

Agenda Report



Date: September 23, 2014
To: Jeffrey W. Collier, City Manager
From: Nancy Mendez, Assistant City Manager
Subject: Community Outreach Consultant

RECOMMENDATION

It is recommended the City Council:

1. Approve a professional services agreement with Arellano Associates for up to \$57,000 for community outreach during creation of voting districts;
2. Authorize the City Manager to execute the agreement;
3. Adopt a budget resolution appropriating \$77,000 for community outreach activities; and
4. Determine a City Council meeting date for consideration and approval of the community outreach process.

BACKGROUND

On June 3, 2014, voters approved a Charter amendment establishing a directly-elected Mayor position and four district-based Council members. District boundaries must be drawn before the next municipal election in April 2016.

On September 9, 2014, the City Council approved an agreement with Compass Demographics to direct the process of creating districts.

DISCUSSION

Compass Demographics will be assisted in conducting and recording community meetings by a community outreach consultant. Staff identified five area consultants with experience in community outreach and public information. City Manager Jeff Collier, Assistant City Manager Nancy Mendez, and City Clerk-Treasurer Kathryn Marshall interviewed four of the firms. The team assessed a number of factors to formulate a recommendation for City Council consideration:

- Experience in community outreach
- Technical expertise in public relations materials development
- Training and background
- Availability of translation and public input technology for public meetings
- Presentation skills

- Ability to communicate at a high level in English and Spanish
- Prior experience with cities
- Prior experience with similar size jurisdictions

After interviews, staff recommends that the City retain Arellano Associates to plan and implement public outreach, conduct and record community meetings and public input, and create written reports to summarize such input for Council consideration (Attachment A).

Arellano Associates

Established in 1994, Arellano Associates (AA) is a consulting firm specializing in communications and public outreach, community and government relations, and strategic planning and marketing programs. AA assists public sector clients with improved analytical, communications and strategic planning methods for maximum benefit to constituents and the general public. Their staff provides comprehensive communications and planning services for public projects. AA also offers specialized professional services geared toward Latino and Spanish speaking communities. AA is a woman and minority owned business; and is a certified Small Business-owned (SBE) and Disadvantaged Business Enterprise (DBE). AA operates with a team of 20 staff members from its Chino Hills office location.

AA conducts early research of key issues within the communities it serves to gain an understanding of the public's awareness and interest in the project. AA then develops a customized strategy in consultation with the lead agency and the prime consultant for the most effective public outreach program possible. The overall outreach goals are to ensure that the public understands the project, how it affects them, and how to obtain more information or provide feedback. AA takes apart complex and difficult projects and develops approaches and solutions that provide positive results.

Genoveva L. Arellano is principal and owner and has focused her business upon serving a diverse set of Southern California communities, bridging the gap between public programs and the communities they serve. Ms. Arellano and her staff utilize their bilingual skills and familiarity with the Latino community for programs that are geared for Spanish-speaking communities. Ms. Arellano holds a Bachelor of Science in Public Administration from University of Southern California and a Master in Public Policy from the John F. Kennedy School of Government at Harvard University.

AA has conducted broad community outreach on complex and controversial issues for numerous cities, including Pico Rivera, El Monte, Lynwood, Compton, Carson, Irvine, Duarte, Anaheim, and Los Angeles. AA has also served since 2007 as the outreach

consultant for Los Angeles County Metropolitan Transportation Authority's Light Rail Eastside Transit Corridor in southeast Los Angeles County.

AA will be using Valerie Martinez of VMA Communications to provide support in development and implementation of the community outreach plan. Ms. Martinez will use her knowledge of and experience in the Whittier community to help AA design the most effective communication strategies. Her qualifications are attached (Attachment B).

