

RESOLUTION NO. 2017-56

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARINA
AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT WITH KP
PUBLIC AFFAIRS FOR PUBLIC RELATIONS AND ADVOCACY SERVICES

WHEREAS, one of the most important issues facing the City of Marina is the protection and preservation of the City's water resources, and;

WHEREAS, the Monterey Peninsula Water Supply Project proposed by California American Water Company is a project to develop a desalination plant and associated facilities to supply water to areas that CalAm serves on the Monterey Peninsula, and;

WHEREAS, the City of Marina is increasingly concerned about the potentially significant and irreversible impacts of the Monterey Peninsula Water Supply Project on Marina's water supply, water quality, sensitive coastal environment and citizens, and;

WHEREAS, the City of Marina's comments to the Draft EIR/EIS for the Project set forth that the Draft EIR/EIS is legally inadequate in many critical subject areas and fails to meet the requirements of CEQA AND NEPA, and;

WHEREAS, there is a need to engage a public relations firm to assist in the advocacy, public relations services, collaboration with partners, coalition building, grassroots outreach and transparency of the Project to citizens, and;

WHEREAS, KP Public Affairs has the expertise needed to assist in these areas.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Marina does hereby authorize the City Manager to execute a contract with KP Public Affairs for \$80,000 subject to approval by the City Attorney.

PASSED AND ADOPTED by the City Council of the City of Marina at a regular meeting duly held on the 6th day of June 2017, by the following vote:

AYES, COUNCIL MEMBERS: Amadeo, Morton, O'Connell, Brown, Delgado

NOES, COUNCIL MEMBERS: None

ABSENT, COUNCIL MEMBERS: None

ABSTAIN, COUNCIL MEMBERS: None

Bruce C. Delgado, Mayor

ATTEST:

Anita Sharp, Deputy City Clerk

EXHIBIT A

KP

PUBLIC AFFAIRS

THE KP DIFFERENCE

KP Public Affairs offers all of the essential elements for developing a winning public affairs strategy – Policy-Oriented Advocacy, Comprehensive Public Relations, Knowledge-Based Analysis, Broad Expertise, Experienced Professionals, and the respect that is earned with a long History of Success.

The process of policy making is constantly changing in California. Term limits, changing demographics, technologically sophisticated interest groups, a savvy, activist-oriented population, and an economy large enough to influence markets and public policy decisions around the globe – all play a role. To succeed here, you need to recognize that California is not just a special place – it is a serious one. New business initiatives receive a more thorough review here than anywhere else. New ideas find more opportunities to take root and flourish.

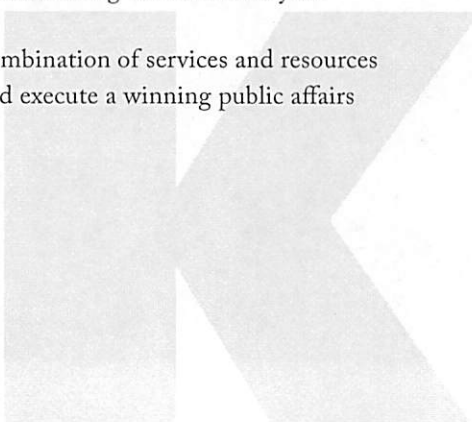
KP Public Affairs is uniquely positioned to meet your needs. Our approach is based on a deep understanding of the law, the political environment and our clients' specific business goals and objectives. Our success and the quality of



KP Public Affairs: The Experts at Winning

service we deliver do not rise or fall with a change in political leadership. And with our emphasis on substantive analysis, KP is often called upon to lead negotiations on the major public policy issues facing the state each year.

We invite you to learn more about the combination of services and resources that KP offers. Let us help you design and execute a winning public affairs strategy.



POLICY-ORIENTED ADVOCACY

A successful advocacy program has three key elements:
1) political strategy, 2) policy knowledge and expertise, and
3) aggressive management and implementation.

