



MATTER
STRATEGIES



WHO WE ARE

Public relations with substance — it's what we do.

We bring **personality**
to **public works & public policy**.

And we're a woman-owned, minority-owned,
certified small business.

OUR SPECIALTIES

- **Strategic Guidance:** Executives, public agencies, their teams & contractors
- **Strategic Communications & Planning:** Key message development & media coaching
- **Engagement:** Stakeholder relations, coalition building, and local, regional, state & federal relationships/insights
- **Content:** Creative & compelling writing, speeches, materials for media & public
- **Media:** Public relations & crisis communications in high-stakes, fast-paced environments



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WHO WE HELP



SANDAG



SAN DIEGO
HOUSING
COMMISSION



SAN DIEGO COUNTY
TAXPAYERS
ASSOCIATION®

DOWNTOWN
SAN DIEGO
PARTNERSHIP



TOOTRUS



Impact
Housing



CONAM
HOUSING A CULTURE OF EXCELLENCE



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WOOD RODGERS



WHAT SETS UP APART

Experience

Years of experience developing and protecting the brands of top decision-makers, from San Diego to Sacramento to Washington, D.C.

Context

We know your world. So our expertise is your turning complicated ideas into clear concepts and simple stories that will earn fans, followers and influence.

Relationships

We look at things from a different perspective. It comes from our years working with California's top leaders to get things done.



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OUR APPROACH



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OUR SERVICES



Strategy

STRATEGIC PLANNING & GUIDANCE

Public relations doesn't begin with a news release or post. We specialize in strategic counsel to organizations, C-level executives, and leadership teams to make sure your external and internal communications further your brand, mission and values.



Messages

BRANDING & MESSAGE DEVELOPMENT

It's a noisy world, and the right brand will help you stand out from the crowd.

We use our years of experience advising top public figures to develop a distinct brand and message platform that promotes your values and achieves your goals.



Media

MEDIA RELATIONS & MEDIA TRAINING

Good reporters prepare for their interviews, and so should you. From on-camera interview training, to pitching stories, to managing crises and reputations, to developing engaging talking points and impactful public statements, we are here to help you amplify your message.



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OUR SERVICES



Content

PUBLIC POLICY & CONTENT CREATION

We put the “public” into public policy, using our years of government experience to distill your plan into meaningful messages that matter to your audience.

Whether it’s copywriting, creating presentations, or producing compelling content, we have you covered.



Engagement

STAKEHOLDER RELATIONS, SPEECHES & PUBLIC SPEAKING COACHING

A happy public means a happy project. Whoever said “It’s easier said than done” never had to speak to a crowd of frustrated stakeholders.

Our expertise is turning complicated ideas into clear concepts and simple stories that will earn you fans, followers and influence.



Social

CREATIVE & SOCIAL MEDIA STRATEGY

If it’s not on social media, it didn’t happen.

We turn posting content from a chore to your primary communication channel, helping you to find your voice, grow followers and engagement, and successfully integrate online platforms into your broader media strategy.



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July 1, 2024

COMMUNITY UPDATES

Fourth of July Traffic Advisory for Harbor Drive

The Fourth of July will be on full display in and around Downtown, and with so much going on I encourage you to leave early to make sure you have enough time to reach your destination. Here's a sample of what to expect on Independence Day around the bay:

The "Big Bay Boom" fireworks show is anticipated to attract hundreds of thousands of people to the waterfront. While the fireworks show is from 9 to 9:20 p.m., expect crowds to form all day long.

In addition, the Rady Shell at Jacobs Park will be featuring a concert from 7:30 to 9 p.m., with the gates opening at 5:30 p.m.

Plan ahead: Due to an ongoing sewer main replacement project, traffic along Harbor Drive from Park Blvd. to Beardsley St. is reduced to one lane in each direction and the southside sidewalk is closed. While there will not be active construction, the traffic control pattern will remain in place.

With all these activities happening at once, traffic delays will be a certainty, with the most challenging being after the fireworks show concludes. Allow lots of extra time, and, if possible, find alternate routes or use public transportation. Also, after the show, you might want to stay and relax a while before getting into the departing traffic.

Please be patient, be understanding of your fellow San Diegans enjoying the fun, and, above all, be safe!

More Fourth of July safety reminders for San Diegans [here](#).

