NOTICE

Members of the public may address the City Council on any item shown on the agenda or matter of the Council's authority after completion of "Request to Address the Council Form" available in the lobby of the Council Chambers or in the City Clerk's office. This form must be completed 15 minutes prior to the scheduled meeting time. Pursuant to Section 54957.5 of the California Government Code, Any writings (Except for those writings which are exempt from disclosure) which are distributed to all or a majority of the members of the City Council are available for public inspection in the lobby of the City Council Chambers and in the office of the City Clerk during regular business hours.

COMPTON CITY COUNCIL
AGENDA
Tuesday, November 17, 2009
7:00 PM

HEARING(S)

OPENING

ROLL CALL

INTRODUCTION OF SPECIAL GUESTS

COMMENDATORY RESOLUTIONS/PRESENTATIONS

1. PRESENTATION - Junior Olympics (Speed City Track Club Midget Boys Team), Gold Medal Winners - **Jayson Levia, Jerone Jackson, Chris Wilcox, Brenden Scott**

2. ORAL PRESENTATION - Gateway Cities, Council of Governments and Southern California Association of Governments (re: Senate Bill 375)

PUBLIC COMMENTS ON AGENDA ITEMS AND NON-AGENDA MATTERS

CONSENT AGENDA

Consent items are routine and expected to be non-controversial. They will be acted upon by the Council at one time without discussion unless a Council Member requests an item be removed or discussed.

APPROVAL OF MINUTES

3. November 3, 2009

REPORTS OF OFFICERS AND COMMISSIONS

BUILDING AND SAFETY

4. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO EXTEND THE AGREEMENT WITH IMAGE MANAGEMENT SYSTEMS TO PROVIDE DOCUMENT SCANNING AND MANAGEMENT SERVICES

CITY FIRE DEPARTMENT

5. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE ISSUANCE OF A PURCHASE ORDER TO LEADER INDUSTRIES FOR ACQUISITION OF THREE EMERGENCY AMBULANCES FOR THE FIRE DEPARTMENT

6. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE COMPTON FIRE DEPARTMENT'S FISCAL YEAR 2009-2010 BUDGET TO APPROPRIATE $94,295.81 IN FUNDING TO CONSTRUCT AN ADA APPROVED WOMENS RESTROOM AT COMPTON FIRE STATION #4

CITY MANAGER

7. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH JUST WORK, INC. FOR PUBLIC RELATIONS AND MARKETING SERVICES

8. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A LEASE AGREEMENT WITH JUST WORK, INC.

HOUSING AUTHORITY

9. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON APPROVING A LEASE AGREEMENT WITH THE CITY OF COMPTON AND THE COMPTON LOCAL HOUSING AUTHORITY

PLANNING AND ECONOMIC DEVELOPMENT

10. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT'S FISCAL YEAR 2009-2010 BUDGET TO ACCEPT, APPROPRIATE AND ADMINISTER $476,000 IN GRANT FUNDING FROM THE U.S. DEPARTMENT OF EDUCATION TO FUND ACTIVITIES FOR TOMORROW'S AERONAUTICAL MUSEUM OVER A THREE YEAR PERIOD.

11. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE BUDGET OF THE PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT TO ACCEPT AND APPROPRIATE THE STATE SUSTAINABLE COMMUNITIES GRANT IN THE AMOUNT OF $350,000, TO ALLOW FOR A NO COST EXTENSION OF THE USC CONTRACT TO PREPARE A SPECIFIC PLAN AND ZONING AUDIT, AND TO SOLICIT REQUEST FOR PROPOSALS (RFP) FOR THE COMPLETION OF AN ENVIRONMENTAL ASSESSMENT AND PHASE 1 ENVIRONMENTAL REPORT FOR THE BRICKYARD TRANSIT-ORIENTED DEVELOPMENT SPECIFIC PLAN PROJECT.

PUBLIC WORKS-ENGINEERING

12. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON TRANSFERRING FUNDS FOR CONTRACTUAL ENGINEERING SERVICES FOR THE DEVELOPMENT OF PLANS AND SPECIFICATIONS FOR THE RECONSTRUCTION OF CERTAIN CITYWIDE SEWER INFRASTRUCTURE IMPROVEMENTS TO QUANTUM QUALITY CONSULTING, INC.

13. A RESOLUTION OF THE COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE EXECUTION OF AN EXCHANGE OF FEDERAL SURFACE TRANSPORTATION PROGRAM-LOCAL FUNDS FOR COUNTY OF LOS ANGELES STATE GASOLINE TAX FUNDS COOPERATIVE FINANCIAL AGREEMENT

14. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON, CALIFORNIA ACCEPTING TRACT MAP NO. 67493 FOR RECORDATION, BEING A SUBDIVISION OF LOTS 147 OF TRACT 1473, TOWN OF COMPTON, AS PER MAP RECORDED IN BOOK 20, PAGES 154 AND 155 OF MISCELLANEOUS RECORDS, IN THE OFFICE OF THE LOS ANGELES COUNTY RECORDER

15. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON, CALIFORNIA ACCEPTING TRACT MAP NO. 70915 FOR RECORDATION, BEING A SUBDIVISION OF PARCEL "A" OF LOT 12 OF TRACT NO. 61885, IN THE CITY OF COMPTON, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP FILED IN BOOK 1325, PAGES 50 THROUGH 53, OF MAPS IN THE OFFICE OF THE LOS ANGELES COUNTY RECORDER

16. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE FISCAL YEAR 2009-2010 ANNUAL BUDGET AND APPROPRIATING SEWER BOND FUNDS

WATER DEPARTMENT

17. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ACCEPT THE BID OF CLAIREMONT EQUIPMENT FOR THE PURCHASE OF TWO (2) DUMP TRUCKS AND ISSUE A PURCHASE ORDER

APPROVAL OF WARRANTS

18. **Warrant - #180849** - **Date** - 11/3/09 - **Name** - Macro-Z Technology Company - **Description** - Liquidated Damages from Progress Payment - **Amount** - $32,716.86 - **Requested by:** Water

    Warrant - #180922 - **Date** - 11/4/09 - **Name** - Melad and Associates - **Description** - Plan Check Services - **Amount** - $33,591.28 - **Requested by:** Building and Safety

    Warrant - #180944 - **Date** - 11/5/09 - **Name** - Pacific Coast Waste and Recycling - **Description** - Waste Management Services - **Amount** - $659,809.85 - **Requested by:** Water

    Total Amount - $726,117.99

19. **Warrant #181033** - **Date** - 11/10/09 - **Name** - Gateway Cities Council of Government - **Description** - Professional Services - **Amount** - $40,373.34 - **Requested by:** Public Works

    Warrant #181080 - **Date** - 11/12/09 - **Name** - Advanced Environmental Services - **Description** - Maintenance of Gas Tank Monitoring System - **Amount** - $43,969.13 - **Requested by:** ICMS

    Warrant #181102 - **Date** - 11/12/09 - **Name** - Victory Outreach - **Description** - Maintenance of Creek, Bike Equestrian Trail, Vacant Lots and Alleys - **Amount** - $44,343.72 - **Requested by:** ICMS

    Total Amount - $128,686.19

END CONSENT AGENDA

REPORTS OF OFFICERS, BOARDS, COMMISSIONS AND COMMITTEES

CITY MANAGER'S REPORT

CITY ATTORNEY'S REPORTS

20. **CLAIMS AGAINST THE CITY**

Jerome Wright v. City of Compton - Claim #I-8276
Brenda Crozier v. City of Compton - Claim #I-8279
Magda Marquez v. City of Compton - Claim #I-8281

CITY TREASURER'S REPORTS

CLOSED SESSION

21. CLOSED SESSIONS -

CONFERENCE WITH LEGAL COUNSEL-EXISTING LITIGATION
Logan v. City of Compton, WCAB No. VNO 0546991, VNO 0546992, VNO 0546993 and VNO 0546994
Pursuant to California Government Code Section 54957.9(a)

CONFERENCE WITH LABOR NEGOTIATOR
Agency negotiator: Charles Evans, Alan G. Atlas, Esq.
Employee organizations: All employee organizations
Pursuant to California Government Code Section 54957.6

UNFINISHED BUSINESS

NEW BUSINESS

22. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING AN ADVANCE OF $5,000,000 FROM THE CITY OF COMPTON TO THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF COMPTON

23. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO DIRECT JOSEPH T. ROUZAN, JR. ALONG WITH NECESSARY STAFF PERSONNEL TO PREPARE AN ADDITIONAL COST FEASIBLITY REPORT

24. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF COMPTON AND WOODS CONSULTANTS FOR VIDEO AND CABLE SERVICES

COUNCIL COMMENTS

ADJOURNMENT

NEXT REGULAR MEETING: Tuesday, November 24, 2009 @ 3:00 PM.

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NOVEMBER 3, 2009

The City Council meeting was called to order at 7:53 p.m. in the Council Chambers of City Hall by Mayor Eric Perrodin.

ROLL CALL

Council Members Present: Calhoun, Dobson, Jones, Perrodin
Council Members Absent: Arceneaux

Other Officials Present: C. Cornwell, A. Godwin, C. Evans

COMMENDATORY RESOLUTIONS/PRESENTATIONS

1. **PRESENTATION**: Winners of the "Planning the Best City" Contest **(Councilperson Jones)**

Councilperson Jones presented trophies to the following teams for their participation in the "Planning the Best City" Contest at the Children's Fall Festival. 1st Place: Creators, 2nd Place: Lego Makers, 3rd Place: Team C.

On motion by Dobson, seconded by Calhoun, the meeting was recessed at 8:14 p.m., by the following vote on roll call:

AYES: Council Members - Calhoun, Dobson, Jones, Perrodin
NOES: Council Members - None
ABSENT: Council Members - Arceneaux

On motion by Dobson, seconded by Calhoun, the meeting was reconvened at 8:22 p.m., by the following vote on roll call:

AYES: Council Members - Calhoun, Dobson, Jones, Perrodin
NOES: Council Members - None
ABSENT: Council Members - Arceneaux

PUBLIC COMMENTS ON AGENDA ITEMS AND NON-AGENDA MATTERS

William Carter, Compton resident, spoke concerning an article he read in the Bulletin newspaper three months ago regarding the establishment of the Compton Police Department. Mr. Carter felt the City Council was not behaving in a manner, in which the citizens of Compton elected them to. Mr. Carter felt there was a large population of immigrants in the City of Compton and suggested that those individuals incapable of passing the test be deported.

Willie Calvin, Compton resident, asserted that the city's issues regarding water were false and misleading. Mr. Calvin also commented on the number of potholes in the city and suggested that a proportionate amount of young adults be hired to help the city employees fill them. Mr. Calvin also asked that the community set aside their differences and band together to help move the city forward.

Gwen Patrick, Compton resident, asked that the Winter Wonderland and Breakfast with Santa events be held on different days. Ms. Patrick stated that her water bill is three times the amount what she was paying some time ago and asked that the City Council lead the community to the "powers that be" in an effort to picket or write letters protesting against the increase.

William Kemp, Compton resident, stated that the Dickinson Lighted Schools food program is undergoing issues receiving its payment from the city. Mr. Kemp stated that he is in support of the contract with the Los Angeles Sheriff's Department, due to the country's economic situation and felt it was a wise and cost effective decision for the City Council to approve the contract. Mr. Kemp further affirmed that his support for the Sheriff's Department has nothing to do with the Compton Police Department.

Lynn Boone, Compton resident, expressed a concern for the bid information provided for the tennis courts. Ms. Boone also expressed a concern for the enforcement of the mandatory water restrictions ordinance, citing that there is more than one water company in the City of Compton. Ms. Boone further stated that she was dissatisfied with the direction of the city and felt the transparency of city business was gone.

Benjamin Holifield, Compton resident, recommended that the city build a monument of the Williams' sisters at Wilson Park. Mr. Holifield also expressed a need for diversity on the City Council and requested that they add two additional seats to the City Council. Mr. Holifield inquired about the video and cable services contract and asked that the City Council approve the contract with the Sheriff's Department.

Joyce Kelly, Compton resident, agreed with the previous speakers regarding the contract with the Sheriff's Department. Ms. Kelly stated that the senior citizens at 600 Alameda are concerned that the representatives of Dickinson Lighted Schools have not received payment. Ms. Kelly stated that the residents of Compton are being overcharged for their water meters and water usage and indicated that she would take a look at how much the Metropolitan Water District member cities are charging their residents.

Dwanna Smith, Compton Cobras, introduced the Compton Cobras professional basketball team to the City Council and the citizens of Compton.

Tyrone Rogers, President of the Compton Cobras, stated that he grew up in the City of Compton with the opportunity to participate in youth sports programs. Therefore, he wanted to give back to his community by providing a professional sports team to inspire the youth to look beyond the city limits. The first home game is scheduled for Saturday, December 5, 2009 at Compton College beginning at 7:30 p.m. $12 for general admission, $8 for students, senior citizens and military and $5 for children 12 and under.

