

EXHIBIT A

Proposal to City of Alameda For Branding, Communication and Resource Development for Green Initiatives

Section 1: Overview

For many reasons, Alameda is perfectly positioned to become a visible leader in environmental sustainability. First and foremost, civic leaders, staff and residents are united in their concern for the environment. They value clean air, renewable power, zero waste, carbon-free transportation. High percentages participate in initiatives such as recycling. They are not only open to alternatives – they advocate for them. Equally important, city leaders are not afraid to support new technologies that promise environmental benefits. This is essential to success!

Despite the progress the community has made in this arena, as is always the case when creating a marketable identity, a concerted effort will be needed to brand Alameda as a green leader. Many of the elements exist, but at present, have not been effectively tied together.

This is critical since the strength of the brand is directly tied to the success of the resource development effort. A successful communications effort also ensures community support, a key element in community transformations.

This proposal encompasses:

- 1) Management of the creation of the City's green identity, which includes working with a graphics partner selected by the City to produce a brand audit and positioning platform, develop a green logo and tagline, and overseeing consistent use of the to-be-developed identity in green marketing and communications materials,
- 2) Management of messaging concerning the City's green brand, which ensures proper positioning of the City as a green leader in all related communications;
- 3) Resource development efforts to implement clean energy, clean transportation, and green departmental programs which augment and enhance the City's green identity.

Rips Consulting, Inc. (RCI) has extensive expertise in this arena. Communications consultant Catherine Rips, principal, is a national award-winning writer of marketing materials and plans and is a highly productive grant writer. She strongly believes the two go hand in hand.

She has served as marketing and resource development director of SunLine Transit Agency (internationally renowned for its leadership in alternate fuels), managing director for the California Hydrogen Business Council, and as marketing/outreach director for the Texas LP-Gas Association. Clients of Rips Consulting, Inc., have included the California Fuel Cell Partnership, California Stationary Fuel Cell Collaborative, Cleantech America, Inc., IID Energy, Nissan Technical Center North America's Green Team, the National Fuel Cell Research Center at UC- Irvine, the Resort Municipality of Whistler, and others. Rips also served for three years as the contract public information officer for the City of Indian Wells. (Please see attached resume.)

Upon completing the initial brand research described on the previous page, RCI proposes to use identified brand attributes to complete the following **Communications** activities:

- 1) Revamp the City's website (optimizing green information for search engines);
- 2) Work with City staff to develop the needed portfolio of green education and outreach materials;
- 3) Create a quarterly electronic newsletter;
- 4) Develop a series of media releases to be distributed through Business Wire (has the most comprehensive news and disclosure network in the world), which will dramatically extend the reach of the City's activities at a nominal cost;
- 5) Work with editors where appropriate on feature stories about Alameda's green initiatives.

These efforts are envisioned to be in addition to the City's current public information activities (on matters not necessarily green-related) – not to replace them. Graphic and web design services will be provided by a third party partner.

Concurrently, RCI will work with the Interim City Manager and the City's consultant Richard Cromwell III and Associates, Inc. to perform **Resource Development** activities including:

- 1) Identify and cultivate potential partners for clean energy and clean transportation projects including the city's proposed Economic Development Corporation, "Green Initiative";
- 2) Research potential grant opportunities;
- 3) Work with staff identified by the Interim City Manager to prepare grant submissions;
- 4) Work with staff identified by the Interim City Manager on grant tracking systems;

Section 2: Work Plan

Task 1 – Branding

- a) Provide quote on brand audit and platform research (including review of studies already undertaken by city)
- b) Identify brand attributes, visual characteristics
- c) Work with graphics partner to develop logo, tag line

Task 2 – Green Communications

- a) Provide quote on website re-do, add green section
- b) Develop communications plan – green
- c) Work with graphics partner to produce materials for use by the City and the Green Task Force
- d) Develop content for quarterly community newsletter (electronic or print)
- e) Write/release periodic media releases and articles

Task 3 – Resource Development

- a) Research potential partners and opportunities to leverage funds
- b) Research available grant opportunities for green initiatives
- c) Work with staff to determine which opportunities best fit Alameda
- d) Lead proposal submission team where appropriate
- e) Submit proposals as deemed advantageous
- f) Help set up grants tracking systems as needed

Task 4 – Economic Development Corp, “Green Institute”

- a) Research funding opportunities
- b) Research potential partners/tenants
- c) Develop beta test center concept
- d) Participate in “Green Initiative” team development
- e) Apply for funding where appropriate

Section 3: Budget/Fees

Budget/Fees. Given the current economic condition, rapidly developing government stimulus programs, and the state budget crisis, it’s extremely difficult to predict what funding opportunities will exist in the coming year much less what will be required from proposers. Similarly, it is difficult to accurately estimate the number of hours that will be required to complete projects such as a revise of the City’s website without knowing how much information is out of date and how difficult it will be to access needed info.

Exhibit B

As such, to optimize benefit to the City of Alameda, Rips Consulting, Inc. proposes a retainer of \$6,000 per month, based on an hourly fee of \$125/hour, which ensures a minimum of 48 hours per month. Hours required to accommodate additional work authorized by the Interim City Manager or designee will be billed at the rate of \$115 per hour, not to exceed \$6500 per month. All travel-related expenses including transportation, mileage, hotel accommodations, car rentals, etc. will be billed at cost. All invoices are due within 60 days.

A one to two-page report will accompany monthly invoices detailing work performed during that billing cycle, coded by project. A regular progress report to the City Council, staff and community will also be provided if requested or approved by the Interim City Manager or designee.