STAKEHOLDER RELATIONS

City of San Diego
Engineering & Capital Projects
Department on behalf of
Public Utilities Department Project

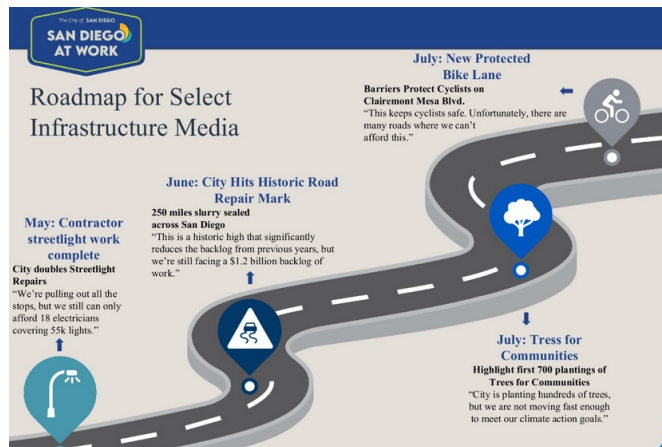


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SAMPLE WORK

COMMUNICATIONS PLANS

City of San Diego
Transportation Department



Utilities Undergrounding Program



Updates to Council Policy 600-08

We appreciate the City Council's consideration and support of the following proposed updates to Council Policy 600-08 regarding the undergrounding conversion of overhead utility lines. This is a summary of the changes we believe are needed to update this Council Policy to align with our current operations of the Utilities Undergrounding Program (UUP).

State Regulatory Changes

- **Removal of Reference to the Rule 20A Program:** As City Council is aware, the California Public Utilities Commission (CPUC) decided to sunset the Rule 20A program. Although UUP is working to use the remaining credits, all mention of this program should be removed from the Council Policy since it is no longer active.

Streamlining

- **How often the Master Plan is brought before City Council:** The current Council Policy specifies the Master Plan be brought before City Council annually, even if there are no changes to the plan. This creates unnecessary workload by taking valuable time from the City Council and staff. Therefore, we propose new verbiage stating City Council's approval will be required when a new Master Plan is developed. This aligns with what we have been doing in practice.
- **Removal of Reference to the Obsolete Allocation Process:** The allocation process has not happened for several years as the program has evolved. In the program's current practice, City Council's oversight of UUP focuses on approval of the yearly District Creation process. Therefore, reference to a standalone vote to approve an allocation of projects, as currently described in the Council Policy, is no longer needed.
- **Better Match City Council Updates with Project Length:** Council Policy currently states that City staff shall report twice per year to City Council regarding the status of undergrounding projects. Since projects generally span five to seven years from start to finish, there is not enough change between updates to warrant needing to report twice per year. This should be changed to require reporting once per year.

Climate Action

- **Inclusion of Tree Planting and Watering:** The Council Policy currently speaks to tree replacements when existing trees are affected by an undergrounding project. To incorporate actions that further the City's Climate Action Plan, we recommend the Council Policy be changed to allow UUP funds to be used for new tree planting and tree watering, not just replacement.

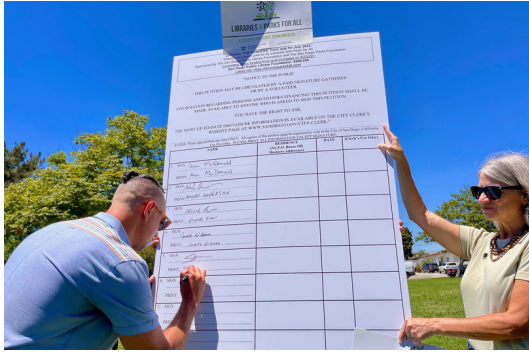
Clean Up

- **Change of Incorrect Verbiage Regarding Surcharge Allocations for Privately Financed Projects:** The Council Policy currently includes some unclear and incorrect verbiage within the section regarding privately financed underground conversion projects. Correcting this text will provide greater accuracy and clarity on protocols for use of surcharge funds for privately financed projects.
- **Redundancy with the Municipal Code:** The Council Policy currently includes a section that outlines timelines and milestone requirements for utility companies. This section is not needed, as the City's authority is already established within the Municipal Code; there is no need to include this in the Council Policy.



FACT SHEETS, NEWS RELEASES & MORE

City of San Diego
Utilities Undergrounding Program



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MEDIA EVENTS
County of San Diego



COMMUNITY RALLIES

Library Foundation SD
City of San Diego



MEDIA RELATIONS

SDG&E

Responsible Energy San Diego

THE MAGIC WORDS: WE'RE A CERTIFIED SMALL BUSINESS!

- ✓ California State Certified **Small Business** (SB) (CA DGS)
- ✓ California State Certified **Micro Business** (MB) (CA DGS)
- ✓ **Small Local Business Enterprise** (SLBE) (City of San Diego)
- ✓ **Emerging Local Business Enterprise** (ELBE) (City of San Diego)



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MAKE IT MATTER. CONTACT US!



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CO-FOUNDER

THE SECRET SAUCE OF THE
COMPANY, WORKING HER
MAGIC BEHIND THE SCENES!