CONSENT AGENDA

ITEMS REMOVED FROM THE CONSENT AGENDA - Alita Godwin, City Clerk, announced that item 4 would be removed per the City Manager. **Mayor Perrodin** requested that items 6, 7, 8 & 10 be removed for discussion.

On motion by Calhoun, seconded by Jones, the Consent Agenda was approved, by the following vote on roll call:

AYES: Council Members - Calhoun, Dobson, Jones, Perrodin
NOES: Council Members - None
ABSENT: Council Members - Arceneaux

APPROVAL OF MINUTES

2. October 27, 2009

COMPTON CAREERLINK

3. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE ESTABLISHMENT OF A LIST OF VENDORS TO PROVIDE VOCATIONAL CLASSROOM TRAINING AND THE EXECUTION OF TRAINING VENDOR AGREEMENTS FOR EMPLOYMENT AND TRAINING PROGRAMS FOR FISCAL YEAR 2009-2010 **(Resolution # 22,967)**

RECREATION DEPARTMENT

5. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO EXTEND THE DIAL-A-TAXI CONTRACT WITH FIESTA TAXI COOPERATIVE, INC. TO PROVIDE TRANSPORTATION SERVICES FOR SENIORS AND DISABLED RESIDENTS FOR A PERIOD OF TWELVE MONTHS **(Resolution # 22,968)**

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9. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH VALVERDE CONSTRUCTION AND ISSUE A PURCHASE ORDER FOR REPLACEMENT OF OVERAGED AND UNDERSIZED SEWER PIPELINE ALONG ALONDRA BOULEVARD BETWEEN WILLOWBROOK (EASTSIDE) AND ALAMEDA (WESTSIDE) **(Resolution # 22,969)**

ITEMS REMOVED FROM THE CONSENT AGENDA

HUMAN RESOURCES

4. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON APPROVING AMENDMENTS TO THE POSITION CLASSIFICATION PLAN **(Removed)**

6. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE ISSUANCE OF A PURCHASE ORDER TO OH WIND, INC. DBA ICE RINK EVENTS FOR THE RENTAL OF A SKATING RINK FOR THE WINTER WONDERLAND COMMUNITY EVENT

Mayor Perrodin expressed concerns for no bids being received from local companies, the policy used to locate a vendor for these services and the amount of the contract compared to what other companies may offer for the same services.

On motion by Dobson, seconded by Calhoun, **Resolution # 22, 970** entitled **"A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE ISSUANCE OF A PURCHASE ORDER TO OH WIND, INC. DBA ICE RINK EVENTS FOR THE RENTAL OF A SKATING RINK FOR THE WINTER WONDERLAND COMMUNITY EVENT"** was adopted by the following vote on roll call:

AYES: Council Members - Calhoun, Dobson, Jones, Perrodin
NOES: Council Members - None
ABSENT: Council Members - Arceneaux

7. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON RESCINDING RESOLUTION NO. 22,842 AND AWARDING A CONTRACT TO MALIBU PACIFIC TENNIS COURTS INC. FOR THE CONSTRUCTION OF A TENNIS COURT AT LUEDERS PARK, BID #58C3-08-2187/84-3030-001

Mayor Perrodin questioned if the process of legal notices were applied for this bid.

Brandon Mims, representative of the Parks and Recreation Department, explained that the full bidding process was applied for this contract.

Mayor Perrodin questioned if this company was the only company that responded to the city's bid. Mr. Mims stated that Malibu Pacific Tennis Courts, Inc. was the only company to submit a qualification's package.

Mayor Perrodin inquired as to when the construction on the tennis courts would begin. Mr. Mims asserted that construction would begin by the end of November, due to scheduling conflicts with the contractor.

Councilperson Jones questioned if Kelly Park and South Park would be addressed, as it relates to renovations.

Charles Evans, City Manager, informed Councilperson Jones that the design plans to renovate Kelly Park and South Park are in the process of being finalized and will be back before the City Council in December.

On motion by Dobson, seconded by Calhoun, Resolution # 22, 971 entitled "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON RESCINDING RESOLUTION NO. 22,842 AND AWARDING A CONTRACT TO MALIBU PACIFIC TENNIS COURTS INC. FOR THE CONSTRUCTION OF A TENNIS COURT AT LUEDERS PARK, BID #58C3-08-2187/84-3030-001" was adopted, by the following vote on roll call:

AYES: Council Members - Calhoun, Dobson, Jones, Perrodin
NOES: Council Members - None
ABSENT: Council Members - Arceneaux

WATER DEPARTMENT

8. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON ACTIVATING STAGE I OF WATER CONSERVATION ORDINANCE 1,851 CALLING FOR MANDATORY WATER USE RESTRICTIONS

Mayor Perrodin requested an explanation on behalf of the citizens.

Tana McCoy, representative of the Water Department, indicated that the State of California has been in a drought since 2008, therefore the Metropolitan Water District and Central Basin have required all member cities to reduce its water consumption. As a result, the city has requested a mandatory reduction in water which makes the city and its citizens eligible for rebates and incentives of certain purchases.

Mayor Perrodin inquired as to whether all residents of all water companies within the City of Compton will be mandated to conform to the water restrictions. Ms. McCoy replied affirmatively.

Mayor Perrodin further questioned if anyone would be cited during the initial onset of these mandatory actions. Ms. McCoy stated that no one would be cited in the beginning; however residents will be given three warnings after the onset of this mandatory action.

Councilperson Jones requested the marketing plan for the conservation project. Ms. McCoy stated that the information will be distributed via newspapers and billing.

On motion by Dobson, seconded by Calhoun, **Resolution # 22,972** entitled **"A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON ACTIVATING STAGE I OF WATER CONSERVATION ORDINANCE 1,851 CALLING FOR MANDATORY WATER USE RESTRICTIONS"** was adopted, by the following vote on roll call:

AYES: Council Members - Calhoun, Dobson, Jones, Perrodin
NOES: Council Members - None
ABSENT: Council Members - Arceneaux

APPROVAL OF WARRANTS

10. **Warrant #180698** - L. A. County Sheriff - Law Enforcement Services - $1,410,764.20 - **Requested by:** City Manager

    Warrant #180752 - C.H.A.N.G.E. - Graffiti Removal - $17,600.00 - **Requested by:** I.C.M.S.

    Total Amount - $1,428,364.20

Mayor Perrodin voiced a concern for vendors being paid immediately after the service has been provided and verified. Subsequently, Mayor Perrodin instructed the City Manager to implement a policy that ensures that vendors are paid in a timely manner, regardless of the time of year.

END OF THE CONSENT AGENDA

REGULAR AGENDA

CITY MANAGER'S REPORTS

11. REQUEST TO SCHEDULE A WORKSHOP TO DISCUSS CHANGES TO THE INTEGRATED WASTE MANAGEMENT ORDINANCE

On motion by Dobson, seconded by Calhoun, the workshop was scheduled for November 18, 2009 from 5:00 p.m. to 7:00 p.m., by the following vote on roll call:

AYES: Council Members - Calhoun, Dobson, Jones, Perrodin
NOES: Council Members - None
ABSENT: Council Members - Arceneaux

CITY ATTORNEY'S REPORTS - There were no City Attorney's Reports.

UNFINISHED BUSINESS

12. AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING CHAPTER XX (STREETS AND SIDEWALKS) OF THE COMPTON MUNICIPAL CODE BY ADDING SECTION 20-6 RELATING TO PERMIT REQUIREMENTS FOR STREET CLOSURES

On motion by Dobson, seconded by Calhoun, to waive the reading of the ordinance in full, by the following vote on roll call:

AYES: Council Members - Calhoun, Dobson, Jones, Perrodin
NOES: Council Members - None
ABSENT: Council Members - Arceneaux

Councilperson Dobson questioned if there would be a limit, as to the number of street closures one person or organization could receive in any given time period.

Craig Cornwell, City Attorney, stated that there would be no limits regarding the number of street closures by any person or organization, however he noted that standards and guidelines would have to be met.

On motion by Calhoun, seconded by Dobson, **Ordinance # 2,201** entitled **"AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING CHAPTER XX (STREETS AND SIDEWALKS) OF THE COMPTON MUNICIPAL CODE BY ADDING SECTION 20-6 RELATING TO PERMIT REQUIREMENTS FOR STREET CLOSURES"** was adopted, by the following vote on roll call:

AYES: Council Members - Calhoun, Dobson, Jones, Perrodin
NOES: Council Members - None
ABSENT: Council Members - Arceneaux

NEW BUSINESS

13. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON APPROVING A MUNICIPAL LAW ENFORCEMENT SERVICES AGREEMENT WITH LOS ANGELES COUNTY

Mayor Perrodin requested the base cost for the Municipal Law Enforcement Services Agreement with Los Angeles.

Craig Cornwell, City Attorney, stated that the base cost is 16.9 million dollars, which pays for 79 officers, a Station Captain and clerical and janitorial support.

Mayor Perrodin stated that the services that will not be included are as follows: overtime, utilities, major building repair, non-emergency helicopter services and business license background checks, stings and booking costs.

Councilperson Dobson expressed a concern for the actual costs of the city paying for overtime, utilities and maintenance costs not being provided in the background information.

Mayor Perrodin requested the base cost paid last year.

Willie Norfleet, City Controller, stated that that city paid 17 million dollars last year.

Mayor Perrodin stated that he has an issue with a portion of the Sheriff's contract that mandates the city to pay for law suits involving sexual acts.

Mayor Perrodin clarified that he appreciates the hard work and dedication of all Compton Sheriff's deputies, however he indicated that there are additional costs, other than the 16.9 million dollars paid for personnel costs.

Councilperson Dobson mentioned that she has a problem with the supervision of the Sheriff's deputies, due to the number of complaints that she has received from the residents.

Mayor Perrodin also mentioned that the city is required to have 34 overtime deputies at every event (e.g. Gospel Festival, Winter Wonderland, Breakfast with Santa). Mayor Perrodin indicated that many of the deputies are reserve deputies that are paid $1 a year.

On motion by Calhoun, seconded by Perrodin (who stepped from the chair), **Resolution # 22,973** entitled **"A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON APPROVING A MUNICIPAL LAW ENFORCEMENT SERVICES AGREEMENT WITH LOS ANGELES COUNTY"** was adopted, by the following vote on roll call:

AYES: Council Members - Calhoun, Jones, Perrodin
NOES: Council Members - None
ABSENT: Council Members - Arceneaux

14. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON APPROVING THE FORM AND AUTHORIZING THE EXECUTION AND DELIVERY OF A PURCHASE AND SALE AGREEMENT AND RELATED DOCUMENTS WITH RESPECT TO THE SALE OF THE SELLER'S PROPOSITION 1A RECEIVABLE FROM THE STATE; AND DIRECTING AND AUTHORIZING CERTAIN OTHER ACTIONS IN CONNECTION THEREWITH.

On motion by Calhoun, seconded by Dobson, **Resolution # 22,974** entitled **"A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON APPROVING THE FORM AND AUTHORIZING THE EXECUTION AND DELIVERY OF A PURCHASE AND SALE AGREEMENT AND RELATED DOCUMENTS WITH RESPECT TO THE SALE OF THE SELLER'S PROPOSITION 1A RECEIVABLE FROM THE STATE; AND DIRECTING AND AUTHORIZING CERTAIN OTHER ACTIONS IN CONNECTION THEREWITH"** was adopted, by the following vote on roll call:

AYES: Council Members - Calhoun, Dobson, Jones, Perrodin
NOES: Council Members - None
ABSENT: Council Members - Arceneaux

COUNCIL COMMENTS

Councilperson Dobson announced that she would be hosting a "Townhall Meeting" to be held on Saturday, November 7, 2009 at Lueders Park from 9 a.m. to 11:30 a.m.

Councilperson Calhoun announced that Congresswoman Maxine Waters would be hosting a "Healthcare Reform Forum" to be held on Saturday, November 14, 2009 in the Breeders Cup Room at the Hollywood Park Casino. For more information concerning this event, please call and RSVP at (310) 863-5358.

Councilperson Calhoun also mentioned that the Saint John's Well Clinic is offering medical services to children and adults. The clinic is located on Wilmington Boulevard between 131st Street and 132nd Street.

Councilperson Jones announced that the City of Compton inconjunction with the Omega Psi Phi Fraternity would be hosting a "Turkey Giveaway" on Wednesday, November 25, 2009 at City Hall from 10 a.m. to 2 p.m.

Mayor Perrodin acknowledged Sal Lankster, former president of the Compton Police Association.

Mayor Perrodin introduced Captain Walker of the Sheriff's Department and stated that he is looking forward to working her.

Mayor Perrodin announced that the Planning and Economic Development Department is hosting a "Joint Celebration with World Town Planning Day" to be held on Monday, November 9, 2009 in the Council Chambers beginning at 10 a.m. Mayor Perrodin mentioned that the "World Town Planning Day Luncheon" would be held from 12 p.m. to 1 p.m. RSVP with Trinada Bravo at (310) 605-5532.

