

WBC

Campaignsfor Vndenfogs

December 12, 2012

Ms. Nicole Almaguer
City of Albany
1000 San Pablo Ave.
Albany, CA 94706

VIA EMAIL

Dear Ms. Almaguer:

Thank you for the opportunity to submit this proposal to conduct a public opinion survey on behalf of the City of Albany.

William Berry Campaigns (WBC) is a full-service campaign firm, specializing in working with cities and other local governments to pass funding measures.

Clients throughout California choose WBC to guide them for the following reasons:

Relevant experience. WBC has over 20 years of experience helping public agencies prepare for and pass funding measures. We have successfully worked in 54 of California's 58 counties.

Effective Public Information Strategy. WBC has built a reputation on creating innovative approaches determining public opinion. We do what is most effective for each of our clients. We do not have a library of "cookie-cutter" approaches that we use time and again; we approach each project with fresh eyes that focus on the right results for your city.

Honesty. We strive to build client relationships that are based on trust and respect; we will be clear and honest about what it will take for your opinion survey to produce the results you need.

Our bottom line is always our client's success and satisfaction.

We are excited at the prospect of working with the City of Albany to conduct a public opinion survey. If you have any questions or need clarification on any aspect of our proposal, we can be reached at 916/553-4980 or via email at either jenn@wbcampaigns.net or wbcampaigns@gmail.com.

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