Our approach is simple. We learn as much as possible about a client's issue, apply our resources to develop a comprehensive political strategy, bring our policy expertise and experience to bear and work tirelessly to achieve our clients' goals. To assist our clients, we use the following methods:

- **Issue Management:** KP conducts background research to understand the client's business so that we can effectively manage the issue at all levels and deliver winning message development, testimony preparation and presentations.
- **Legislative and Regulatory Issue Tracking:** Tracking issues is critical to identifying when and where legislation or regulation may emerge that could affect a client's business.
- **Ally Recruitment and Coalition Building:** When tackling an issue in the state government, it is often beneficial to enable many voices to carry the same message. KP successfully builds lobbying coalitions while managing public affairs and grassroots efforts.
- **Bill Drafting and Bill Analysis:** KP analyzes legislation to better understand how a proposed bill will affect a client's bottom line. We draft legislation to advance the specific goals and objectives that will serve our clients' interests most effectively.
- **Budget Advocacy:** KP follows the state budget throughout its various steps and advises clients on the business impact of proposed budget items and related funding issues. KP understands how funding is allocated, the ways budget bill language is shaped, and the impact that fees and public spending can have on our clients' interests.

COMPREHENSIVE PUBLIC RELATIONS

Creating a successful communications plan involves a lot more than media releases and news clips. It requires an understanding of the client's business, research and insight into the obstacles that have to be overcome, experience in shaping public opinion, a well-designed messaging program and the discipline to stick to it as well as the flexibility and creativity to respond quickly to an evolving situation.

At KP, effective communications are an integral part of everything we do. Our team of professionals has managed internal and external communications for some of the largest corporations in the world. We've helped to open multi-million-dollar casinos and major industrial plants, arranged for the preservation of thousands of acres of environmentally-sensitive lands, launched new products, and assisted with complex labor relations negotiations. A winning strategy often requires specific support in the following areas:

- **Strategic Counsel:** KP puts primary emphasis on initially developing a comprehensive strategy that accurately reflects our client's values and interests and that will accomplish their objectives. We continue to provide our clients with ongoing strategic counsel, recognizing that circumstances change and tactics often need to be revised.
- **Crisis Management:** In a competitive political environment, anyone can become a target – not always because of what you do but sometimes just because of who you are. Whether it involves politics, a natural disaster or an industrial accident, we have the resources, the experience, the agility and the commitment to tireless service to help our clients meet a crisis.
- **Reputation Management:** KP provides public relations services for corporations of all sizes. We understand the needs of both national and international firms, and can create a public relations program based on the unique needs of an individual company.
- **Media Relations:** KP has the media contacts and long-term relationships that are essential for managing day-to-day media relations for our clients. We organize major events, press conferences, editorial board tours and all the

other elements that go into encouraging positive coverage or responding to negative reports where needed. But we also understand that sometimes the best media relations involve keeping our clients' names out of the news.

- **Project Siting and Development:** When a client plans to locate a facility in a new area, managing perceptions at the local level is often essential for winning regulatory approval and avoiding hostile intervention from outside interests. KP has the experience and the record of proven success that has provided winning strategies for industrial projects large and small throughout the state.
- **Coalition Building:** Success can often depend on bringing together diverse groups that share an interest in a beneficial outcome. KP's experienced professionals have helped to organize some of the largest coalitions in California history.
- **Grassroots Outreach:** Building public support for an issue involves reaching deep into communities and working through grassroots organizations. KP brings our clients' messages into the community centers, city halls, church buildings, and neighborhoods to help build support and communicate with the public at the local level.

Successful representation of our clients
requires more than conventional methods.

COMPANY HISTORY

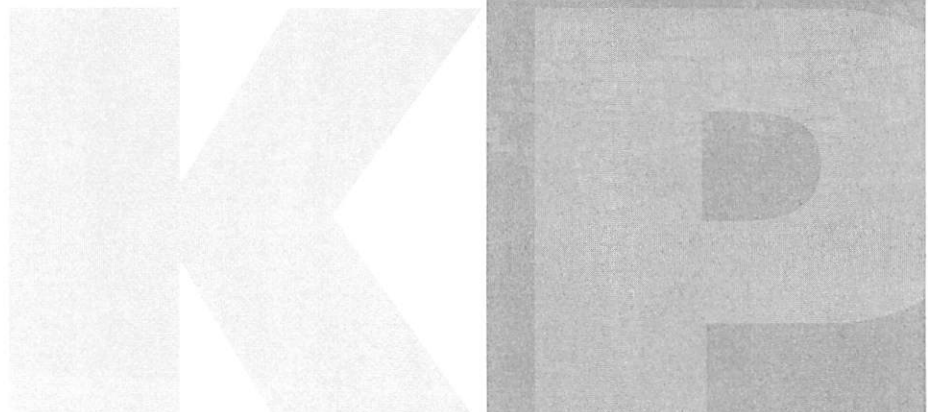
KP Public Affairs' leadership in public affairs management grows out of the recognition that in California today, successful representation of our clients requires more than conventional methods of lobbying and legislative advocacy can deliver. Government at all levels has become more transparent, more open to public participation and subject to much closer public scrutiny. Analysts, commentators, academics and the media take more interest in the powers of state and local government and their potential for changing public policy. Most important, in an age of term limits, the old-style of politics solely based on personal relationships can no longer meet the needs of the people who do business here.