Mayor Perrodin announced that Community Redevelopment Agency would be hosting the "Compton in a Day Bus Tour" to be held on Monday, November 9, 2009 from 10:30 a.m. to 12 p.m.

Mayor Perrodin invited the city's business owners to attend the "Commercial Façade Improvement Program" to be held on Wednesday, November 4, 2009 from 12 p.m. to 1:30 p.m. at Careerlink. For more information, contact Daisy Kenny at (310) 605-6258.

ADJOURNMENT

On motion by Dobson, seconded by Calhoun, the meeting was adjourned at 10:21 p.m., by the following vote on roll call:

AYES: Council Members - Calhoun, Dobson, Jones, Perrodin
NOES: Council Members - None
ABSENT: Council Members - Arceneaux

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Clerk of the City Council **Mayor of the City Council**

November 17, 2009

TO: **MAYOR AND COUNCIL**

FROM: **CITY MANAGER**

SUBJECT: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO EXTEND THE AGREEMENT WITH IMAGE MANAGEMENT SYSTEMS TO PROVIDE DOCUMENT SCANNING AND MANAGEMENT SERVICES FOR FISCAL YEAR 2009-10.**

SUMMARY

This resolution authorizes the City Manager to extend the agreement with and issue a purchase order to Image Management Systems to continue providing scanning services for Building and Safety Department of plans and original permit records for Fiscal Year 2009-10.

BACKGROUND

The Department of Building and Safety maintains plans and original records including, but not limited to building, electrical, mechanical and plumbing permits. The Building Department has limited space to maintain these records while still having adequate access.

STATEMENT OF THE ISSUE

Image Management Systems is a local Compton business and has been contracted with the City of Compton over the last several years to provide scanning and information retrieval services for the Building and Safety Department plans and original permit records. It is anticipated that Image Management Systems will be able to complete the requested scanning by the end of fiscal year 2009-10.

This project was not recommended to be sent out to bid due to the fact that the scanning project is 90% completed. Additionally, the software used in conjunction with the city of Compton was established and maintained by Image Management Systems. To go out to bid for the 10% of scanning to be completed would delay the process. Contracting with a different vendor at this time would also require systems comparable for existing scanned documents/plans on network. However, the maintenance of the incoming, daily documents and plans can be placed out for bid after the completion of the existing contract.

FISCAL IMPACT

Funds for the scanning services are available in **Account No. 10017700004269** in the amount of $40,000.00.

RECOMMENDATION

That Council adopt the attached Resolution authorizing the City Manager to extend the agreement with and issue a purchase order to Image Management Systems to continue providing scanning services for Building and Safety Department of plans and original permit records for Fiscal Year 2009-10, in an amount not to exceed $40,000.00.

PATRICK STEWARD
CHIEF BUILDING INSPECTOR

CHARLES EVANS
CITY MANAGER

RESOLUTION NO_____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO EXTEND THE AGREEMENT WITH IMAGE MANAGEMENT SYSTEMS TO PROVIDE DOCUMENT SCANNING AND MANAGEMENT SERVICES FOR FISCAL YEAR 2009-10.

WHEREAS, the Building and Safety Department maintains plans, original permit records, including, but not limited to building, electrical, mechanical and plumbing; and

WHEREAS, the Building and Safety Department has limited space to maintain these records while still having adequate access; and

WHEREAS, Image Management Systems is a local Compton business that has been contracted with over the last several years to provide scanning services for the Building and Safety Department plans and original permit records; and

WHEREAS, it is anticipated that Image Management Systems will be able to complete the requested scanning by the end of fiscal year 2009-10; and

WHEREAS, the cost for services will not exceed **Forty Thousand Dollars ($40,000.00)**.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON RESOLVES AS FOLLOWS:

Section 1. That the City Manager is authorized to extend the agreement with and issue a purchase order in an amount not to exceed **Forty Thousand Dollars ($40,000.00)** to Image Management Systems for services rendered in Fiscal Year 2009-10.

Section 2. That funds are available in **Account No. 10017700004269** for these services.

Section 3. That a certified copy of this Resolution shall be filed in the Offices of the City Clerk, City Manager, City Attorney, and City Controller and the Department of Building and Safety.

Section 4. That the Mayor shall sign and the City Clerk shall attest to the adoption of this Resolution.

ADOPTED this_____day of_____, 2009.

_____

MAYOR OF THE CITY OF COMPTON

ATTEST:

_____

CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON:

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing Resolution was adopted by the City Council of the City of Compton, signed by the Mayor and attested by the City Clerk at a regular meeting thereof held on the _____ day of_____, 2009.

That said Resolution was adopted by the following vote, to wit:

AYES: COUNCIL MEMBERS -
NOES: COUNCIL MEMBERS -
ABSENT: COUNCIL MEMBERS -
ABSTAIN: COUNCIL MEMBERS-

_____
CITY CLERK OF THE CITY OF COMPTON

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **Building and Safety**

RESOLUTION TITLE: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO EXTEND THE AGREEMENT WITH IMAGE MANAGEMENT SYSTEMS TO PROVIDE DOCUMENT SCANNING AND MANAGEMENT SERVICES FOR FISCAL YEAR 2009-10**

Patrick Steward	**10/28/2009 1:57:00 PM**
DEPARTMENT MANAGER'S SIGNATURE	DATE

REVIEW / APPROVAL

Ruth Rugley	**11/3/2009 11:31:05 AM**
CITY ATTORNEY	DATE
Willie Norfleet	**11/3/2009 7:55:38 AM**
CITY CONTROLLER	DATE
Charles Evans	**11/2/2009 7:48:13 AM**
CITY MANAGER	DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.

November 17, 2009

TO: **MAYOR AND COUNCIL MEMBERS**

FROM: **CITY MANAGER**

SUBJECT: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE ISSUANCE OF A PURCHASE ORDER TO LEADER INDUSTRIES FOR ACQUISITION OF THREE EMERGENCY AMBULANCES FOR THE FIRE DEPARTMENT**

SUMMARY

The attached resolution authorizes the City Manager to establish a purchase order in the amount of $213,795.12 to Leader Industries for the acquisition of three (3) emergency ambulance vehicles.

BACKGROUND

The Compton Fire Department responds to more than 10,000 thousand incidents per year. A great amount of those incidents involve emergency medical concerns. It is thus imperative that paramedic and emergency medical technicians have reliable vehicles with which to respond.

The ambulances presently used by the Compton Fire Department are out of warranty and experiencing a multitude of mechanical problems, which require constant maintenance and repair. As a result there are many days of down time, which can adversely affect the quality of service provided to our citizens. This can make it difficult to expeditiously respond to Emergency Medical Service (EMS) calls and safely transport patients to medical facilities.

Manufacturer warranties have expired on all of our units within the last year. Some of the problems that were experienced with these units include drive train inefficiencies, air conditioning unit failure and constant electrical problems.

SITUATION

The Fire Department solicited proposals from Leader Industries, EVG (Emergency Vehicles Group), Response Vehicle Solutions and California Seagrave (the California dealer for Braun Ambulances). The most advantageous of which was from Leader Industries for 3 ambulances for the amount of $213,795.12. They have met all of the specification requirements requested by the fire department. They also had the best construction turn-around at 60 - 90 days. The City has purchased ambulances from Leader Industries in the past. They have been very responsive to the needs of the fire

department and are located nearby in South El Monte. All other manufacturers are located out of state. The responses are as follows:

Leader Industries - $213,795.12
EVG - $242,427.52
Response Vehicle Solutions - Non-responsive to requested specifications
California Seagrave - Non-responsive to requested specifications

FINANCIAL IMPACT

There is no further impact to the FY 2009-10 budget. Funds have been budgeted for this acquisition and are to be taken from the following accounts:

1001-69-0000-4333 - $200,000

1001-69-0000-4229 - $13,795.12

RECOMMENDATION

It is recommended that Council approve the attached resolution.

JON THOMPSON
FIRE CHIEF

CHARLES EVANS
CITY MANAGER

Attachment

RESOLUTION NO _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE ISSUANCE OF A PURCHASE ORDER TO LEADER INDUSTRIES FOR THE ACQUISITION OF THREE EMERGENCY AMBULANCES FOR THE FIRE DEPARTMENT

WHEREAS, the Fire Department needs to acquire 3 ambulances to replace units that are in a deteriorated condition; and

WHEREAS, staff sought proposals from four (4) vendors for provision of such vehicles; and

WHEREAS, of the responses received, the proposal provided by Leader Industries was most advantageous; and

WHEREAS, the following four responses were received:

Leader Industries - $213,795.12
EVG - $242,427.52
Response Vehicle Solutions - Non-responsive to requested specifications
California Seagrave - Non-responsive to requested specifications

WHEREAS, funds are available in the FY 2009-2010 Annual Budget.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the proposal of Leader Industries is accepted.

SECTION 2. That the City Manager is authorized to issue a purchase order in the amount of Two Hundred and Thirteen Thousand Seven Hundred and Ninety-Five Dollars and Twelve Cents ($213,795.12) to Leader Industries for the acquisition of three ambulances.

SECTION 3. That the funds shall come from Accounts:

1001-69-0000-4333 - $200,000.00
1001-69-0000-4229 - $13,795.12

SECTION 4. That a copy of this resolution shall be forwarded to the City Manager, City Controller and the Fire Department.

SECTION 5. That the Mayor shall sign and the City Clerk shall attest to the adoption of this resolution.

ADOPTED this _____ day of _____ 2009.

_____
MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing Resolution was adopted by the City Council of the City of Compton, signed by the Mayor, and attested by the City Clerk at a regular meeting thereof held on the _____ day of _____, 2009.

That the Resolution was adopted by the following vote, to wit:

AYES: **COUNCIL MEMBERS-**
NOES: **COUNCIL MEMBERS-**
ABSENT: **COUNCIL MEMBERS-**
ABSTAIN: **COUNCIL MEMBERS-**

_____
CITY CLERK OF THE CITY OF COMPTON

Date: 10/20/2009 #5.

Contract & Order Submission Form

LEADER INDUSTRIES EMERGENCY VEHICLE MFG.

LEADER EMERGENCY VEHICLES

Clint Lynch
10941 Weaver Avenue
So. El Monte, CA 91733

Compton Fire Department
201 S. Acacia Ave.
Compton, CA 90220
Chief Anthony Adams 3106055670

539

VIN Number

Parent Job 539

Itemnumber		Description	
10.			
10.	1	Leader Industries Series II Raised Roof Van Ambulance	
10.	8	(2008) Ford E350 Diesel Van CHASSIS ONLY! Actual invoice. (content of chassis and cost subject to change due to availability)	$34,192.00 ea
10.	30	(2009) Leader BASE CONVERSION ONLY on FORD Van	$34,284.00 ea
20.	1	Document Processing Fees	$ 50.00 ea

Subtotal for base vehicle and conversion items: $ 68,526.00 ea

Subtotal for all option items: $ 3,200.00 ea
Less Ford Factory Rebate: <$ 6,800.00 ea>

Subtotal for vehicle and all pre-tax items: $ 64,926.00 ea

Number of vehicles to be built: (3) Units *$ 194,778.00*

Sales Tax @ 9.75% ($6330.29 x 3) (Not Included in Estimated Invoice Amount): $ 18,990.87
CA Tire Fee ($8.75 x 3): $ 26.25
DMV Fees If Applicable: $ Exempt

Estimated invoice amount less taxes and DMV fees. *$ 194,778.00*

Customer Signature _____ Sales Representative Clint Lynch 10/20/2009

Special Instructions:

#5.

RESPONSE VEHICLE SOLUTIONS
PROPOSAL AND CONTRACT

No Side DOORS

Date: August 24, 2009

PURCHASER NAME: Compton Fire Department
ADDRESS: 201 S. Acacia Street
CITY & STATE: Compton, CA.

MANUFACTURER/PROVIDER: MEDTEC AMBULANCE CORPORATON

This CONTRACT is entered into by and between the above named PURCHASER and the above named MANUFACTURER/PROVIDER for the following:

DESCRIPTIION: Proposed purchase of 2009 Ford E350 Van Ambulances
*Price assuming Valid Ford FIN code and most recent published discount of $7400
Price includes delivery to S.California
Customer exempt DMV Vehicle License fees

Unit shall be upgraded, modified, and finished with all features and options in accordance with standard specifications dated: _____

The PURCHASER agrees to pay the MANUFACTURER/PROVIDER $54,645 00*
(This represents the entire purchase price of the items described above, excluding any options that are in addition and noted herein)

Payment shall be made in accordance with the following terms:

Optional features (as noted on the attached option page)	$ SEE ATTACHED
California Sales Tax (9.75%)	$ 5,327.89
Sub-Total	$ 59,972.89
Less Deposit (Upon signing of this Purchase Agreement)	$ Customer decide
Balance (Upon delivery of vehicle to Purchaser)	$ Net-30 days

PAYMENTS SHALL BE MADE TO: CHP Enterprises, Inc.