Scope of Work

At the direction of the City and in concert with David Ely from Compass Demographics, Arellano Associates will develop and implement a strategic community outreach plan to successfully integrate broad and inclusive public input into the formation of City Council voting districts. To that end, the firm will:

- Work with Mr. Ely and designated staff to develop a coherent strategy for public outreach, determining the most effective ways to communicate the demographer's message to the community and to receive input from the public.
- Implement the outreach plan with appropriate consideration for alternative methods of communication, including Spanish language materials and any other language required by law.
- Design, produce, and assist in distribution of multilingual outreach materials.
- Plan, conduct, staff, and record public meetings to solicit community input on voting districts at various stages of district formation.
- Prepare written reports as needed on the status of outreach efforts.
- Work as directed by staff in furtherance of outreach goals.

Compass Demographics and Arellano Associates anticipate completing their outreach plan recommendations by mid-October. The City Council may wish to consider holding a study session to approve a plan establishing the process and timeline to ensure ample time for discussion, rather than adding the matter to a regularly scheduled agenda. It appears that the soonest potential date on the Council calendar for such a study session is Tuesday, October 21, 2014. Alternatively, the City Council could consider the outreach plan at a regularly scheduled meeting on Tuesday, October 14 or Tuesday, October 28, 2014. Assuming City Council approval of an outreach plan in October, it is possible that the first round of community meetings could take place this fall.

Other Consultants


The City contacted four other experienced community outreach firms, whose brief summaries of qualifications are attached (Attachment B):

- Cornerstone Communications, Irvine
- DSO, Los Angeles
- MIG, Pasadena
- VMA Communications, Claremont

FISCAL IMPACT

The professional services agreement with Arellano Associates will not exceed \$57,000. Additional costs of up to \$20,000 will be incurred to publish notices, print materials, purchase supplies, and reach out to the community to ensure full participation. The City will also have future ongoing increases in election costs relating to producing candidate and voter materials for three different voting areas each election. Adoption of the budget resolution (Attachment C) will allocate \$77,000 from the General Fund into account 100-15-151-303-619000 for the professional services agreement and additional outreach costs.

Submitted by:


Nancy Mendez
Assistant City Manager

Attachments: A – Agreement with Arellano Associates
B – Alternative Consultants Information
C – Budget Resolution

**CITY OF WHITTIER
AGREEMENT FOR PROFESSIONAL SERVICES**

THIS AGREEMENT, made and entered into this 23rd day of September 2014, by and between the CITY OF WHITTIER, a municipal corporation located in the County of Los Angeles, State of California, hereinafter referred to as "CITY" and Arellano Associates with principal offices at 5851 Pine Avenue, Suite A, Chino Hills, CA 91709, hereinafter referred to as "CONSULTANT".

WITNESSETH

WHEREAS, CONSULTANT is a community outreach and communications firm, the principal members of which are fully qualified and registered as required under the laws of the State of California; and

WHEREAS, CITY retains and employs CONSULTANT to act as such for CITY to perform such consulting services as may be requested of it by CITY. CONSULTANT accepts the employment and agrees to render such services as CONSULTANT on the terms and conditions hereinstated; and

WHEREAS, CONSULTANT is experienced in providing such services for municipal corporations and is able to provide personnel with the requisite experience and background to carry out these duties.

NOW, THEREFORE, in consideration of the mutual covenants, benefits, and premises hereinabove stated, the parties hereto agree as follows:

1. **SERVICES TO BE PERFORMED**

CITY hereby engages CONSULTANT, and CONSULTANT hereby accepts such engagement, to perform the technical and professional services set forth in the scope of services attached hereto as Exhibit "A" and incorporated herein by this reference.

2. **TIME FOR PERFORMANCE**

CONSULTANT shall begin work within ten (10) days following execution of this Agreement by CITY. CONSULTANT shall complete all tasks in accordance with the schedule as directed by CITY.

3. **PERFORMANCE TO SATISFACTION OF CITY**

CONSULTANT agrees to perform all work in the scope of services to the reasonable satisfaction of CITY and within the time hereinafter specified. If the quality of work is not satisfactory, CITY in its discretion, has the right to:

- a. Meet with CONSULTANT to review the quality of the work and resolve the matters of concern;
- b. Require CONSULTANT to repeat the work at no additional fee until it meets the requirements of the scope of services to the reasonable satisfaction of CITY; and/or
- c. Terminate the Agreement as hereinafter set forth.

