



ABM Electrical Solutions
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LIC # 967676

March 12, 2013

Mayor Michael Sweeney, and
Fran David, City Manager
City of Hayward
777 B Street
Hayward, CA 94541

Dear Mayor Sweeney and Ms. David,

ABM is grateful for our role as a multi-year service provider to the City of Hayward. Providing great service and growing our relationship with your City is a key part of ABM's plan over the coming years.

Our proposal for the Citywide Streetlight Conversion represents a significant commitment by ABM that we would like to highlight on local, state and national levels. Providing sustainable energy solutions to Local Government is core to what we do at ABM and we are in a position to highlight this project, on behalf of Hayward, to the local community and governmental marketplace, as an example of energy and climate leadership in action.

While ABM did not submit the lowest bid, included in our proposal are key differentiators including:

- ABM Energy is 100% Referencable
- ABM is the Local Choice
- ABM = Recognition you deserve

Your effective leadership, clearly demonstrated in the development of this project, is a great example of the many reasons that Hayward is a great place to live. ABM would like to amplify that message through an outreach and community awareness effort that could include:

- ABM's Sustainable Placards Program
 - *Make your green initiatives visible to the people who matter most – those that live, work, and visit the City of Hayward every day. Through environmentally-friendly, informative public signage, our Sustainable Placards Program educates the public on the steps you've taken to make Hayward more energy efficient, safe and sustainable.*
- Green Cities California (GCC) Best Practices Documentation
 - *The City of Hayward is identified as one of the most environmentally progressive jurisdictions in California through your membership in Green*



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Cities California (GCC). ABM will participate in writing and submitting “Best Practice” documentation to the GCC website based directly on the accomplishments of your Climate Action Plan initiative.

- Nominating the City of Hayward for the U.S. Council of Mayors Climate Protection Award

I would like to offer a more in depth conversation with our Senior Vice President, Marketing about the outreach and community awareness efforts we have identified for the City of Hayward.

Sincerely,

Marina Pelosi, CEM

Director - Local Government Services

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ABM. Building Value.