The PURCHASER agrees that any modifications in the form of additions to and or deletions from the specifications made during the manufacture of the vehicle, at the request of the PURCHASER, shall be considered and computed into the final balance; and the final payment adjusted, in accordance with such changes All changes shall be proposed in writing and accepted by the designee of the department or agency

Unless otherwise noted herein, the Purchase Price agreed to is net F O B. PROVIDERS facility. The title does not pass to the PURCHASER until the Purchase Price is paid in full.

The PURCHASER shall pay all applicable sales and excise taxes that may be imposed upon the sale of the items specified herein.

An inspection shall be made by the PURCHASER at the PROVIDER'S facility prior to delivery and at this time the vehicle shall be deemed accepted by the PURCHASER, unless written notice to the contrary is given at the time of said inspection

AGREED TO AND ACCEPTED:

PROVIDER:
Response Vehicle Solutions
12580 Saticoy Street
North Hollywood, CA 91605

AUTHORIZED SIGNATURE:

_____

Printed: _____

Title: _____

Date Signed _____

PURCHASER:

_____

_____

_____

AUTHORIZED SIGNATURE:

_____

Printed: _____

Title: _____

Date Signed _____

Contract designee authorized to make changes: _____

EMERGENCY VEHICLE GROUP, INC

Offer and Purchase Agreement
For
City of Compton Fire Department

(3) 2009 Ford E-350 McCoy Miller Type II Guardian Van Ambulances
(Revised Offer #3 10-05-09)

The following is a formal proposal for City of Compton Fire Department to purchase (3) 2009 Ford E-350 McCoy Miller Type II Guardian Van Ambulances.

All prices are quoted to include Ford GPC Rebates. Pricing is subject to change if the current rebate/GPC amount changes or becomes unavailable per vehicle. If the Ford rebates amount changes, the difference will be invoiced to City of Compton Fire Department. Price is subject to change and will be recalculated if additional options are requested.

Description	Qty	Price Each	Extended Price
2009 Ford E-350 McCoy Miller Type II Guardian Van Ambulance with Light bar	**3**	**$61,024.00**	**$183,072.00**
Hi Lo Air Horn	**3**	**$750.00**	**$2,250.00**
Paint Job Red Pierce 219	**3**	**$6,300.00**	**$18,900.00**
Communication Equipment Installation	**3**	**$3,664.00**	**$10,992.00**
(2) Two Inspection Trips for (2) Two Personal	**1**	**$5,540.00**	**$5,540.00**
Sub-Total (Before Tax and License)	**3**		**$220,754.00**
Tax (9.75% or Prevailing Rate)	**3**		**$21,523.52**
Approximate DMV Fees and Licensing, Doc Prep	**3**		**$150.00**
Total Purchase Price			***$242,427.52***

This constitutes a contract for the purchase and sale of ambulances and ambulance equipment between Emergency Vehicle Group, Inc. (Seller) and City of Compton Fire Department (Buyer) in the total amount of $242,427.52.

Payment Terms: 100% payment for the above amount is due at time of delivery of the vehicles. Failure to pay for the vehicles in full may result in interest occurring at the current prime rate plus 3% as published in the Wall Street Journal. Proof of insurance and approved financing or payment will be required to execute this contract.

Delivery Time: Delivery time shall be 90 to 120 days from receipt of Ford chassis', signed purchase order, production work order and drawings.

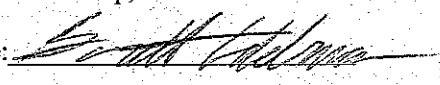
Signature below represents acceptance of above contract and terms:

City of Compton Fire Department

Signature/Date:_____

Printed Name/Title:_____

Emergency Vehicle Group, Inc.

Signature/Date: 

Garett Adelman, Sales Associate

2883 East Coronado Street, Anaheim, California 92806
Tel: 714-238-0110 Fax: 714-238-0120
www.evginc.net

#5.

RESPONSE VEHICLE SOLUTIONS
PROPOSAL AND CONTRACT

Date: September 23, 2009

PURCHASER NAME: City of Compton Fire Department
ADDRESS: 201 S. Acacia Avenue
CITY & STATE: Compton, CA.

MANUFACTURER/PROVIDER: MEDTEC AMBULANCE CORPORATON

This CONTRACT is entered into by and between the above named PURCHASER and the above named MANUFACTURER/PROVIDER for the following:

DESCRIPTIION:
- Proposed purchase of (2) 2007 Ford E350 Modular Ambulance_NEW (4500 miles/4000 miles approx.)
- Price includes Valid Ford FIN code and most recent published discount of $5455
- Unit 7856 as shown Aug.09, unit 7854 sister unit currently with 1300 mi. in Florida
- Unit 5555 E450 offered on min. 1 yr. lease $1950/mo. Negotiable buyout after 1 yr. of $36,000 (see additional notes)

Unit shall be upgraded, modified, and finished with all features and options in accordance with standard specifications dated: _____

The PURCHASER agrees to pay the MANUFACTURER/PROVIDER	$ $75,500 ea. Type 3 (units 7854/56)
(This represents the entire purchase price of the items described above excluding any options that are in addition and noted herein)	(Total for these 2 units $151,000)

Payment shall be made in accordance with the following terms:

Optional features (as noted on the attached option page)	$ As per Work Order sent 9.22.09
California Sales Tax (9.75%)	$ 14,722.50
Sub-Total	$ 165,722.50 (plus lease unit)
Less Deposit (Upon signing of this Purchase Agreement)	$ Purchase order required only
Balance (Upon delivery of vehicle to Purchaser)	$

PAYMENTS SHALL BE MADE TO: CHP Enterprises, Inc.

The PURCHASER agrees that any modifications in the form of additions to and or deletions from the specifications made during the manufacture of the vehicle, at the request of the PURCHASER, shall be considered and computed into the final balance; and the final payment adjusted, in accordance with such changes All changes shall be proposed in writing and accepted by the designee of the department or agency

Unless otherwise noted herein, the Purchase Price agreed to is net F.O.B. PROVIDERS facility. The title does not pass to the PURCHASER until the Purchase Price is paid in full.

The PURCHASER shall pay all applicable sales and excise taxes that may be imposed upon the sale of the items specified herein.

An inspection shall be made by the PURCHASER at the PROVIDER'S facility prior to delivery and at this time the vehicle shall be deemed accepted by the PURCHASER, unless written notice to the contrary is given at the time of said inspection.

AGREED TO AND ACCEPTED:

PROVIDER:	**PURCHASER:**
Response Vehicle Solutions	
12580 Saticoy Street	
North Hollywood, CA 91605	
AUTHORIZED SIGNATURE:	**AUTHORIZED SIGNATURE:**
Printed:	**Printed:**
Title:	**Title:**
Date Signed	**Date Signed**

Contract designee authorized to make changes: _____

From: Manny Perez
Sent: Thursday, July 30, 2009 10:02 AM
To: 'marcel.melanson@comptonfire.org'
Subject: Ambulance Specifictions

Marcel attached are the specifications we discussed for the Braun Express on the E-350 Chassis Ford Chassis are readily available and my build time on these is short. FYI Ford will stop offering the diesel engine in the E-Series after the first of the year. You will see this unit has everything we discussed including the paint (Compton Red) for cab and chassis. Sell price without tax for this unit is around $92K (not including tax). I know we have discussed multiple units so we can discuss that further when we meet. I also have on opportunity I think would benefit both of us for a unit for that we would build per your spec but we could show locally prior to delivery. Let's set up a time to meet next week so we can start to move forward on this further and get you guys set up in some quality units

I look forward to meeting,

Manny Perez
CALIFORNIA SEAGRAVE
626 893-9589 Cell
562 924-4499 Office
562 924-9922 Direct
manny@caseagrave.com

VISIT THE NEW CALIFORNIA SEAGRAVE WEBSITE AT
caseagrave.com

WE ARE THE CALIFORNIA DEALER FOR
BRAUN AMBULANCE'S

_____ Information from ESET NOD32 Antivirus, version of virus signature database 4291 (20090730) _____

The message was checked by ESET NOD32 Antivirus.

http://www.eset.com

_____ Information from ESET NOD32 Antivirus, version of virus signature database 4292 (20090730) _____

The message was checked by ESET NOD32 Antivirus.

#5.

http://www.eset.com

_____ Information from ESET NOD32 Antivirus, version of virus signature database 4302 (20090803) _____

The message was checked by ESET NOD32 Antivirus.

http://www.eset.com

_____ Information from ESET NOD32 Antivirus, version of virus signature database 4364 (20090824) _____

The message was checked by ESET NOD32 Antivirus.

http://www.eset.com

_____ Information from ESET NOD32 Antivirus, version of virus signature database 4364 (20090824) _____

The message was checked by ESET NOD32 Antivirus.

http://www.eset.com

From: Manny Perez
Sent: Tuesday, September 22, 2009 9:24 AM
To: 'iverastegui@comptoncity.org'
Subject: FW: Type III Ambulance

From: Manny Perez
Sent: Tuesday, September 15, 2009 10:32 AM
To: 'marcel.melanson@comptonfire.org'
Subject: Type III Ambulance

Marcel, here is the information on the Type III ambulances we discussed. They would be in a new 2007 Ford E350 Chassis This box has more storage room that the others. The price will be right at $79,000 each without tax The manufacture is Taylor Made. The units can have an extremely quick build time because the chassis are already at the factory Take a look at this info and we can talk some more, I will also sent some pictures

Thank you,

Manny Perez
CALIFORNIA SEAGRAVE
626 893-9589 Cell
562 924-4499 Office
562 924-9922 Direct
manny@caseagrave.com

_____ Information from ESET NOD32 Antivirus, version of virus signature database 4482 (20091005) _____

The message was checked by ESET NOD32 Antivirus.

http://www.eset.com

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **Fire Department**

RESOLUTION TITLE: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE ISSUANCE OF A PURCHASE ORDER TO LEADER INDUSTRIES FOR ACQUISITION OF THREE EMERGENCY AMBULANCES FOR THE FIRE DEPARTMENT**

<ManagersName> — DEPARTMENT MANAGER'S SIGNATURE

<ManagersDate> — DATE

REVIEW / APPROVAL

<LegalName> — CITY ATTORNEY

<LegalDate> — DATE

<ControllerName> — CITY CONTROLLER

<ControllerDate> — DATE

<CityManager> — CITY MANAGER

<CityManagerDate> — DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.

November 17, 2009

TO: **MAYOR AND CITY COUNCIL MEMBERS**

FROM: **CITY MANAGER**

SUBJECT: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE COMPTON FIRE DEPARTMENT'S FISCAL YEAR 2009-2010 BUDGET TO APPROPRIATE $94,295.81 IN FUNDING TO CONSTRUCT AN ADA APPROVED WOMENS RESTROOM AT COMPTON FIRE STATION #4**

SUMMARY
Staff would like Council to consider amending the Compton Fire Department's Fiscal year 2009-2010 Budget to appropriate $94,295.81 in grant funding from the CDBG Grants to construct an ADA Approved Women's Restroom at Fire Station #4.

BACKGROUND
In the Fiscal year of 05-06 the City was awarded a $75,000.00 CDBG, in Fiscal Year 07-08 the City was awarded two $75,000.00 grants totaling $150,000.00. The total sum of all three grants was $225,000.00. In FY 08-09 the City of Compton signed a contract with MZN Construction for $112,000.00. Following the signing of the contract, change orders have been necessary. During the last fiscal year 2008-2009 all monies were not used, leaving a balance of $94,295.81 in which the Compton Fire Department is requesting that the 2009-2010 Budget be amended to appropriate these remaining funds. The goal of the Compton Fire Department is to add on to the already existing Fire Station an ADA Approved Women's Restroom that was not previously built during the initial construction. The construction is currently in process and the remaining grant funds will be used to compensate contractor if change orders are necessary.

FISCAL IMPACT
The Compton fire Department 2009-2010 Fiscal year Budget would increase by $94,295.81.

RECOMMENDATIONS
Staff recommends that Council adopt the attached resolution.

JON THOMPSON
FIRE CHIEF

CHARLES EVANS
CITY MANAGER

#6.

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE COMPTON FIRE DEPARTMENT'S 2009-2010 BUDGET TO APPROPRIATE $94,295.81 IN FUNDING TO CONSTRUCT AN ADA APPROVED WOMEN'S RESTROOM TO COMPTON FIRE STATION #4

WHEREAS, the Fire Service has increased it's number of Women Firefighter's and Compton Fire Station #4 does not offer a women's restroom facility; and

WHEREAS, the City was awarded a $225,000.00 grant from CDBG Funds, during fiscal years 2005-2006 and 2007-2008 all monies were not used, leaving a balance of $94,295.81; and

WHEREAS, a request for proposals was performed on three occasions, and no local contractors submitted a reasonable bid, in comparison to MZN; and

WHEREAS, the Compton Fire Department's Fiscal Year 2009-2010 Budget must be amended to appropriate these funds.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON DOES HEREBY RESOLVE AS FOLLOWS:

Section 1: That the City shall accept the remaining grant monies $94,295.81 from CDBG.

Section 2: That the City shall amend the Compton Fire Department's Fiscal Year 2009-2010 Budget in the amount of $94,295.81 to appropriate these funds.