4. COMPLIANCE WITH LAW

All services rendered hereunder shall be performed by CONSULTANT or under its direct supervision, and all personnel engaged in the work shall be fully qualified and shall be authorized by or permitted under State or local law to perform such services.

5. FAMILIARITY WITH WORK

By execution of this Agreement, CONSULTANT warrants that:

- a. It has thoroughly investigated and considered the work to be performed, based on all available information;
- b. It carefully considered how the work should be performed;
- c. It fully understands the difficulties and restrictions attending the performance of the work under this Agreement; and,
- d. It has the professional and technical competency to perform the work and the production capacity to complete the work in a timely manner with respect to the schedule included in the scope of services.

6. COMPENSATION

A. SERVICES DESCRIBED IN PROPOSAL

For the provision of all services rendered under this Agreement in accordance with the scope of services, attached hereto as Exhibit A and all expenses associated therewith, CITY shall pay CONSULTANT an amount that shall not exceed the authorized amount of **\$57,000** in actual time and materials as set forth in the fee schedule, Exhibit "B" attached hereto, unless the CITY has given specific advance approval in writing.

B. ADDITIONAL SERVICES

For any additional services, change orders or any additional compensation of any nature to be proposed for payment to CONSULTANT by CITY, such modification of this original Agreement be in the form of a written amendment to the Agreement signed by authorized representatives of both parties.

It is specifically understood that oral requests or approvals of such additional services, change orders or additional compensation and any approvals from CITY shall be barred and are unenforceable.

C. PAYMENT PROCEDURE

Progress payments to CONSULTANT, if allowed, shall be in accordance with the fee schedule attached as Exhibit "B". CONSULTANT shall submit invoices to the CITY no more frequently than monthly. When work is to be paid on a "time and materials not to exceed" basis, invoices shall be submitted monthly. When work is to be paid on a "lump sum" basis, progress invoices shall be submitted as tasks are completed as described in Exhibit "B". Within ten (10) working days of receipt of such invoice, CITY shall determine whether CONSULTANT has satisfactorily performed the work described in the invoice. CITY shall thereafter pay CONSULTANT for that work which CITY deems to have been satisfactorily completed.

7. TERMINATION

A. TERMINATION FOR CONVENIENCE

Either CITY or CONSULTANT may terminate this AGREEMENT at any time without cause by giving thirty (30) calendar days written notice to the other of such termination and specifying the effective date thereof. If this AGREEMENT is terminated as provided herein, CONSULTANT will be paid a total amount equal to the service provided as of the termination date. In no event shall the amount payable upon termination exceed the total maximum compensation provided for in this AGREEMENT.

B. TERMINATION FOR CAUSE

If for any reason, CONSULTANT shall fail to fulfill in a timely and proper manner its obligation under this AGREEMENT, or if CONSULTANT shall violate any of the covenants or stipulations of this agreement, CITY shall then have the right to terminate this agreement by giving a five (5) calendar day written notice to CONSULTANT. The

notice shall refer to this clause, shall specify the nature of the alleged default, and shall specify the effective date of the termination. The CONSULTANT will be paid a total amount equal to the service provided as of the termination date. In no event shall the amount payable upon termination exceed the total maximum compensation provided for in this AGREEMENT.

In the event of termination, CONSULTANT shall immediately stop rendering services under this Agreement unless directed otherwise by CITY, and shall deliver to CITY all plans, data, reports, summaries, floppy disks, and all such other information and materials as CONSULTANT may have accumulated in performing this Agreement.

