION 2005

TJA was hired as the lead agency for media strategies and placement for the successful defeat of the San Luis Obispo Marketplace. In addition to media planning and buying, TJA also served as a consultant on the creation of radio, print and television advertising, working directly with the No on Marketplace Campaign Manager. Polling results showed that the majority of the public opinion prior to the No campaign was in favor of the Marketplace. Our firm was hired to change this opinion and defeat the ballot measure. The end result was that our client turned the opinion around and won on all ballot measures.

POSITIVE BALLOTING EFFORTS

The following are recent campaigns that TJA has assisted and won:

- Abel Maldonado: Mayor Santa Maria, State Assembly
- Patti Andreen: (primary victory) Supervisor
- No on Market Place San Luis Obispo
- Ray Watson: Mayor Atascadero
- Tom O'Malley: Atascadero Council
- Mike Ryan: (Two Terms) Supervisor
- No on Soar County Wide
- Shelly Higginbotham: Pismo Beach Council
- Sam Blakeslee: State Assembly

All the above listed projects were delivered on budget and on deadline.

References:

Ed Merrill, Charter Communications 805-544-1962
Joe Rye, City of Santa Maria 805-925-0951 Ex. 480
Suzen Brasil, City of Pismo Beach 805-773-7091
Ben Romo, No on Marketplace 570-5187

MAKING IT WORK

TJA has developed successful marketing strategies for informing and changing public opinion for decades. We start by learning your goals and objectives and by working together to develop a plan that becomes the road map for your success.

The account person assigned to the City of Paso Robles account will be John Sorgenfrei, the owner of the agency. In addition, all of our personnel will be made available to you at any time to assist in their area of expertise. The Landscape & Lighting District Balloting, Public Outreach Campaign will be a very important account for us and will receive our top senior level talent.

UNDERSTANDING THE PROJECT

The city LLD consultant has determined that there is a need to raise assessments in 70 sub areas to make landscape and lighting improvements in those areas. With the passage of Proposition 218, the individuals being evaluated by the city must approve the necessary assessments.

Working directly with the city Public Works Department and the City LLD consultant, TJA will produce and implement a plan that will result in a positive outcome of the special balloting. We will convince those being reviewed that it is in their best interest to approve the assessments.

WORK PROGRAM & REQUIRED TASK

1. Meet with the City Public Works Department and the LLD consultant to clarify goals and determine an exact timeline of events.
2. Determine media plan and approve. We suggest direct mail be the primary media tool due to the specific geographical area that must be influenced. Local radio news talk stations such as KPRL could also be of use to control any misconceptions by the targeted group. Local print will be used, such as Paso Robles Magazine, Paso Robles Press and inserts in the Tribune, only in the targeted areas by zip code.
3. Refine budget.
4. Develop and approve public relations calendar and plan.
5. Produce direct mail creative and inserts. Stress safety, increase homeowner value and illustrate that they are only paying for what benefits them.
6. Produce radio spots and PSA announcements. Develop press releases for print.
7. Print materials.
8. Conduct community/homeowners association workshops, if needed, to present information.

SPEND LESS MAKE MORE

Agency Compensation and Budget

It has always been our goal to ensure that most of our client's budget is spent on media and advertising, rather than on compensating us for agency time, such as phone calls, meetings, and, in general, every time we interact with you. Each time the City receives a statement from our agency, all vendor invoices will be included for your review.

In our approach to the LLD account, our goal will be to spend the vast majority of the allocated dollars on media and creative for the marketing of LLD program.

Our rates are \$70 per hour for both creative and agency service time. Many of clients prefer working on a set retainer, which provides all of the agency services, including media buying, media placement, copywriting and account service time for one set fee per month.