Section 3: That the City shall increase its Fiscal Year 2009-2010 grant revenue and expenditures as follows:

2800-69-0V59-4236	Other CDBG Funds	$94,295.81
2800-69-0S59-4236	Other CDBG Funds	$94,295.81

Section 4: That a copy of this resolution shall be filed in the office of the City Manager, City Controller, City Clerk, Compton Fire Department, and Planning and Economic Development Department.

RESOLUTION NO. _____
Page 2 of 2

Section 5: That the Mayor shall sign and the City Clerk shall attest to the adoption of this resolution.

ADOPTED this _____ day of _____, 2009.

_____
MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing resolution was adopted by the City Council, signed by the Mayor, and attested to by the City Clerk at a regular meeting thereof held on the _____ day of _____, 2009.

That said resolution was adopted by the following vote, to wit:

AYES: COUNCIL MEMBERS-
NOES: COUNCIL MEMBERS-
ABSTAIN: COUNCIL MEMBERS-
ABSENT: COUNCIL MEMBERS-

_____
CITY CLERK OF THE CITY OF COMPTON

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **Fire Department**

RESOLUTION TITLE: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE COMPTON FIRE DEPARTMENT'S FISCAL YEAR 2009-2010 BUDGET TO APPROPRIATE $94,295.81 IN FUNDING TO CONSTRUCT AN ADA APPROVED WOMENS RESTROOM AT COMPTON FIRE STATION #4**

Jon Thompson	**10/5/2009 7:46:15 AM**
DEPARTMENT MANAGER'S SIGNATURE	DATE

REVIEW / APPROVAL

Ruth Rugley	**10/21/2009 10:47:24 AM**
CITY ATTORNEY	DATE
Willie Norfleet	**10/22/2009 12:28:47 PM**
CITY CONTROLLER	DATE
Charles Evans	**10/7/2009 8:44:37 PM**
CITY MANAGER	DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.

November 17, 2009

TO: **MAYOR AND CITY COUNCIL MEMBERS**

FROM: **CITY MANAGER**

SUBJECT: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICE AGREEMENT WITH JUST WORK, INC. FOR PUBLIC RELATIONS AND MARKETING SERVICES**

SUMMARY

The City Council will consider a resolution authorizing the City Manager to enter into an agreement with Just Work, Inc. for public relations and marketing services for the City.

BACKGROUND

The City Manager has received proposals from various public relations firms for the development and implementation of a comprehensive marketing plan for the City of Compton. The following list denotes deliverables recommended for implementing a public relations strategy for the City:

- Consistent presentation of the City as a safe place to build a business and raise a family.
- Consistent positive presence in local, regional, and national mainstream media.
- Development of print electronic, radio and television media that effectively informs the public about City services and events in English and Spanish.
- Development of a standard design/insignia using the City's current logos and monikers.
- Trade-marking of all City logos and monikers.
- One to two media mixers per year.
- Development and circulation of a newsletter.
- Development and circulation of various promotional print materials.

The companies that submitted proposals and the cost associated thereof are as follows:

Companies	**Proposed Cost** (based on proposal submittals)
Just Work, Inc.	$320,000.00
Young Communications Group, Inc.	$290,000.00
Seahorse Communications Group	Non Responsive
Nostrum, Inc.	$249,759.00-$328,403.00
Allison & Partners	$250,000.00
Gonzo Marketers	$325,515.00-$375,515.00

Upon further consideration, the Office of the City Manager selected Just Works, Inc. to develop and implement a comprehensive marketing plan for the City of Compton. Just Work, Inc. has extensive experience with marketing and public relations for a wide variety of clients and industries. Moreover, Just Work Inc. has more than two decades of experience in the field of community outreach, which is vital for directing and coordinating intra and inter-organizational communication with the public. Specifically, the coordination of citizen complaints with appropriate departments distinguishes Just Works, Inc. in meeting the City's need for comprehensive marketing and dissemination of information regarding City events and projects to the public.

FINANCIAL IMPACT

Just Work, Inc. has proposed the following budget estimate and summary for public relations' services:

Activity	**Cost**
Media Relations Support	$275,000
Community Relations Support	
Creation of City of Compton Fact Book, Tri-fold marketing folder	
Archiving Media Clippings	
Content Development for website, brochures	
Creation and distribution of newsletter	
Facilitation and Coordination of media mixers, at least two	
Management of Creative Process and Design Team	
Design and Printing Fees (Fact Book, Newsletter, Brochures, City insignia)	$45,000
Total	$320,000

The total fiscal impact of a professional services agreement with Just Work, Inc. for public relations and marketing services shall not exceed $320,000.00 for twelve (12) months, commencing in November 2009 and terminating October 2010. Funds shall be allocated for said expenses in account 1001-610-000-4262.

RECOMMENDATION

Staff recommends that Council adopt the attached resolution for the establishment of a professional services agreement between the City of Compton and Just Work, Inc. for public relations and marketing services.

CHARLES EVANS,
CITY MANAGER

ATTACHMENT(S): **PROPOSALS FROM LISTED PUBLIC RELATIONS' FIRMS**

RESOLUTION NO._____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH JUST WORK, INC. FOR PUBLIC RELATIONS AND MARKETING SERVICES

WHEREAS, the Office of the City Manager has determined that there is a need to retain an experienced public relations and marketing firm that will provide a comprehensive marketing plan for the City; and

WHEREAS, the primary components of a desirable marketing plan include the presentation of the City as a safe place to build a business and family, the trade-marking of all City logos and monikers informing the public about City services and events in English and Spanish, etc.; and

WHEREAS, public relations and marketing services proposals were submitted by various companies to the City; and

WHEREAS, the Office of the City Manager concluded that Just Work, Inc. is fully qualified to be responsible for the global marketing of all the City's services, programs and activities based on the scope of work outlined within the proposal; and

WHEREAS, Just Work, Inc. would provide community outreach to the City by disseminating information regarding City events, projects and developments; and

WHEREAS, Just Work, Inc. will coordinate citizen complaints with appropriate departments thereby improving organizational communication with the public; and

WHEREAS, in addition to meeting these qualifications, Just Work, Inc. will provide a comprehensive City promotion plan, integrated citywide communications processes and continuous marketing consultation.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the City Manager is hereby authorized to execute a professional services agreement with Just Work, Inc, commencing November 2009 and terminating October 2010.

SECTION 2. That the City Manager is authorized to pay a total not to exceed $320,000 identified in account 1001-610-000-4262.

SECTION 3. That a copy of this Resolution shall be filed in the Offices of the City Clerk, City Manager, City Controller and City Attorney.

SECTION 4. That the Mayor shall sign and the City Clerk shall attest to the adoption of this Resolution.

ADOPTED this _____ day of _____, 2009.

_____
MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

RESOLUTION NO._____
PAGE TWO

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing resolution was adopted by the City Council, signed by the Mayor, and attested by the City Clerk at a regular meeting thereof held on the _____ day of _____, 2009.

That said resolution was adopted by the following vote, to wit:

AYES: **COUNCIL MEMBERS –**
NOES: **COUNCIL MEMBERS –**
ABSENT: **COUNCIL MEMBERS –**
ABSTAINS: **COUNCIL MEMBERS –**

_____
CITY CLERK OF THE CITY OF COMPTON

Response to Request for Proposal to Provide a Comprehensive Marketing Plan (and Implementation) for the City of Compton

October 20, 2009

Public Relations

Marketing

Advertising

Brand Awareness

Media Relations

Community Outreach

Delivering Real Alternatives

Background

The City of Compton

The City of Compton is filled with potential and Just Work Inc. wants to tell the world about it!

Compton is a city in southern Los Angeles County, California, United States, south-southeast of downtown Los Angeles. The city was incorporated in 1889. As of the 2000 census, the city had a total population of 93,493 in it's 10.5 square miles. Compton has seen an increase of middle-class residents due to its affordable housing. Still seen as a primarily African-American city, in the 2000s Latinos became a plural-majority as a result of immigration and shifts in ethnic populations. In recent years, there's been an influx of white and Asian families moving into some areas of Compton due to the process of gentrification and revitalization, including the neighborhoods of Compton Sunny Cove, Downtown Compton, the Richland Farms, and the newly developed Willow Walk homes.

All of this means that Compton has a relatively young, affordable workforce with access to some of the most affordable residential housing in Los Angeles County.

Designated as an "Entrepreneurial Hot Spot" by Cognetics, Inc., Compton is an entrepreneur's dream location. With the ports of Long Beach and Los Angeles just 20 minutes away and the Alameda Corridor bordering the city bringing in 25% of the ocean freight entering the United States, Compton a viable part of the global economy.

Compton's diversity means that it is a culture center. The city is involved in countless cultural events. Events featuring jazz, gospel, and various other types of music are frequent, often showcasing well known performers. Over the years, Compton has also been home to many nationally known amateur and professional athletes and entertainers, most of whom return to the city on a regular basis.

Just Work Inc.

A certified MBE/WBE serving a national client base, with a focus on projects in the Southern California region, Just Work Inc.'s headquarters are at 510 S. La Brea Avenue, Inglewood, CA 90301, centrally located near the Los Angeles International Airport.

The Just Work Inc. team of professional consultants is extremely proud of more than a century of combined experience in providing quality public affairs consulting and outreach services to public, private and non-profit agencies. The Just Work Inc. team consists of public outreach/governmental affairs specialists, marketing experts, and business analysts with a wealth of knowledge and experience in the management of a diverse array of public and private sector projects.

Just Work Inc. has more than two decades of experience in the fields of community outreach. Just Work Inc.'s formula for project management success is based on the development of personally tailored, strategic planning for our clients, while effectively utilizing our technical expertise, knowledge of the community and our established relationships with key business and civic leaders. The quality of our service is ensured throughout the project term and beyond with regular meetings, project assessments, comprehensive reporting and ongoing interaction with affected members of the project community and local stakeholders.

Goals

The City of Compton has requested the professional input and expertise in developing a communications plan that will address these key, critical city objectives:

Create heightened awareness of the strong leadership, new development, and positive historical elements in the City of Compton, that targeting residents, business owners, and local and national media via broadcast, print, and online media.

Reinforce the City of Compton's positive new message within the general community.

Compliment the City of Compton's events and programs with a comprehensive and targeted media campaign that ensures continuous positive outreach to the community via the media.

Broaden the awareness of the City of Compton by developing marketing materials and programs targeted towards prospective residents and business owners.

Scope of Work

KEY MESSAGES

The foundation of any public awareness campaign is a set of “Key Messages” — core statements repeated throughout all outreach efforts to ensure that the public hears and understands the campaign’s purpose.

The key messages used in the City’s public awareness campaign must be informative and expressed in layman’s terms, defining the benefits in resident/voter-friendly “brand” terminology.

How the messages are conveyed – the words and images that are used – will be determined as part of the creative process and should be tested with focus groups to make certain they are effective.

Objectives

Position the City’s renewed vision and revitalization efforts.

Create a positive accurate depiction of the City’s many attributes, growth plan and value.

Drive business, retail interest, and commerce into Compton.

Increase the appearance of transparency in the public process – Compton residents need to feel like they have an input into the matter and that their opinion matters to City Officials.

Create brand recognition of the term “A heart for the people and a mind for the business” and increase market awareness of brand.

Draw at least 20,000 unique visitors to the city’s website.

Garner at least four positive stories per month featuring the city’s key messages in major media (TV, print, radio, online) in the Los Angeles DMA, for at least 100,000 impressions per hit.

Target Audiences

Primary – Residents who vote

- African-American residents/homeowners, 60+
- Compton’s community activists, tastemakers
- Latino residents/homeowners

Secondary – Business

- Compton Business owners

Other

- Local governments
- Elected officials (State, Federal)
- Senior appointed officials
- Media (print, TV, radio, online)

Public Relations Strategy Recommendation

The goal is to develop an effective public relations strategy that amplifies the intent, substance, and actual progress behind the City's efforts at showing a new Compton.

In order to brand Compton as a changing City with a lot to offer to both current and prospective residents and business owners the City must build on the following:

- The opening of the 500,000 square feet Gateway Towne Center, its major retailers, and job creation.
- The Major League Baseball Academy's free programs to local youth
- The Tomorrow's Aeronautical Museum
- New housing developments (Willow Walk, etc.)
- Compton's youth equestrian club and astronomy programs
- The Tony Hawk Skate Park
- Compton's designation as an Enterprise Zone
- The new Senior Center
- Compton's annual events and programs (Christmas Parade, GospelFest, etc.)

Tactics

Media Kit:
In order to launch an effective public relations campaign, the following press releases would need to be written as part of a comprehensive press kit that would help tell the story of Compton:

- Fact Sheet
- Historic Profile of Compton
- List of Possible Story Ideas
- General Press Release/Overview
- Economic Development Release
- Fun Facts (fun and interesting anecdotes about Compton)
- Existing or new images of property along with any existing or new collateral materials

Story ideas:
Develop strategies and angles to garner media coverage targeted to local, regional and mainstream media covering business, real estate, lifestyle/features, and entertainment, as well as trade publications and broadcast outlets (radio, television, online).