8. COORDINATION OF WORK

A. Selection of Representatives

The following principals of CONSULTANT are hereby designated as the principals and representatives of CONSULTANT authorized to act in its behalf with respect to the work specified in this Agreement and to make all decisions in connection therewith:

Genoveva Arellano Representative	Principal Title
Chester Britt Representative	Project Manager Title

The foregoing principals may not be changed by CONSULTANT without the express written approval of CITY.

B. Contract Officer

The Contract Officer shall be the Assistant City Manager, or such other person as designated by the City Manager of the City. It shall be the CONSULTANT's responsibility to assure that the Contract Officer is kept informed of the progress of the performance of the services and the CONSULTANT shall refer any decision which must be made by CITY to the Contract Officer. Unless otherwise specified herein, any approval of CITY required hereunder shall mean the approval of the Contract Officer.

9. INDEPENDENT CONTRACTOR

A. CONSULTANT Status

CONSULTANT is an independent contractor and not an employee of CITY. Neither CITY nor any of its employees shall have any control over the conduct of the CONSULTANT or any of the CONSULTANT's employees, except as herein set forth and, CONSULTANT expressly warrants not to, in any time or in any manner, represent that CONSULTANT, or any of CONSULTANT's officers, employees or agents, are in any manner officers, employees, or agents of CITY. It is distinctly understood that said CONSULTANT is and shall at all times remain as to the CITY a wholly independent CONSULTANT, and that CONSULTANT's obligations to the CITY are solely such as are prescribed by this Agreement.

B. CONSULTANT's Personal Services - Inducement

This Agreement contemplates that the CONSULTANT's personal services and those of CONSULTANT's officers, employees, and agents are a substantial inducement to the CITY for entering into this Agreement. CONSULTANT may not assign any interest in this Agreement, except upon written consent of CITY.

Furthermore, unless expressly provided otherwise in CONSULTANT's proposal, CONSULTANT shall not subcontract any portion of the performance contemplated under this Agreement without the prior written approval of the CITY. Nothing in this Agreement shall be construed as preventing CONSULTANT from employing as many employees as CONSULTANT deems necessary for the proper and efficient execution of this Agreement.

10. PERS ELIGIBILITY INDEMNITY

In the event that CONSULTANT or any employee, agent, or subcontractor of CONSULTANT providing services under this Agreement claims or is determined by a court of competent jurisdiction or the California Public Employees Retirement System (PERS) to be eligible for enrollment in PERS as an employee of the City, CONSULTANT shall indemnify, defend, and hold harmless City for the payment of any employee and/or employer contributions for PERS benefits on behalf of CONSULTANT or its employees, agents, or subcontractors, as well as for the payment of any penalties and interest on such contributions, which would otherwise be the responsibility of City.

Notwithstanding any other agency, state or federal policy, rule, regulation, law or ordinance to the contrary, CONSULTANT and any of its employees, agents, and subcontractors providing service under this Agreement shall not qualify for or become entitled to, and hereby agree to waive any claims to, any compensation, benefit, or any incident of employment by CITY, including but not limited to eligibility to enroll in PERS as an employee of CITY and entitlement to any contribution to be paid by CITY for employer contribution and/or employee contributions for PERS benefits.

11. INDEMNITY

CONSULTANT hereby agrees to protect, indemnify and hold CITY and its employees, officers and servants free and harmless from any and all losses, claims, liens, demands and causes of action of every kind and character including, but not limited to, the amounts of judgment, interests, court costs, legal fees and other expenses incurred by the CITY arising in favor of any party, including claims, liens, debts, personal injuries, including employees of the CITY, death or damages to property (including property of the CITY) and without limitation by enumeration, all other claims or demands of every character occurring or arising directly out of the negligence, recklessness or willful misconduct of CONSULTANT in the performance of its services under this Agreement. This provision is not intended to create any cause of action in favor of any third party against CONSULTANT or the CITY or to enlarge in any way the CONSULTANT'S liability but is intended solely to provide for indemnification of the CITY for liability for damages or injuries to third persons or property arising from CONSULTANT'S negligent performance hereunder.