That was just part of the vision that Michael Kahl and Frederick Pownall shared as they built KP Public Affairs into the largest public affairs management firm in California. Each had established his own, very successful advocacy practice beginning in the 1970s. In 1996, they joined together to create the modern firm, offering advocacy and analysis in a steadily expanding program of client services. Public Relations was added as an essential component of effective representation in 1996.

In 2004, KP Public Affairs successfully completed the transition of the firm's management and ownership to a larger partnership of senior professionals. And in 2005, the company further expanded the scope of its representation through a merger with the lobbying firm Manning & Associates.

For more than a decade,
KP Public Affairs has
been ranked as one of
the leading lobbying
firms in California.

— Records of the California
Secretary of State





BROAD EXPERTISE

KP's talented professionals bring extensive experience in many issue areas together under one roof. At the onset of our relationship with a client, we devote the time necessary to develop a comprehensive understanding of your business needs. Knowledge is what makes the governmental process work – knowledge of the rules, the issues and the people involved. It is a system that rewards creativity. KP offers noteworthy expertise in the following areas:

■ AGRICULTURE

California agriculture is the most productive in the country, but farming communities face epic challenges in the areas of urbanization, labor, and environmental quality. These challenges continue as state officials propose new policies to limit the use of California land and water resources. KP Public Affairs has successfully represented farm interests on a wide range of issues including fee increases, drainage and water quality and supply.

■ BUDGET ADVOCACY

The annual budget dance is a convoluted process that is a mystery to many, but not to KP. Each year, we shepherd important funding decisions through the budget process for public agency and corporate clients. KP has a track record of successfully getting funding in both good and bad budget cycles and limiting the imposition of unnecessary fees on our clients. We have helped clients get funding for historic restoration work, water conservation projects and to pay for new programs that benefited state contractors. We also have successfully advocated for legislative appropriations of bond measures passed by the voters.

■ BUSINESS REGULATION

KP Public Affairs represents a number of the state's leading business trade associations and has a long history of leadership in supporting governmental reforms. In the 1990s, KP led the campaign to require state agencies to consider the impact of new regulations on the state's economy and to establish economic impact as a significant factor in the regulatory process. In recent years, KP Public Affairs led the lobbying efforts to defeat onerous financial privacy rules and participated in the broader business community campaign to curb frivolous lawsuits.

■ ENERGY

For decades, KP Public Affairs has represented America's leading oil companies as well as numerous other energy-related clients in matters before the Legislature, the regulatory community and other policy-making bodies. KP Public Affairs has been involved in virtually every major change to the state's environmental and energy laws and regulations, and is universally recognized as the state's top strategic firm in this subject area.

■ ENVIRONMENTAL REGULATION AND LEGISLATION

KP Public Affairs has successfully represented companies large and small, from the top of Fortune's 500 to entrepreneurial startups, in helping business leaders work through some of the state's most controversial and complex environmental issues. Through its work with the Legislature, the Governor's office, state agencies and local air and water

quality boards, KP's environmental practice provides companies with strategic counsel and individualized assistance in mitigating adverse policy considerations and navigating the regulatory and legislative maze to achieve our clients' goals.

■ FINANCE

As the world's eighth largest economy, new developments in California's laws and regulations often play an important role in shaping national and international policy. KP Public Affairs led efforts in interstate banking and privacy protection that have served as models for other states and the United States Congress, and KP is the firm of record for many of the nation's top financial institutions.

■ HEALTH CARE

Through its representation of several of California's health care organizations, KP Public Affairs has helped to develop and shape some of the most complex aspects of the state's health care and financing policies. Our extensive experience working with leaders in the legislative, administrative and regulatory arenas have resulted in a decade of success for our hospital and medical provider clients as well as millions of dollars in new financing agreements.

■ INTERNATIONAL TRADE

California's geographic proximity to Asia has highlighted the importance of the goods movement industry, making it one of the fastest growing segments of the state's economy. As trade increases, the Legislature and state and local regulators have proposed new fees and taxes and greater regula-

tory control over port activities. KP Public Affairs worked to defeat legislation designed to curb international trade. Additionally, KP has worked with business stakeholders to create CALTrade, a lobbying coalition whose mission is to impact state trade policies.