News Releases:
Distribute timely press releases to the news media on an as-needed basis. Work to develop follow-up feature stories

Media List:
Create a custom media list to aid with pitching media and distributing news releases.

Press Tour:
Hosted bi-annually, the press tour would include a select group of invited journalists from local, regional and/or national media. The group would spend the day with city and community leaders and embark on a city tour visiting new and established developments. The goal would be to have them depart with story ideas and angles that they can share with their readers, listeners and viewers.

Public Relations Media Plan:
A plan will be developed outlining the placement of proposed City of Compton story. Proposed stories will be matched with appropriate regional and/or national outlets. The overall scheduling objective is to receive favorable monthly coverage of the City of Compton's successes.

Social Networking:
Utilize popular social networking mediums to compliment public relations campaign.

Marketing Plan Deliverables.

City of Compton RFP Deliverables

Tri-fold Brochures (Graphic Design, Editorial Copy)

- Economic Development Summary
- Community Services Summary
- Fact Book

Media Plan (Strategy)

- Yearly Advertising Calendar
- Public Relations Plan
- Media Schedule

Development of Media (Video)

- Production of 30-60 Minute Documentary on the new City of Compton

Mixer and City Media Tour

Weekly, Monthly, and Quarterly Newsletters (Print, Electronic)

Media Relations

- Public Service Announcement
- Press Releases
- Monthly Calendar of Events

Sample Advertising Plan.

Print

- Compton Bulletin
- Los Angeles Sentinel
- Wave Newspaper
- Our Weekly
- LA Focus Newspaper (Christian)
- Gardena Valley News
- Long Beach Times
- La Opinion
- Los Angeles Times
- Korean Times (business owners)

Online

- Newspaper Web sites (see Print)
- Local Los Angeles blogs

Cable Television

- CNN, BET, ESPN, Lifetime, HGTV, USA, TNT, Galavision (most watched cable networks in Compton by targeted demographic)

Radio

- KJLH 102.3 FM – The Frontpage, Steve Harvey Show, Spread the Gospel
- KTYM - Christian
- In addition, submit 30-second Public Service Announcement

Implementation.

- Manages, directs and coordinates the activities of the Communications and Public Affairs Department;
- Serves as the City's spokesperson in highly sensitive, complex or emergency situations;
- Develops and maintains strong working relationships with members of the Spanish and English media;
- Develops comprehensive plans, strategies and approaches for use in marketing Compton's image to citizens, businesses, industry and media locally, regionally and nationally;
- Develops issues management strategies for the Mayor and City Council and senior management staff;
- Coordinates citywide public information program activities by working closely with other City departments and their public information staff such as Police, Fire, Public Works and Community Services;
- Provides public relations counsel to the Mayor and City Council, City Manager, senior management staff and City departments in matters related to a wide variety of City programs and issues;
- Works closely with outside community groups and organizations in coordinating public information, marketing and promotional activities;
- Provides media relations and on-camera training to the Mayor and City Council, senior management staff and other key City spokespersons;
- Prepares and administers the City's communications/public affairs budget;
- Coordinates citizen complaints with appropriate departments or initiates investigations to be conducted to determine correct responses for corrective actions;
- Recommends and advocates actions to enhance opportunities for the City to remain a leader in the information field through multimedia avenues such as the Internet, video production and satellite conferencing;
- Consults with management and recommends actions to improve organizational communication and in formulating policies that strengthen community relations;
- Acts as a City liaison with other agencies on community relations projects and events;
- Conducts special projects and studies requested by the City Manager and Assistant City Manager;
- Communicates and coordinates regularly with appropriate City staff to maximize the effectiveness and efficiency of interdepartmental operations and activities;

Just Work Inc. Account & Creative Team

Account Leadership

Del Richardson –President / CEO
Ms. Richardson has more than twenty five years of Public outreach experience. Ms. Richardson is a nationally recognized, highly respected public affairs expert. Ms. Richardson has numerous civic and business ties to communities throughout Southern California and across the United States. She has managed a diverse range of public outreach and environmental campaigns for the public and private sector.

Ms. Richardson earned a BA in Business Management from the University of Redlands and has a Post Graduate Certificate in Real Estate Finance and Development from the University of Southern California. Due to her unparalleled expertise and experience, she is well sought out as a consultant, lecturer and expert witness.

Dionisio Marquez – Vice President
Mr. Marquez has over 15 years of residential and commercial community outreach involvement. Mr. Marquez has participated with nonprofit, profit and public agencies in which he has led workshops both in Spanish and English involving a variety of topics.

Debbie Dumas - Outreach Liaison
Debbie Dumas is the Office Manager to Del Richardson & Associates, Inc. and has over 10 years of experience in marketing, real estate sales, management and community outreach. Ms Dumas is bilingual Spanish and English.

Her experience working with details and data control, with a strong emphasis in public relations is vital to the cultural sensitivity enabling her to successfully conduct surveys and facilitate negotiations with ease. She has strategically developed support teams for various projects and has implemented and designed marketing presentations and proposals after compiling critical analysis of various accounts. Her strong communication and interpersonal skills exhibit an energized and motivational demeanor with personality and professionalism.

Steven Holloway- Technical Consultant/Project Manager
Mr. Holloway has over 20 years of technology experience, including over 7 years of strategic business consulting experience. Mr. Holloway also has over 18 years of technical writing experience, and over 10 years of training and curriculum development experience. He has successfully assisted organizations in the areas of marketing, outreach, and business planning.

Creative Leadership

Jasmyne Cannick- Director of Public Affairs
Jasmyne is an over 10-year veteran in public relations and public affairs and has a very extensive background in politics, government relations, and communications, including working at the local level, in the State Legislature, in the House of Representatives for a Congressional Member, and on numerous political campaigns.

Related Projects

Client: **The Bakewell Company**
Project: **Taste of Soul**
Contact: Danny Bakewell Sr. or Danny Bakewell Jr. - (323) 291-0176
Dates: 2007 to Present

Jasmyne Cannick oversees the public and media relations for this annual community festival.

Client: **The Bakewell Company**
Project: **The Bakewell Company**
Contact: Danny Bakewell Sr. or Danny Bakewell Jr. - (323) 291-0176
Dates: 2007 to Present

Jasmyne Cannick oversees all outside communications for The Bakewell Company and Danny Bakewell Sr. in his new role as NNPA President.

Client: **The Pan African Film & Arts Festival**
Project: **The Pan African Film & Arts Festival**
Contact: Asatewa Olatunji or Ayuko Babu (323) 295-1706
Dates: 2000 to Present

Jasmyne Cannick oversees the public and media relations for this annual community festival.

Client: **Mike Gipson for City Council**
Project: **Re-Election Campaign**
Contact: Mike Gipson – (310) 704-6589
Dates: 2007 to Present

Jasmyne Cannick developed and managed the communications strategy for this successful re-election campaign.

Client: **Curren Price for State Senate**
Project: **State Senate Campaign**
Contact: Curren Price - (916) 494-1584
Dates: 2007 to Present

Jasmyne Cannick developed and managed the electronic communications strategy for this successful election campaign.

Client: **Steve Bradford for State Assembly**
Project: **State Assembly Campaign**
Contact: Steve Bradford – (424) 222-2583
Dates: 2007 to 2009

Jasmyne Cannick developed and managed the electronic communications strategy for this successful election campaign.

Client: **Mayor Leticia Vasquez**
Project: **City of Lynwood**
Contact: Leticia Vasquez – (310) 714-1202
Dates: 2006 to 2008

Jasmyne Cannick developed and managed the communications strategy for the Mayor's office.

Related Projects Cont'd

Client: **Department of Public Social Services (DPSS)**
Project: **Cal Works Housing Locator Program Landlord Outreach**
Contact: Steve Troung
Dates: 2007 to 2009

Designed and implemented a County wide Landlord Outreach program. Hosted various events for landlords, tenants, and DPSS staff. Produced videos, workshops, and manual on tenant landlord matching. Created and managed the "Housing for the Working Poor" campaign.

Client: **Housing Authority County of Los Angeles**
Project: **Section 8 Voucher Program Project Lease Up**
Contact: Fia Phillips or Georganne Colvin - (562) 347-4663
Dates: 2007 to 2008

Created and facilitated a County wide campaign which included designing educational programs for Section 8 program participants, landlords, and Housing Authority staff. Produced several events, and handled media relations for campaign.

Client: **Community Redevelopment Agency City of Los Angeles (CRALA)**
Project: **NoHo Project – Business Outreach**
Contact: Sharon Bates Foster - (310) 408-3611
Dates: 1998 to 2006

Designed outreach campaign directed towards displaced businesses.

Proposed Budget

Upon selection as the agency of record for the City of Compton, Just Work Inc. can create a more details budget with estimated out-of-pocket expenses based on the approved plan.

Total Cost of Proposal:

Just Work Inc. proposes a fee of $275,000.00 per year.
This offer is good for 120 days and does not include 3rd party cost (i.e air time, clipping services, Bacon's Media Account, etc.)

Just Work Inc. fees will be $275,000, which will include:

- Media Relations Support
- Community Relations Support
- Creation of City of Compton Fact Book, Tri-Fold Marketing Folder
- Archiving Media Clippings
- Content Development for website, brochures
- Creation and distribution of newsletter
- Facilitation and coordination of media mixers, at least two
- Management of creative process and design team

Design & Printing Fees are estimated to be $45,000, which will include:

- Fact Book
- Newsletter
- Brochures
- City insignia

JUST WORK INC.

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F 310-645-3355
E just workcompton@yahoo.com

672 s. lafayette park place suite 29
los angeles, ca 90057-3234

Review Year One

This Scope of Work builds on the accomplishments achieved during the first phase of designing and implementing the city's marketing communications plan (September 2008 – June 2009). During this first phase, Young concentrated on working with the city management team to develop standardized communications practices, (media triage, media training); consistent communications vehicles, (regular newsletter); heightened media exposure (focus on local coverage and developing backgrounders and pitches for general market media) and ways to capitalize on the existing partnerships. In addition, the agency conducted a media relations audit, to determine how the city is being covered, an internal communications assessment and media training. Please see attached for status on FY 2008 activities.

In Year 2, Young Communications Group, Inc, will continue implementation of a comprehensive marketing and media relations program for the City of Compton that capitalizes on the City's efforts to:

- Capture the imagination of its residents,
- Leverage its positioning as the Hub City for transportation and economic development opportunities,
- Increase overall visibility of the city with key messages about the business potential that exists within the city, and;
- In addition, an emphasis will be placed on internal communications.

The scope will include the following elements:

1. Media/Public Relations Campaign

   - Implement an assertive media relations program (emphasis on business press, general market and local media coverage)
   - Implement a cohesive messaging and branding campaign
   - Develop a standardized press kit
   - Write and distribute press materials (including press releases, media advisories, pitch letters, Q & A, fact sheets)
   - Develop a policy and procedure for leveraging media partnerships (such as those with the Long Press Telegram and L.A. Sentinel). Additional partnerships will be explored.
   - Provide ongoing media clips and results reports on quarterly basis.
   - Design and execute media events, as necessary and appropriate
   - Develop a crisis communications plan
   - Complete media training (city managers, mayor, department heads)

2. Marketing Materials Development

- Continue producing monthly or bi-monthly newsletter in English/Spanish
- Write and produce marketing brochure for City that can be used for investors, potential partnerships
- Write and produce general information brochure or printed piece in other written form, on City (highlighting history, accomplishments and vision)
- Develop an annual advertising calendar and advertising strategy
- Write and design newspaper ads and program journal ads as requested
- Develop issue specific public education pamphlets/brochures, as necessary (such as on parking, city budget, transportation)

3. Integrated Citywide Communications/Internal Communications

- Develop an internal communications plan (including online strategy and integration with IT initiatives)
- Develop graphic identity standards and templates for City (addressing use of logo, tag line and city seal)
- Conduct a communications retreat with city management (review of issues, update crisis communications plan, evaluate communications processes)

4. Ongoing Marketing Consulting

- Create and implement an evaluation strategy
- Continue attending City Council meetings and relevant city functions
- Provide ongoing strategic communications consul to city administration as requested
- Continue ongoing regular client meetings and reports

Budget SOW 2009-2010

#7. The following is an estimate of project costs per category, however, the SOW billable is based on hourly fees established per agency representative providing the service. Hourly fees are indicated.

Media/Public Relations Campaign	$90,000
Marketing Materials Development and Design	$90,000
Integrated Citywide Communications	$40,000
Ongoing Consultation	$30,000
Sub Total Fees	**$250,000**
Hard Costs:	
Printing	$38,500
Administration	$1,500
Total Expenses	$36,500
Total Budget	**$290,000**

*This is an estimate of costs that may be incurred for printing. Actual costs will be determined once products are identified and quantity is established.