12. INSURANCE

Throughout the term of this Agreement, CONSULTANT shall procure and maintain, at its own cost, the insurance as described in Exhibit "C", "Insurance Requirements".

13. MISCELLANEOUS

A. Ownership of Documents

All deliverables described in the scope of services shall be the property of CITY and shall be delivered to CITY upon completion or termination of this Agreement. All hard copy documents and information in electronic files that are assembled or prepared by CONSULTANT shall be made available to CITY upon request to review or to copy, and CITY shall reimburse CONSULTANT for actual cost of reproduction of documents not included as deliverables in the scope of services. Copies and said documents and electronic information may be retained by CONSULTANT, but shall not be made

available by CONSULTANT to any individual or organization without the prior written approval of CITY, except as required by law.

B. Notices

Any notices to be given under this Agreement shall be given by enclosing the same in the sealed envelope, postage prepaid, and depositing the same in the United States Postal Service, addressed as follows:

CITY:

City of Whittier
13230 Penn Street
Whittier, CA 90602
Attn: City Clerk-Treasurer

CONSULTANT:

Arellano Associates
5851 Pine Avenue, Suite A
Chino Hills, CA 91709
Attn: Genoveva Arellano

C. Enforcement of Agreement

This Agreement shall be construed and interpreted as to both validity, and performance of the parties, in accordance with the laws of the State of California. Legal actions concerning any dispute, claim or matter arising out of or in relation to this Agreement shall be instituted in the Superior Court of the County of Los Angeles, State of California, or any other appropriate court in such county, and CONSULTANT covenants and agrees to submit to the personal jurisdiction of such court in the event of such action.

D. Disputes

In the event of any dispute arising under this Agreement, the injured Party shall notify the injuring Party in writing of its contentions by submitting a claim therefor.

The injured Party shall continue performing its obligations hereunder so long as the injuring Party cures any default within ninety (90) days after service of the notice, or if the cure of the default is commenced within thirty (30) days after service of said notice and is cured within a reasonable time after commencement; provided that, if the default is an immediate danger to the health, safety and general welfare, the CITY may take immediate action. Compliance with the provisions of this Section shall be a condition precedent to any legal action, and such compliance shall not be a waiver of any Party's right to take legal action in the event that the dispute is not cured.

E. Waiver

No delay or omission in the exercise of any right or remedy of a nondefaulting Party on any default shall impair such right or remedy or be construed as a waiver. CITY's consent or approval of any act by CONSULTANT requiring CITY's consent to or approval of any subsequent act of CONSULTANT or any waiver by either Party of any default must be in writing and shall not be a waiver of any other default concerning the same or any other provision of this Agreement.

F. Rights and Remedies are Cumulative

Except with respect to rights and remedies expressly declared to be exclusive in this Agreement, the rights and remedies of the Parties are cumulative and the exercise by either Party of one or more of such rights or remedies shall not preclude the exercise by it, at the same or different times, of any other rights or remedies for the same default or any other default by the other Party.

G. Attorney's Fees

If either Party commences an action against the other Party arising out of or in connection with this Agreement, the prevailing Party shall be entitled to recover reasonable attorney's fees and costs of suit from the losing Party.

H. Integration

This Agreement, together with attached Exhibits identified herein supersede any and all other agreements, either oral or in writing, between the parties with respect to the subject matter herein. Each party to this Agreement acknowledges that no representation by any party, which is not embodied herein, nor any other agreement; statement or promise not contained in this Agreement shall be valid and binding. Any modification of the Agreement shall be effective only if it is in writing and signed by all parties.

[SIGNATURES FOLLOW ON NEXT PAGE]

IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be duly executed with all the formalities required by law on the respective dates set forth opposite their signatures.