■ LOCAL AND STATE GOVERNMENT

California has major budget and revenue problems to resolve, and the decisions made at the state level can have significant impact on the overall business climate, funding for education and infrastructure development, and local finance. KP Public Affairs is unique in our capability to provide in-depth analysis and counsel to a wide variety of governmental entities, including municipalities, educational institutions and county governments. With formulas, allocations and special programs at risk, and an increasing trend toward shifting responsibility and risk to local government, KP has played a central role in providing critical information for a wide range of institutions outside the Capitol.

■ NATURAL RESOURCES

California has a long history of leading the country in environmental protection. Land use, water, air quality, timber resource extraction, soil, wetlands, wildlife, native plants, coastal properties, mountain, desert and inland valleys – all face some of the most rigorous oversight and protection in the world. In many respects, the standards and restrictions invented in California have become the model for other states and nations. KP Public Affairs has been at the forefront of this evolving area of the law for

more than three decades. Our knowledge of the issues and experience with the regulatory agencies involved cannot be matched by any other firm.

■ PROCUREMENT

Landing a contract through the state procurement process requires an understanding of the inner workings of various state agencies and the Department of General Services. It can also require the ability to secure ongoing funding through the legislative budget process. Public policy expertise in KP Public Affairs' multiple practice areas helps inform our strategy and advocacy in almost every area of state procurement.

■ PROJECT SITING AND PROPERTY DEVELOPMENT

Adhering to the state's complex permitting and siting requirements can become a perplexing and ongoing drain on a company's resources. KP Public Affairs has successfully managed the approval process for several new facilities in which numerous local and environmental issues had to be addressed. Over the years, KP staff have played key roles in helping to enact many of California's statutes in this area. Our familiarity with the decision-making process and with the leaders on all sides of these debates greatly enhances our ability to build coalitions and generate local community and media support, which is often essential to protect the financial investments of our clients.

■ TAXATION

KP Public Affairs is uniquely positioned to tackle complicated tax issues that arise in the Legislature or taxing agencies. KP has developed a specialty in providing our clients with detailed information and far-reaching reports that address the potential effects of legislative proposals that seek to impose new fees or taxes on selected industries. Working with economists and other financial experts, our advocates are armed with sophisticated financial analysis that often makes the difference between winning or losing.

■ TORT REFORM

KP Public Affairs continues to lead California business coalitions who seek a fairer tort system. KP Public Affairs successfully represented a coalition of homebuilders in revamping California's construction dispute liability scheme. This multi-year effort began with the enactment of AB 1700 (Steinberg) that overhauled the pre-litigation dispute resolution process for condominium construction defect litigation. This success was followed by the enactment of SB 800 (Burton). SB 800 fundamentally changed the tort liability scheme for construction dispute cases. It contained the precedent-setting requirement that a homebuilder has the "right to repair" any condominium or single family home prior to being sued. KP Public Affairs has also represented lenders, insurers and other industries in efforts to reform the tort system.

■ TRIBAL GOVERNMENT

The growing empowerment of tribal governments throughout California is causing profound changes in the public life of the state, and opening new opportunities for government-to-government cooperation and economic development. KP Public Affairs provides strategic counsel, communications and public relations support, events coordination and public outreach for tribal governments as well as companies interested in new business opportunities within Indian Country.

■ WATER POLICY

No resource issue has had a greater or more contentious role in shaping the growth of California than water. KP Public Affairs includes several of the state's premier experts in water policy and development, which has enabled our company to remain at the forefront of decision-making for this most precious resource. Because water policy has far-reaching impacts that extend beyond storage and distribution to include many aspects of energy, land use and industrial and residential development, KP represents a broad range of interests on state and local matters.