The budget set for this engagement is based on hourly rates as set forth below:

President	$225
Vice President	$225
Account Manager	$200
Account Executive	$150
Account Coordinator	$75

Public Relations Services Proposal for the City of Compton
"The Hub City Moving Boldly Into the Future"

Submitted By
Samuel Williams, Jr. – President
Seahorse Communications Group

November 4, 2009

#7.

#7.

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Company History

Seahorse Communications Group President Samuel Williams, Jr., started hi #7. c relations/grant writing consulting company in January 2009 but has demonstrated his ability as a reputable journalist nationally and proved his ability to secure grants for non-profit organizations regionally for the past 27 years.

In the capacity of public relations consultant, Williams writes media alerts, organizes media events and places advertisement buys for St. Paul A.M.E Church in San Bernardino, Ca. Williams also serves as a grant writer for five clients: The Provisional Accelerated Learning Center (PAL Center) located in San Bernardino, Ca.; The KIS Foundation, a Sickle Cell Anemia foundation started by actress Kiki Shepard located in Los Angeles, Ca.; the St. Paul A.M.E Church's non-profit arm "New Focus Community Outreach" located in San Bernardino, Ca.; the San Bernardino Boys and Girls Club located in San Bernardino, Ca.; and the Friends of Dorothy Inghram Library (City of San Bernardino Public Library) located in San Bernardino, Ca. Within 10 months, Williams has raised over $105,000 in funding for his clients: **a.)** **$21,000** secured for New Focus Community Outreach to operate their "Kindergarten Preparatory Program" (KPP). Funder: First 5 San Bernardino (F5SB) [May 2009]; **b.)** **$24,000** secured for the San Bernardino Boys and Girls Club to conduct a city wide health survey and health screening program. Funder: First 5 San Bernardino (F5SB) [May 2009]; and **c.)** **$59,912** secured for the Provisional Accelerated Learning Center (Pal Center) to operate a youth job training program from funds provided by federal stimulus money. The funding source was the Community Action Partnership of San Bernardino County who facilitated distribution of ARRA CSBG funds. [October 2009]. As part of the Seahorse Communications Group agreement with its grant recipients, Williams writes media alerts announcing their grant funding and arranges press conferences for each venue.

In 2008, Williams was also selected by Angel City Classic Founder & CEO John Fleming to serve as Media Liaison and Press Box Coordinator for the historical event that featured a football game between HBCUs Morehouse University and Prairie View A&M University held at Los Angeles Arena in downtown Los Angeles. His duties were to provide pre-game press releases starting one month in advance. In addition, on game day, Williams coordinated booth assignments for print and television media and recruited a team to distribute statistics.

Williams is a graduate of Historically Black College and University (HBCU) affiliated Norfolk State University located in Norfolk, Va. where he earned a B.A. in print journalism in 1982. Since then, Williams has accumulated over 27 years of experience in the communications business; as a newspaper publisher, editor, reporter and advertising sales representative. He has written for daily newspapers in California such as the Los Angeles Times – Ontario bureau, The Press Enterprise, and The San Bernardino County Sun while in addition having written during his travels for nationally prominent dailies such as the Charlotte Observer and The Atlanta Journal-Constitution. Williams has also served as a reporter for black weekly newspapers such as the Los Angeles Sentinel, The Los Angeles Watts Times, The Black Voice News, The Westside Story and The Precinct Reporter. In 1983, Williams was the first black reporter ever employed by the Chester Observer/Randolph Reporter affiliate newspapers in Chester, N.J. Also in the mid-1980s, Williams serv Public Relations/Marketing Director for the Newark YMWCA in Newark, N.J. as well as Sports Information Director for the

College of St. Elizabeth in Convent Station, N.J. and FDU-Madison in Madison, N.J. #7. ns also served as head women's basketball coach at both colleges and was the first head coach hired in any sport by either of the D-III colleges in their sports histories.

He also is a graduate of Christchurch School, a private, Episcopalian boarding high school located in Middlesex County, Va. where he was the first African American to be inducted into the school's Athletic Hall of Fame in 2008 and the first African American to win the school's highest award, the Bishop's Award, in 1976.

Williams is also a member of St. Paul A.M.E Church located in San Bernardino, Ca. were he serves on the Steward Board, teaches teen Sunday school and acts as secretary for the Men's Ministry. In his spare time, Williams also coaches in AAU basketball competition where he mentors Inland Empire youth.

Statement of Need

For too long, the City of Compton has been cast in a negative light; both on the national scale through hip-hop music for over-glamorized gangster lifestyles and attitudes and on a state level for the stark reality of violent deaths of young people on the city's streets.

The Seahorse Communications Group (SCG) will focus all its resources to achieve one specific goal as a result of our communications efforts: Quantify the City of Compton's investment in SCG's services by perpetuating a **three percent (3%) growth in businesses and homeowners** within city limits on a yearly basis. How? By establishing the positive message that the City of Compton is a municipality ripe for companies looking to start a business in the Business Enterprise Zone and for people who seek affordable homes and want to live in an environment steeped deep in a rich tradition; a tradition that so sadly has been overshadowed in past years.

Our public relations efforts should center on bringing back a sense of pride in the city by creating an aura of nostalgia, "promoting the need to return to the way things used to be when Compton was truly a thriving city." Identify and promote lifelong citizens of the city of Compton and let them tell their story of Compton's glory years when prosperity laced the palm tree laden streets, when "the city still had youthful innocence." We will hammer home the message that this past prosperity is once again within the city's grasp.

From this "touch of nostalgia" and based on what city officials have done to this point to help the city's image, SCG can create a "developmental continuum." By this, SCG will work with the city's current development and construct a "best practices model" from positive lessons learned from past efforts. Once the city's residents learn "to believe in their current investment" then SCG can help the city create a promotional model of where it wants to be in five years. This can be done by embracing cities that have been to and traveled past where the City of Compton has been and currently is and give advice how to get there from a "new perspective from fresh eyes."

POSITIVE FACT: Compton has a reputation of being one of the most dangerous cities in the United States. However, in the last few years, Compton has seen an increase of middle-class residents due to its inexpensive housing stock and the reduction in crime. Compton is still seen as a primarily African-American city, although in the 2000s Latinos became a plural-majority as a result of immigration and shifts in ethnic populations. In recent years, there has been an influx of wl nd Asian families moving into some areas of Compton due to the processes of gentrification and revitalization. PROMOTE!

POSITIVE FACT: Compton was recently designated as an "Entrepreneurial Hot Spot" by Cognetics, Inc., an independent economic research firm. Compton made the national list for best places to start and grow a business, and ranked #2 in Los Angeles County out of a field of 88 cities. The city's Planning and Economic Development department provides a business assistance program consisting of a comprehensive mix of resources to small business owners and entrepreneurs. Ralphs, a subsidiary of Kroger, is headquartered at 1100 West Artesia Boulevard in Compton. PROMOTE!

POSITIVE FACT: Compton is surrounded by multiple freeways which provide access to destinations throughout the region. The Long Beach and Los Angeles Ports are less than 20 minutes from downtown Compton, providing access to international destinations for customers and suppliers. The Alameda Corridor, a passageway for 25% of all U.S. waterborne international trade, runs directly through Compton from north to south. PROMOTE!

POSITIVE FACT: The **Major League Baseball Academy** is a youth baseball academy providing free baseball and softball instruction to Southern California youth. PROMOTE!

It is those positive facts, and the many more like them, that the Seahorse Communications Group will discover, then highlight in media packages and distribute nationally, regionally and state wide.

We will also accentuate the fact that the city has been under the watchful leadership of a young black mayor for almost a decade who has not been brought up in criminal court for misappropriation of funds or misconduct as those who proceeded him. The media clamors to write about negative stories but they need to be re-educated in understanding the shifting tide for advancement by the City of Compton moving forward. And those shifting tides are moving in a positive direction for the City of Compton.

Scope of Work

- Prepare press releases, public service announcements, event calendars, calendar listings and bulletins, facts sheets, feature articles, a four-page quarterly newsletter, and prepare commercial copy.
- Develop a flyer distribution program to help facilitate attendance at city events.
- Develop media plans/campaigns of major city events.
- Prepare and provide regular updates to appropriate personnel for the city's web site.
- Assist with city event planning by writing letters, and soliciting commercial sponsorship for city events and help recruit talent participation.
- Attend regular marketing meetings, staff meetings/planning meetings (upon request) and city-sponsored events.
- Set up and schedule cable public service announcement and commercial shoots for city staff and council members, and facilitate and schedule press conferences.
- Schedule staff and city council members on various television and radio programs.
- Prepare a weekly City Report for City Council of upcoming events and weekly highlights.
- By using focus groups and a City Council advisc oup, construct a five-year promotional plan defining where the City of Compton will be moving forward.

Promotional Plan

#7. Seahorse Communications Group (SCG) will provide a variety of promotional activities for the City of Compton but a priority will be placed on promoting the following five entities: **1.)** Creation of a quarterly newsletter specifically designed to send to businesses in neighboring municipalities and throughout the state of California who don't have the benefit of a Business Enterprise Zone (BEZ). We would highlight the advantages of establishing a business in the City of Compton because of its (BEZ) status. We will promote that by having a business in Compton, business owners will be eligible to: **a.)** Receive lucrative tax benefits (tax expense deductions, credits and etc.); **b.)** Receive exclusive contracting point preferences when bidding on California procurement contracts; and **c.)** Enterprise employees with low-incomes may also receive a state tax deduction for working at an Enterprise Zone Business; **2.)** The SCG will produce a quarterly newspaper called "The Compton Chronicle" that will highlight **positive** City of Compton news, feature articles about successful businesses within the Business Enterprise Zone, columns by the Mayor, City Manager and any other designated city official, listings of upcoming events and a section called "The Districts" which will feature columns by each councilmember highlighting what's going on in their district and information about the growing diversity of people moving into the Compton city limits; **3.)** The SCG will stage quarterly "Meet & Greet" Press Luncheons where city officials will have lunch with the media to answer issues concerning the City of Compton and SCG will arrange one-on-one meetings between local beat reporters and city officials to augment the effort moving forth the message of positive things going on in each district; **4.)** Compton, due to the history of youth gang violence, has gotten negative press for years. When parents are considering buying home, they are sometimes leery about moving within the city limits for fear of child(ren) safety issues. SCG will address this issue in two areas: **a.)** Through literature and pamphlets, provide statistics proving that gang related violence statistics are down; and **b.)** Increase the visibility level of the Major League Baseball Academy touting the fact the academy was the "flagship" operation for Major League Baseball and that the 2009 USA-Japan High School Baseball Games were held at the facility in 2009; and **5.)** The SCG President will meet bimonthly with the Mayor, City Manager and an advisory council comprised of City Council members to discuss media approaches and discuss plans to poll focus groups on the City of Compton's image from which will be comprised a five-year promotional plan that meets the desire of city officials and citizens of what direction they want to see the city to grow.

BUDGET NARRATIVE

Non-Personnel

* Office Supplies – The Seahorse Communications Group produce a huge volume of hard copy press releases, letters, etc., in addition to information generated electronically. This cost would cover purchase of such items as ink cartridges, postage, telephone cost to cover company land line and cell phone costs while conducting City of Compton media relations business and various other items necessary for day-to-day office operations.
* Transportation – Seahorse Communicati[illegible]resident and assignment editor/assignment writer will attend all City Council meetings. In addition, transportation

cost will cover travel to vendors while conducting business for the city, city official events and to areas in the city where a need to generate a press release is needed.
* Advertising – It is Seahorse Communication Group's belief that a healthy advertising relationship with media outlets enhances a stronger editorial relationship. The advertising dollars allotted would go primarily to ad buys with daily and minority owned newspapers.
* Incentives – The Seahorse Communications Group will sponsor quarterly "Media Meet & Greet" events that will require refreshment and drinks and the events will contract local minority businesses to cater the event (ideally catering businesses in the Compton Business Enterprise Zone). The meet & greets will allow media to meet with City of Compton officials for open forum discussions. Also, during SCG's initial outreach to media outlets, SCG will take key media officials to "recruitment lunches" and provide the public with "giveaway items" such as pens, calendars and various incentive items.
* Language Translation Specialists – Personnel who can convert information from English to what foreign language desired.

Personnel

* *Communications Director* – This position 1.) will be the primary contact person between the City of Compton as well as all major media contacts. In addition, 2.) this position will serve as sole point person for media contacts at all major City of Compton events or outside events where the City of Compton Mayor will appear as deemed needed by the City of Compton City Manager. This position 3.) will also spearhead the production of the City of Compton quarterly newspaper. 4.) This position will serve as sole consultant and sole representative at the behest of the City Manager for any public relations issues that could reflect poorly on the City of Compton's reputation. 5.) This position is responsible for providing financial transparency in regards to funding allotted to Seahorse Communications Group by the City of Compton by providing the City Manager quarterly financial reports. This position 6.) is responsible for meeting with the City Manager on a bi-monthly basis per the City Manager's availability. This position 7.) is responsible for placing advertising buys with media per the need of the City of Compton events calendar.
* *Assignment Editor* – This position 1.) Is responsible for coverage of all City Council meetings and events agreed upon by SCG and the city; and 2.) Provide graphic support for all projects. Addition responsibilities will also be involved.