CITY OF WHITTIER

By _____
Jeffrey W. Collier, City Manager /Date

ATTEST:

By _____
Kathryn A. Marshall, City Clerk-Treasurer /Date

APPROVED AS TO FORM:

By _____
Richard D. Jones, City Attorney /Date

ARELLANO ASSOCIATES:

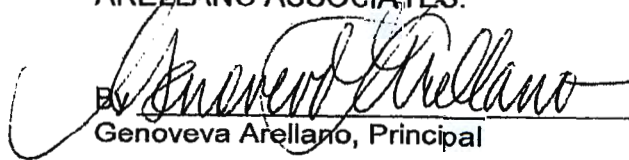
By  _____ 9-18-14
Genoveva Arellano, Principal /Date

EXHIBIT "A"
SCOPE OF SERVICES

At the direction of the City and in concert with David Ely from Compass Demographics, Arellano Associates will develop and implement a strategic community outreach plan to successfully integrate broad and inclusive public input into the formation of City Council voting districts. To that end, the firm will:

- Work with Mr. Ely and City staff to develop a coherent strategy for public outreach, determining the most effective ways to communicate the demographer's message to the community and to receive input from the public.
- Implement the outreach plan with appropriate consideration for alternative methods of communication, including Spanish language materials and any other language required by law.
- Design, produce, and assist in distribution of multilingual outreach materials.
- Plan, conduct, staff, and record public meetings to solicit community input on voting districts at various stages of district formation.
- Prepare written reports as needed on the status of outreach efforts.
- Work as directed by staff in furtherance of outreach goals.



<u>Staff</u>	<u>Hourly Rate*</u>
Genoveva L. Arellano <i>Principal</i>	\$238.96
Chester K. Britt <i>Project Director</i>	\$215.07
Yesenia C. Arias <i>Senior Associate</i>	\$133.82
Edgar Gutierrez <i>Associate</i>	\$66.91
Project Support Position <i>Staff Associate</i>	\$38.23

* Fully burdened, including overhead and profit.

termination of this Agreement. If proof of insurance required under this Agreement is not delivered as required or if such insurance is canceled and not adequately replaced, CITY shall have the right but not the duty to obtain replacement insurance and to charge the CONSULTANT for any premium due for such coverage. CITY has the option to deduct any such premium from the sums due to the CONSULTANT.

Insurance is to be placed with insurers authorized and admitted to write insurance in California and with a current A.M. Best's rating of A-:VII or better. Acceptance of insurance from a carrier with a rating lower than A-:VII is subject to approval by CITY's Risk Manager. CONSULTANT shall immediately advise CITY of any litigation that may affect these insurance policies.

Alternative Consultants Information

Cornerstone Communications

Cornerstone Communications, based in Irvine, works with organizations to identify and implement public relations strategies, marketing and social media to help achieve communications goals. The firm has handled media relations, crisis communication, strategic communication, and community relations for such clients as:

- Anaheim Police Department
- California Apartment Association
- California Police Chiefs Association
- Children and Families Commission of Orange County
- City of Berkeley Police Department
- Irvine Company
- Hoag Memorial Hospital Presbyterian
- Santa Ana Unified School District
- City of Irvine
- City of San Gabriel

Cornerstone begins communication with building relationships with key internal and external stakeholders. Their successful communications programs establish a positive climate and increase knowledge and understanding, ultimately leading to support. The communications plan also provides opportunity for public feedback and input. Through a variety of outreach activities and communication efforts, Cornerstone helps clients achieve goodwill, garner project or organization support, and achieve objectives.

Cornerstone provides the following services:

- Develop and implement a community relations plan
- Identify key stakeholders
- Conduct outreach activities
- Plan community and stakeholder events
- Prepare and disseminate communications, including newsletters, direct mail, fact sheets, e-blasts, and social media outreach

Diverse Strategies for Organizing

Diverse Strategies for Organizing, Inc. (DSO), founded in 1991 by Victor Griego, Jr., is a public affairs consulting firm specializing in community relations, government relations, and political consulting. Their reputation for success rests on an intimate knowledge of Southern California communities and a strong network of relationships with civic, labor and political leadership across the state. They work within the public and private

sectors, crafting strategic programs to deliver community support for organizational objectives and helping clients navigate the legislative process.