CLIENTS

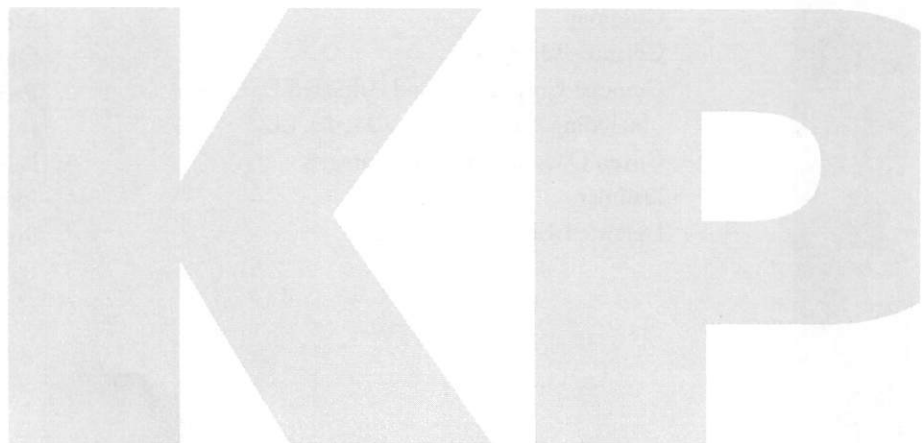
At KP, we work in partnership with our clients to deliver positive business results. Our clients include many of the nation's most respected corporations, public agencies, companies that deal with environmental issues, leaders in agriculture, land use and development, resource managers, innovators, financial institutions, healthcare providers and entrepreneurs. Our clients are an important part of our success and many of them have been with us for years. Because their interests touch so many of the keys to California's future, KP is working at the center of most of the major policy issues that come before the Governor and the state Legislature. Our list of clients includes:

Aerojet Rocketdyne Holdings, Inc.	Dow Chemical Company
Airbnb, Inc.	Embassy of Japan
Akin Gump Strauss Hauer & Feld LLP	Ernst & Young LLP
Albemarle Corporation	Forest Landowners of California
American Technologies, Inc.	General Electric Company & Subsidiaries
Battery Council International	Genworth Financial, Inc.
Bell Helicopter	Google
California Academy of Cosmetic Surgery	Grant Thornton LLP
California Ambulatory Surgery Association	Hart InterCivic
California Business Roundtable	Hawaiian Gardens Casino
California Integrated Physician Practice Association	Hearing Healthcare Providers California
California Licensed Foresters Association	Hertz Corporation
California Manufacturers and Technology Association	High Desert Power Project, LLC
California Mortgage Bankers Association	ICL-IP America Inc.
California Orthotic and Prosthetic Association	KPMG LLP
California Restaurant Association	Lockheed Martin Corporation
California Small Business Association	Los Angeles County Business Federation (BizFed)
California Society of Anesthesiologists	Los Angeles Department of Water and Power
Carpet Collectors	Lyft, Inc.
CEMEX	Menzies Aviation
Cisco	Mojave Water Agency
Citigroup	Mosquito and Vector Control Association of California
Colgate-Palmolive	Opternative
Comcast Corporation and Affiliated Entities, Including NBC Universal Media, LLC	Pacific Merchant Shipping Association
Cozen O'Connor Public Strategies	Pepperdine University's Graziadio School of Business
Daimler	Pew Charitable Trusts
Deloitte LLP	Phelan Piñon Hills Community Services District
	Precision Castparts Corp. and affiliated companies

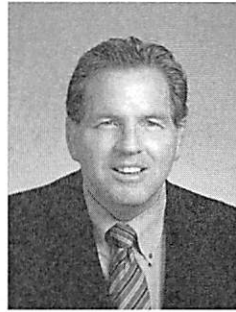


CLIENTS

PricewaterhouseCoopers, LLP
Primerica Life Insurance Company
Public Storage
Purell/GoJo Industries
Recurrent Energy, LLC
Sacramento Children's Home
Sacramento Transportation Authority
San Joaquin Joint Powers Authority
San Luis and Delta-Mendota Water Authority
Shell Oil Company
State Water Contractors
Sunol Aggregates
Surgical Care Affiliates
Tenaska
The Pacific Companies
UST Global
Veritec Solutions LLC
Western Municipal Water District
Western States Petroleum Association
Western United Dairymen
Westlands Water District
Willow Springs Water Bank
Wine Institute
WME/IMG



KP



MICHAEL BURNS

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PROFESSIONAL EXPERIENCE

Michael Burns joined the firm in January of 2003. Mr. Burns' practice involves all aspects of public affairs consulting in both the KP Advocacy and KP Public Relations divisions. He is a registered lobbyist, working for a variety of clients on public policy issues before the Legislature and state government. Mr. Burns' legislative experience includes serving as Chief Consultant and as Chief of Staff to the Majority Leader of the California State Senate. During his service in the Legislature, Mr. Burns was involved in several major revisions of state law, including interstate banking, victims' rights and regulatory reform.