BUDGETING

Art production and account service hours are billed at \$70.00 per hour. It is difficult to determine an exact total cost for either one without knowing the precise scope of the work. TJA has its own in-house recording studio and graphic arts department which helps to control costs and deadlines. Listed below are examples and estimates of time to perform certain tasks:

Produce direct mail piece
Copywriting, design and final artwork
12 hours to complete
Total: \$840

Writing two press releases and sending it to the media
6 hours to complete
Total: \$420

Account management service time to meet and consult with the client and handle the necessary tasks of the project.
30 to 40 hours to complete
Total: \$2100- \$2800

Printing Costs TBD, based on quantity.

WHY TOM JONES & ASSOCIATES

Our agency takes a “hands-on” approach. We like to consider ourselves an extension of each client’s business and we work as if we are partners. Your success is foremost.

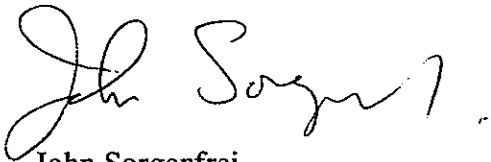
It is our hope that upon review of our qualifications, you will come to the conclusion that Tom Jones & Associates is the right choice to help LLD reach its goals and objectives in the special balloting. Tom Jones & Associates has both the industry knowledge and necessary experience to effectively handle your project.

We have included our company brochure in the packet. As you will see, our own branding theme is “Major Market Experience, Regional Sensibility.” My goal in creating the agency was to offer seasoned advertising and marketing professionals to our clients. When you view our resumes, you will see that our team has worked for some of the best in the business. Walt Disney, Doyle Dane Bernbach and Saatchi and Saatchi, to name a few. We are also proud to have served some of the finest clients in the world as well.

Our agency’s team of seasoned professionals has a proven track record of creating and implementing successful public relations and community outreach campaigns. We are rewarded when our clients are successful and when, together, we continually search out new, innovative approaches to achieve those successes.

All of us at TJA are extremely enthusiastic about working with you and will be happy to provide any additional information that may be necessary.

Thank you,

A handwritten signature in black ink, appearing to read "John Sorgenfrei". The signature is fluid and cursive, with a large initial "J" and "S".

John Sorgenfrei
Owner Tom Jones & Associates

RESOLUTION NO. 05-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AWARDING A CONTRACT TO TOM JONES AND ASSOCIATES INC FOR LANDSCAPE
AND LIGHTING DISTRICT BALLOTING PUBLIC RELATIONS SERVICES

WHEREAS, at the July 5, 2005 meeting, the City Council authorized staff to ballot deficit sub areas, sub areas with shared improvements, provide for an inflation adjustment and a 5% landscape replacement fund; and

WHEREAS, in preparation for the balloting effort, proposals were solicited for public relations/public outreach services; and

WHEREAS, on September 9, 2005 proposals from Tom Jones and Associates Inc. and AR & company were received and opened; and

WHEREAS, proposals were reviewed, on September 22, 2005, by the Landscape and Lighting ad hoc committee; and

WHEREAS, the Landscape and Lighting district ad hoc committee recommended award of a not-to-exceed fee of \$28,000 contract to Tom Jones and Associates Inc.; and

WHEREAS, should the balloting effort be successful, the cost of the public outreach campaign will be incorporated into the adjusted Landscape and Lighting fees. If the campaign is not successful, the City Council can reduce the level of service equal to the cost of the outreach program in order to reimburse the General fund.

THEREFORE, BE IT RESOLVED AS FOLLOWS:

SECTION 1. The City Council of the City of El Paso de Robles does hereby authorize the City Manager to execute a contract with Tom Jones and Associates Inc. for Landscape and Lighting district balloting Public Relations services for a not-to-exceed fee of \$28,000.

SECTION 2. The City Council of the City of El Paso de Robles does hereby appropriate \$28,000 from General Fund Reserves to Budget No. 308-310-5224-168.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 1st day of November 2005 by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

ATTEST:

Frank R. Mecham, Mayor

Sharilyn M. Ryan, Deputy City Clerk