In educating the community about a project, DSO draws upon years of experience in community relations for effective grassroots outreach, organizing, training and mobilization. They help clients develop public participation programs for large projects, and are adept in building community coalitions to support public policy issues. With expertise in reaching diverse communities, they often facilitate the engagement of communities to maximize success for all stakeholders.

DSO has conducted community outreach for numerous cities on controversial issues, including assisting the City of Whittier with initial and targeted outreach during design and construction of the Whittier Greenway Trail. The firm has assisted with voting district formation outreach for cities, including Pasadena.

Mr. Griego is a well-known community leader and political strategist with years of experience in local and state politics, knowledge of the inner workings of government agencies, and an understanding of the subtleties of community engagement to effectively represent his clients' interests and achieve positive outcomes for them. His breadth of experience in the policy-making arena assists clients seeking to better understand and access diverse communities. Private sector clients who must navigate the sometimes complex and tedious processes of government find that Mr. Griego is a particularly valuable and effective asset in their efforts.

Mr. Griego's background includes leadership positions with major Southern California labor unions and as a community organizer for the Industrial Areas Foundation, the Quality Education Project. He served as executive director of the Center for Participation in Democracy, which encouraged traditionally underrepresented voters to more fully participate in electoral politics. Mr. Griego also served as a chief of staff in the California State Legislature. In addition, he is a faculty advisor for the Southwest Voter Registration Academy and a founding member of the Cesar E. Chavez Foundation. He holds a Bachelor of Arts degree in political science from Whittier College and a Master of Arts in political science from Claremont Graduate University.

Moore Iacofano Goltsmann, Inc.

Moore Iacofano Goltsmann, Inc. (MIG) is a multidisciplinary firm with a staff of over 140 and offices in Riverside, Pasadena, Fullerton, San Diego, Berkeley, Davis, and Sonoma County, California; and several out of state locations. MIG specializes in community, regional and statewide community engagement and communications programs to support successful transportation plans, projects and programs.

Founded in 1982, MIG has worked extensively with public agencies to effectively communicate complex issues to key stakeholders, businesses and the public, enabling them to actively participate in policy, planning and design processes and make informed

decisions. MIG has especially strong expertise in the government arena working with federal, state and local agency partners, community members and stakeholders to develop agreement and a base of support for a wide range of projects. MIG's ability to develop and implement an informed and comprehensive public outreach and community information process is bolstered by superior graphic design and communications capabilities, and is overseen by staff with subject-area expertise in the firm's many disciplines.

MIG plans and implements community events that provide effective feedback and clear direction. They create an open atmosphere in which different viewpoints can be heard, acknowledged, addressed and reconciled to help diverse groups work toward common goals. They design cost effective outreach programs and have expertise in reaching diverse community members from monolingual, multilingual and ethnic and cultural groups. Their campaigns begin with comprehensive and strategic marketing plans that clearly support program goals. From initial research, they clearly identify audiences and the key messages, themes and outreach methods that will effectively reach them. MIG outreach plans use online and social media, public relations and earned media, out-of-home media buys, direct mail, community events, and more. They have special expertise in strategies for reaching non-English and limited English speakers.

Esmeralda García is a public outreach specialist and senior project manager with a broad background in community planning, facilitation, and process development. Since joining MIG, Ms. García has led a variety of planning projects and public participation programs throughout Southern California. She has extensive experience facilitating planning processes that involve diverse stakeholders, including policymakers, advocacy groups, community leaders, and the public.

Ms. García has extensive experience developing interactive program methodology to identify the needs of ethnically diverse communities. Specifically, she understands the Latino community and issues that affect Latino families. Fluent in both Spanish and English, Ms. García has facilitated community meetings, workshops and focus groups in Spanish to determine community challenges, issues and opportunities.