Mr. Burns also served as head of Burson-Marsteller's Public Affairs practice in Southern California and Chicago. During his tenure with Burson-Marsteller, Mr. Burns managed an international campaign to secure approval for a new wireless standard, developed and patented by a U.S. company. Additionally, he served as the leader of Burson-Marsteller's utility practice, representing investor owned utilities throughout the country.

Mr. Burns also headed the strategic planning and corporate consulting divisions of an entertainment company involved in talent management and film and television production.

Mr. Burns' clients include Western States Petroleum Association, Pacific Merchant Shipping Association, and NBC/Universal.

EDUCATION

University of California, Santa Barbara, 1978.

PROFESSIONAL MEMBERSHIPS AND ACTIVITIES

Mr. Burns serves on the Board of the California State Summer School of the Arts.

Mr. Burns is married and the father of three children. He and his wife are active in fundraising for local schools and organizations.

KP

KP



JENNY DUDIKOFF

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PROFESSIONAL EXPERIENCE

Jenny Dudikoff joined KP's public relations team in early 2013 with a strong background in communications and government affairs.

Ms. Dudikoff has experience on a variety of ballot measure campaigns ranging from energy initiatives to tax and fee initiatives and redistricting reform. Jenny was heavily involved in the Legislative and Congressional redistricting reform efforts that have taken place in California including Proposition 11 (2008), Proposition 20 and 27 (2010) and Proposition 40 (2012). She was instrumental in the passage of Proposition 40 by managing the day-to-day outreach and earned media components of the campaign.

Ms. Dudikoff also has extensive experience managing issue advocacy campaigns including Californians Against Higher Taxes (CAHT) and Californians Against Food and Beverage Taxes (CAFBT). In 2010, Jenny managed the day-to-day CAFBT efforts including an aggressive grassroots effort along with an effective communications program. As the lead on both projects, Jenny worked closely with the media to coordinate public hearings, press conferences, and local events.

Her work has also involved developing and executing statewide grassroots and communication strategies on a number of issues, developing campaign materials and tracking legislation.

Over the years, Jenny has worked very closely with California's business community and leaders to educate voters, opinion leaders and the press on the importance of increasing jobs and recovering California's economy.

Jenny also has experience working on a variety of technical healthcare issues including the access and quality of patient care and the increased use of biotechnology in the practice of medicine.

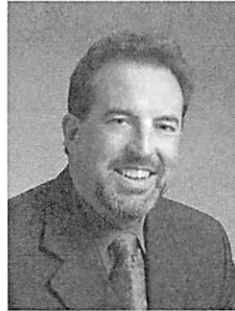
Ms. Dudikoff has also acted as a spokesperson on several projects ranging from Proposition 23 to the Small Business Action Committee as well as multiple issue advocacy efforts.

Prior to joining KP, Jenny served as a Senior Account Executive for Goddard Claussen/West in Sacramento.

EDUCATION

Jenny graduated from California State University, Chico with a bachelor's degree in Political Science.

KP



ED MANNING

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PROFESSIONAL EXPERIENCE

Mr. Manning is a partner with KP Public Affairs. A registered lobbyist and environmental lawyer with extensive government, political and legal experience, Mr. Manning has led broad-based coalitions on such diverse issues as greenhouse gas legislation, construction defect litigation reform, water supply infrastructure and land use reform among others. He has been the lead negotiator for business interests on many landmark legislative efforts, including most recently, SB 375 (Steinberg) that creates relief from the California Environmental Quality Act (CEQA) for homebuilders and a new planning process for land use and transportation to achieve greenhouse gas reductions. Mr. Manning has also been successful in shaping various bond measures for clients and assisting them in receiving competitive grants for regional water supply projects and infill infrastructure funding to support housing.

A recognized authority on environmental and resource regulatory issues, Mr. Manning frequently lobbies regulatory agencies, including the California Environmental Protection Agency and Resources Agency as well as their numerous member departments including the State Water Resources Control Board, Air Resources Board, Department of Fish and Game, Department of Water Resources and Integrated Waste Management Board. Mr. Manning also lobbies local governments and commissions.

Mr. Manning represents a variety of clients in helping shape California's ongoing regulatory processes to implement AB 32 (the Global Warming Solutions Act of 2006), which will establish mandatory greenhouse gas reductions for industries doing business in California.

Before he began lobbying full time, Mr. Manning was a partner in the Los Angeles law firm of Weston,

Benshoof (now part of Alston & Bird). His practice focused on environmental, resource and land use law.

Mr. Manning also has extensive experience in the public sector, serving as General Counsel to Lieutenant Governor Leo McCarthy and as his designated alternate on the State Lands Commission. There, Mr. Manning was one of the architects of California's Oil Spill Prevention and Response Act (OSPRA). Prior to that, Mr. Manning spent several years in the Santa Monica City Attorney's Office and the Los Angeles County District Attorney's Office.

EDUCATION

Rider University, Lawrenceville, NJ 1982 –
B.A. Political Science

Loyola Law School, Los Angeles, CA 1985 –
Juris Doctor

PROFESSIONAL MEMBERSHIPS AND ACTIVITIES

Mr. Manning recently served on the Finance Committee for the election of Sacramento Mayor Kevin Johnson. Mr. Manning is a member of the Board of the Sacramento Area Chamber of Commerce. He previously served as co-chair of the Mono Lake Committee Board of Directors. While living in Los Angeles, Mr. Manning was a member of the Los Angeles Board of Airport Commissioners. He also served on the Blue Ribbon Commission on Water Rates and the Environmental Affairs Commission. He is a member of the State Bar of California. Mr. Manning is married and the father of two daughters. He and his wife are active in fundraising for Christian Brothers High School as well as other local organizations.



ERIC NEWMAN

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PROFESSIONAL EXPERIENCE

Eric Newman has over 26 years of expertise in the full panoply of environmental issues facing California regulators and legislators. Mr. Newman practiced for eleven years (nine as a partner) as an environmental compliance attorney and lobbyist for the San Francisco-based law firm of Landels, Ripley & Diamond and the past 11 years as an environmental specialist at KP Public Affairs. Mr. Newman has focused on toxics, the California Environmental Quality Act, surface water and drinking water regulation, Proposition 65, air, solid and hazardous waste matters, as well as a host of other environmental and non-environmental issues, as both a lobbyist and lawyer for major business concerns, state-wide organizations and as a coordinator of numerous coalitions, on both regulatory and legislative matters. KP Public Affairs is the top ranked political advocacy firm in California. Mr. Newman's work has contributed in major ways to the firm's reputation and standing in this state.

Mr. Newman has been a key component in building the firm's environmental practice on both the legislative and regulatory fronts. He is well known by the environmental committee members and staff in the legislature as well as the California Environmental Protection Agency and all of its environmental agencies. Mr. Newman knows the ins-and-outs of the environmental issues and players as one of the select few of successful environmental lobbyists in California.

Mr. Newman's clients include aerospace, manufacturing, waste management and a host of major corporate players in the environmental area as well as a number of small and medium size companies active in the state. Mr. Newman has coordinated numerous high

stakes and high visibility coalitions from chrome 6 and perchlorate drinking water issues to major revisions to the State's Superfund and other environmental cleanup laws. Mr. Newman also has worked for numerous years for a variety of clients on the State's Underground Storage Tank Cleanup Fund. He is a regular presence in the Cal EPA building and is often consulted by senior regulators on difficult environmental issues.

Mr. Newman started his legal career as an associate for five years with the Orange County-based law firm of Rutan and Tucker as a land use litigator in state and federal courts, and as an assistant City Attorney for the cities of Irvine, Laguna Beach, San Clemente, Villa Park and San Fernando.

Mr. Newman is married and has three older children, all in college or grad school, who have been very successful in water polo and swimming. Mr. Newman has played a key role in volunteering his time to such efforts and participating in related local commissions and other local government and political activities.

EDUCATION

Mr. Newman attended UC Davis as an undergrad where he finished first in both of his majors, economics and political science public service and in the upper one percent of the graduating class with highest honors. He also attended law school at UC Davis, graduating with highest honors and focusing on environmental and water law.

June 2, 2017

Item No: **8g(5)**

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of June 6, 2017

**CITY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2017-,
AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT WITH
KP PUBLIC AFFAIRS FOR PUBLIC RELATIONS AND ADVOCACY
SERVICES.**

REQUEST:

It is requested that City Council consider:

1. Adopting Resolution No. 2017-, authorizing the City Manager to execute a contract with KP Public Affairs for public relations and advocacy services.
2. Authorizing Finance Director to make appropriate accounting and budgetary entries.

BACKGROUND:

One of the most important issues facing the City of Marina is the protection and preservation of the City's water resources. The City's water resources and water policies have far-reaching impacts that extend beyond just the supply of water today.