MIG has conducted community outreach for numerous jurisdictions on controversial issues, including Commerce, Santa Monica, Ventura, Santa Clarita, Los Angeles County, Riverside County, and Los Angeles Metropolitan Transportation Authority. MIG also assisted the City of Whittier with the graffiti abatement program outreach and facilitation in 2006.

VMA Communications, Inc.

VMA Communications, Inc. is a strategic communications firm that specializes in developing policy-driven public affairs programs. VMA provides expertise in tactical communications, media relations, issue management and community engagement on public policy issues. They create a platform for clients to tell their story methodically and

transparently, to ensure messaging is clear and crisp. VMA also engages and empowers stakeholders to participate in the public process and be a part of the policy solution. VMA's policy expertise includes education, transportation, health care, tribal issues, resources, and human services. VMA utilizes proven, culturally competent models implemented to enhance the quality of life in the communities we serve.

VMA is a full-service bilingual/bicultural communications firm focused on developing increased community awareness and media exposure for clients by providing professional, high-quality, creative communications services implemented to enhance quality of life in the communities they serve.

VMA was started in 1996 by President Valerie Martinez, who had worked for several years as a news reporter, as Chief Consultant to the California Latino Legislative Caucus for the State Legislature, and later as a partner in The LJ Group public relations firm, based in Long Beach. Ms. Martinez provides strategic public affairs and community outreach expertise, packaging media management, government affairs, and technical infrastructure outreach for a variety of public agencies and private corporations.

Ms. Martinez is a former newspaper reporter, working for the *Los Angeles Herald Examiner* and *Long Beach Press-Telegram*, and she was a writer and producer at KHJ-TV (Ch 9). She is the former chief consultant to California's Latino Legislative Caucus, where she worked with 17 members of the State Senate and Assembly to shape culturally competent and ethnically inclusive education, transportation, healthcare, insurance, and immigration policy.

Ms. Martinez has worked since 2003 with the California High-Speed Rail Authority, providing strategic political guidance and implementation of a solid outreach program. Through the years, she has worked with more than 60 public schools and community colleges, providing guidance through the CEQA process; and helped pass a number of bonds to finance construction projects. She has also provided outreach and community relations support in constructing water projects throughout Southern California.

VMA has conducted community relations and outreach for cities including Cudahy, El Monte, Montebello, and Pomona. VMA has also worked for local agencies including Tri-Cities ROP, Rio Hondo College, Whittier City School District, and Whittier Union High School District.

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WHITTIER, CALIFORNIA, AMENDING THE FISCAL YEAR 2014-15 BUDGET TO APPROPRIATE FUNDING FOR CITY COUNCIL DISTRICTING OUTREACH CONSULTANT

WHEREAS, the City of Whittier is proposing to enter into an agreement with Arellano Associates to conduct community outreach for the City Council voting district formation process;

WHEREAS, Arellano Associates' outreach activities will include planning and implementing public outreach, conducting and recording community meetings and public input, and creating written reports to summarize such input for City Council consideration;

WHEREAS, the City will undertake additional costs for the public information process including promotional materials, meeting supplies, and labor charges;

WHEREAS, Arellano Associates consultant work will not exceed \$77,500;

WHEREAS, additional public information costs will not exceed \$20,000;

WHEREAS, there are funds available for these purposes in the General Fund;
and

WHEREAS, it is necessary to amend the FY 2014-15 Budget.

THE CITY COUNCIL OF THE CITY OF WHITTIER, CALIFORNIA, DOES RESOLVE AS FOLLOWS:

SECTION 1. The following supplemental appropriations shall be added to the City's FY 2014-15 Budget:

<u>Account No.</u>	<u>Account Name</u>	<u>Increase (decrease) Amount</u>
100-15-151-303 619000	Professional Services	\$97,500

SECTION 2. The City Clerk shall certify to the passage and adoption thereof.

APPROVED AND ADOPTED this ____ day of _____ 2014.

CATHY WARNER, Mayor

ATTEST:

KATHRYN A. MARSHALL
City Clerk-Treasurer