The Monterey Peninsula Water Supply Project proposed by California American Water Company (CalAm) is a project to develop a desalination plant and associated facilities to supply water to areas that CalAm serves on the Monterey Peninsula. Various proposals and projects have evolved over time and are now focused on a large project located in Marina. The City has become increasingly concerned about the potentially significant and irreversible impacts of the Project on Marina's water supply, water quality, sensitive coastal environment and citizens.

The City has reviewed and commented on a draft EIR/EIS issued in January 2017 for this project. The California Public Utilities Commission and the Monterey Bay National Marine Sanctuary are being requested to issue permits and/or authorizations for different aspects of the Project.

It has become clear to the City of Marina that the potentially serious, significant and long-term adverse environmental impacts of the Project on the City have not been adequately studied, evaluated or mitigated, and a proper evaluation of the Project alternatives has been undermined by the legal deficiencies in the individual environmental analyses. The City is currently 100 percent dependent for its water supply on groundwater within the Salinas Valley Groundwater Basin. Marina's continued use of and access to this supply is essential to its continued economic vitality and sustainability of life.

The City of Marina's comments to the Draft EIR/EIS set forth that the document is legally inadequate in many critical subject areas and fails to meet the requirements of CEQA and NEPA. Some of the shortcomings of the document include: Inflated Water Demand; No Water Rights; Sustainable Groundwater Management Act Conflicts; Direct Legal Prohibitions; Inadequate Project Description; Wrong Environmental Baseline; Anticipated Groundwater Impacts; Inadequate Water Modeling; Brine Discharge Impacts; Coastal Ecosystem Impacts; Greenhouse Gas Emissions; Significant Historic Resource Impact; Deficient Environmental Justice Analysis; Inadequate Alternatives Analysis.

In view of the key missing information, faulty project Objective/Purpose and Need statements, inadequate analysis of multiple environmental impacts, deficient mitigation measures, and resulting inability to properly select and evaluate alternatives in the Draft EIR/EIS engaging a public relations firm to assist in advocacy, public relations services, collaboration with partners, coalition building, grassroots outreach, and transparency it critical to the citizens of Marina.

ANALYSIS:

After reaching out to various agencies requesting information and recommendations for a firm that specializes in advocacy, public relations and has a strong background in environmental, natural resources and water policy the firm of KP Public Affairs was recommended. The attached (“**EXHIBIT A**”) is a brochure from the firm.

The City has received a proposal from KP Public Affairs that proposes a combined budget of \$20,000 per month for a four month period for a total of \$80,000. The budget covers both advocacy and public relations services. Given the shortened timeframe, the level of support from the project developer and the need to reach and collaborate with citizens and the cities in the region, this project will require an intense level of effort and support and high level meetings in a relatively short time frame. KP Public Affairs will be able to revise the scope of work and budget as needed.

Advocacy Services

KP Public Affairs recommends an initial advocacy program that would include reaching out to critical audiences and pursuing their help in modifying the proposed project to protect the City’s water supply. This will include developing advocacy materials explaining the issues; explore the possibility of legislative oversight hearings; arranging meetings with key high level government offices and officials at the local, regional and state levels.

Public Relations Services

KP Public Affairs recommends an initial program that would include developing materials explaining the issues, utilizing communication channels to disseminate the City of Marina’s concerns about the project, and engaging City and Regional officials and residents to inform the political public. These services would include:

- Material development
 - Develop compelling materials explaining the City of Marina’s concerns regarding the project
- Media outreach
 - Develop a media calendar around the project that will respond to regulatory actions
 - Develop and distribute media products such as op-eds and press release that will draw attention to critical issues
 - Conduct backgrounders with local and relevant media to educate members of the press on the issue
- Events
 - Publicize events such as the City of Marina presentations to other cities and influencers that will elevate the City’s concerns about the project with relevant stakeholders
- Social media
 - Utilize social media channels to reach important audiences about the ramifications of the project as proposed
 - Updating the City website with materials that are easy to understand and resonate with residents about the project

- Third-party support
 - Work with city officials to encourage third parties to offer their input on the project and issues of concern
- Coalition building and collaboration
- Grassroots outreach

FISCAL IMPACT:

It is proposed that the City Council allocate \$80,000 from unallocated fund balance to cover the \$80,000 cost of KP Public Affairs.

CONCLUSION:

Staff recommends the City Council authorize the City Manager to execute a contract with KP Public Affairs subject to approval by the City Attorney for advocacy and public relations services relating to the Monterey Peninsula Water Supply Project.

Respectfully submitted,

Layne P. Long
City Manager
City of Marina