NOTE: A line item budget will be made available upon request.

Projected Outcomes

1.) Create a more information friendly and accessible rapport with local media outlets.
2.) Increase visibility of the Mayor of Compton.
3.) Make media services a trusted arm of the city operational structure.
4.) Perpetuate a three percent (3%) increas businesses and homeowners with the city yearly.

Future Goals

1.) Through Compton resident focus groups and evaluations from other city offici who have dealt with and overcome similar problems as the City of Compton, SCC be in position to establish a five year promotional plan of where Compton wants to be.

2.) Help City of Compton officials identify a city who is dealing with the "rising" issues of ing violence and have Compton adopt that city to mentor it through its' problem. T can be done by having sit-down meetings with respective mayors of the cities which photo opportunities. By the same token, law enforcement officials from respective cities have a sit-down meeting to discuss solutions with photo opportunities.

#7

City of Compton

Proposal to Provide a Comprehensive
Marketing Plan & Implementation

nostrum, inc.

#7.

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Qualifications and Experience

Who We Are

In 1981 Susan Collida founded Nostrum, Inc. in Long Beach, California. What started as a one-woman operation with the successful beach campaign for Coppertone titled "Tan, Don't Litter" is now, 28 years later, a full-service advertising and strategic communications agency. Nostrum, Inc. provides advertising and strategic marketing services to a wide range of clients including those in the financial services, municipalities, nonprofit, technology, healthcare and transportation sectors.

Nostrum is a team of experienced marketers and creatives who bring a high level of positive energy and innovative problem solving to every project. We believe in clear thinking, doing great work, and always putting the client first.

How we'll work with the City of Compton

While many agencies have gravitated to "B2B" or "B2C" communications, we believe in "P2P" — People-to-People communications — developed to reach real human beings, not faceless "businesses" or "consumers".

Our development process includes a high level of personal involvement and face-to-face interaction, with our clients and sometimes with their constituents. This, combined with appropriate research, gets us closer to the real issues and the real answers, another key to helping our clients succeed.

Based on our team's experience with a variety of municipality organizations and a wide spectrum of nonprofit entities, we have a thorough understanding of the unique needs of the City of Compton operating in a challenging environment.

City of Compton Marketing Communications Environment

City of Compton Challenges	Nostrum, Inc. Experience
Economic Development	Nostrum has extensive experience marketing to and on behalf of businesses. We've worked with the City of Long Beach's Economic Development Council and the Office of Redevelopment reaching out to businesses and consumers.
Tourism/Public Transportation	The breadth of our thinking can be seen in our work for Long Beach Transit – from ads to brochures to digital media. We have also been the agency for the Long Beach Area Convention & Visitors Bureau, so we're quite familiar with tourism.
Community Outreach and Promotion	We know how to attract attention to events, retail centers and reference sources. Using impactful public relations strategies in combination with effective print ads, posters and promotional banners, we've placed a variety of Long Beach events and organizations under the spotlight on the regional and national stage.

Our Experience

Nostrum has significant experience developing effective marketing solutions for economic development and municipality clients. Noted below is a sampling of the work we've recently completed for clients in these sectors:

Sector	Nostrum clients	Marketing solutions
Municipality	Downtown Long Beach Associates *(economic development)*	Print advertising Website design Newsletter Direct mail
	Long Beach Area Convention & Visitors Bureau *(tourism and economic development)*	Comprehensive brand identity Print advertising Collateral
	Long Beach City College *(community college)*	Brand identity Website design
	Long Beach City College Foundation *(community college philanthropy)*	Brand identity Fundraising collateral
	Long Beach Transit *(municipal transportation)*	Advertising (print and broadcast) Bus design Social media campaigns Online campaigns Promotional campaigns

#7.

Category	Capabilities
Creative and Interactive Services	Brand and Marketing Strategy Development
	Advertising – Print – Online – Broadcast – OOH
	Graphic Design
	Promotion
	Web Design and Programming
	E-marketing
	Search Engine Optimization
Media	Research: Market, Demographic, Media Trending, Industry (B2B)
	Planning: Global, Regional, and Market Specific
	Media Placements: Negotiation (in applicable currencies), Buying, Bartering, and Co-op of all media types
	Media Stewardship
	Media cost-effectiveness optimization: ROI Analysis and Media Flexibility
	Bi-Annual Post-Buy Analysis: Overview and desired objectives and goals based on progress
	E-Commerce
	Digital Media
Analytic Services and Customer Insights	Market Research
	Predictive Modeling
	Segmentation
	Multi-Sales Channel Insights
	Sales Tracking
	ROI Analysis
	Proprietary Research
Public Relations	Communications Strategy Planning
	Media Relations and Management
	Media Kit Development and Copywriting
	Press Tours
	Press Releases
	Web 2.0 PR Extensions
Events	Event Management
	Sponsorship Management
	Tradeshows
	Seminars/Conferences
	Online (Virtual) Events
	Tours
Production Services	Print Advertising
	Broadcast (TV/Radio)
	Interactive
	Direct Response Media (all printed and interactive DR materials)
	Collateral

Project Team & Resumés

Susan Collida, President/CEO

Susan, Nostrum, Inc.'s founder, manages a full-service marketing communications agency that is staffed to meet the varied and demanding needs of clients in a wide array of industries. Prior to starting Nostrum, Inc. Susan worked for several well respected marketers including Reader's Digest and taught advertising and graphic design at the college level. She received her degree in advertising from the University of Miami Art Institute.

Tanya Song, Senior Account Executive

Tanya is a savvy advertising executive with seven years of solid experience collaborating on everything from branding and advertising campaigns to comprehensive marketing plans. Tanya's financial services economic development accounts at Nostrum include Long Beach Area Convention & Visitors Bureau, Long Beach Transit, and Long Beach City College. She helped several Fortune 500 and top-ranking homebuilders such as Pulte Homes/Del Webb and Centex meet their marketing objectives. She also helped launch The California Health Department's 5 a Day campaign to foster better nutrition habits and help prevent cancer. Tanya has a B.A. in communications from the University of California, Santa Barbara.

Susan Chew, Creative Director

Susan has produced award-winning advertising and sophisticated brand development for a variety of clients, including Cedars-Sinai Medical Center, Chapman University, PFF Bank & Trust, and Pasadena Convention & Visitors Bureau. She has also worked on national accounts such as Honda Motor Co. Inc, Taco Bell Corporation and Coldwell Banker. With over 20 years experience, she is at ease working in a variety of mediums – from collateral design and advertising campaigns to branding and environmental signage. Susan consistently delivers innovative marketing communications programs. Susan was awarded a B.F.A. in drawing from the California College of Arts.

Robert Andrade, Media Director

Robert has eight years of media planning, account management and project management experience. He has held account supervisor and management positions at several Los Angeles firms including The Strausberg Group, Saatchi & Saatchi and Frank Creative Workgroup. A versatile marketer, Robert has experience in the hospitality, sporting goods, fashion and retail sectors. Robert received a B.A. in English literature from the University of California, Berkeley.

Dudley "Skip" Gill, Director of Strategy & Insights

An accomplished marketer with over 20 years experience, Skip has been on the client and agency sides of brand management. He has managed category leading marketing programs and product development initiatives in the financial services, travel, healthcare, and consumer services areas. Skip honed his financial services marketing skills at American Express where he managed credit card acquisition, product cross-selling, line-of-credit and member services programs. He earned a BA in economics from Dartmouth College and an MBA in marketing and finance from the University of Chicago.

Enrique Turegano, Director, Multi-Cultural Marketing

Enrique has over 20 years of experience in Hispanic marketing, with work in advertising, event marketing, buzz marketing, and youth/urban effort development. He has held management positions with some of the country's most respected Hispanic agencies, including The Bravo Group and al Punto Advertising. His clients rank among the top in US business, including Coca-Cola and Burger King; GM and Chrysler; the US Army; and Universal Studios. Enrique received a BS in Marketing and an MBA degree, both from Babson College in Boston.

Elizabeth Borsting, Public Relations Strategist

Publicist, writer, spokeswoman and media strategist: Elizabeth knows public and media relations from A to Z. With almost 20 years experience as a public relations professional, Elizabeth knows how to help clients get their story out in the most effective manner. She's held management, account and consultant positions with an impressive roster of organizations, including: The Queen Mary, the Los Angeles Convention & Visitors Bureau, the American Diabetes Association, Judi Lapin & Associates and Rogers & Cowan. A published writer of travel guides and articles, Elizabeth received a B.A. in Journalism/Public Relations from California State University, Long Beach.

Patricia Fitzgerald, Senior Writer

Patricia's experience in marketing, strategic development and copywriting extends over 10 years. After graduating with her BA in Writing, Publishing and Literature from Emerson College and Master in Creative Writing from Chapman University, she worked with many advertising agencies, design studios and businesses to develop award-winning campaigns and creative. Patricia has honed her skills for such companies as Land Rover, California Bank & Trust, Toshiba, Ketel One, Financial Partners Credit Union, Hoag, and Make a Wish Foundation, just to name a few. Her work has garnered a number of awards, including a Los Angeles Belding Award for the Lincoln Automotive website and a How Magazine Award for self-promotional materials.

Masa Lau, Designer

An accomplished designer, Masa has successfully solved a wide range of tough creative problems. His creative strengths are a direct result of a strong background in marketing as well as design. Not only is his art direction impressive, so is his strategic approach. He has taken a lead role in developing the graphic design standards for Toyota, MemorialCare, and Kindercare brands. He has also earned high praise for his work with GT Bicycles, Boy Scouts of America, and Toyota Industrial Equipment.

Client References

Client	Reference	Scope of work
City of Long Beach – City Manager's Office	**Reginald Harrison** Deputy City Manager 562.570-5850	Advertising Newsletter
Long Beach Convention & Visitors Bureau	**Stephen M. Goodling** President and CEO 562.495.8350	Brand Identity Advertising Marketing Collateral
Long Beach Transit	**Larry Jackson** President & CEO 562.591.2301 Mainline	Branding Advertising Marketing Collateral

#7.

The Marketing Plan

The Marketing Challenge

Challenge

To communicate tremendous strides that the City of Compton has achieved in making Compton a vibrant residential community and an enterprise development zone

Solution

Create a cohesive and consistent messaging strategy to change the public's perception of the City of Compton

Demonstrate the current and potential benefits of the City of Compton's Enterprise Zone

Cost effectively expand the reach, frequency and relevancy of the City's messaging initiatives

Channels

Public Relations -- An effective, multi-faceted, long term campaign

Advertising -- A pilot campaign

Target audience

- Compton residents
- Local and community stakeholders
- Greater Los Angeles residents
- National public
- Regional economic development planners and businesses
- National economic development planners and businesses considering a location in the greater Los Angeles area

#7.

Public Relations Strategy Recommendation

Develop an effective public relation strategy that amplifies the intent, substance, and actual progress behind the "Birthing a New Compton" message.

The City of Compton faces one major obstacle: its image as an inner city area, although it is really a separate city in Los Angeles County. This image can be mitigated and replaced with awareness that great things happen in Compton:

- The designation as an Enterprise Zone
- The 500,000 square foot Gateway Towne Center, which features major retailers that bring another source of revenue for the city
- The Heritage House, a major Compton landmark, becoming a history museum that will pay homage to the city's heritage from the early settlers of the 1800s through the present
- The Major League Baseball Academy providing free baseball and softball instruction to area youth
- The City of Compton hosting an annual Christmas parade since the 1950's
- The City's unique Tomorrow's Aeronautical Museum, an interactive museum with its own adult flight school
- Compton's equestrian club and astronomy program for teens
- The new Senior Center that will further solidify Compton as a "great place to live, work and raise a family"

Deliverables

Media Kit: In order to launch an effective public relations campaign, the following press releases would need to be written as part of a comprehensive press kit that would help tell the story of Compton:

- Fact Sheet
- Historic Profile of Compton
- List of Possible Story Ideas
- General Press Release/Overview
- Economic Development Release
- Fun Facts (fun and interesting anecdotes about Compton)
- Existing or new images of property along with any existing or new collateral materials

Story Ideas: Develop strategies and angles to garner media coverage targeted to local, regional and mainstream media covering business, real estate, lifestyle/features, and entertainment, as well as trade publications and broadcast outlets (radio and television).

Press Releases: Distribute timely press releases to the news media on an as-needed basis. Work to develop follow-up feature stories

Media List: Create a custom media list to aid with pitching media and distributing news releases.

Press Tour: Hosted bi-annually, the press tour would include a select group of invited journalists from local, regional and/or national media. The group would spend the day with city and community leaders and embark on a city tour visiting new and established developments. The goal would be to have them depart with story ideas and angles that they can share with their readers, listeners and viewers.

Public Relations Media Plan: A plan will be developed outlining the placement of proposed City of Compton story. Proposed stories will be matched with appropriate regional and/or national outlets. The overall scheduling objective is to receive favorable monthly coverage of the City of Compton's successes.

#7.

Media Plan Preliminary Recommendation

Overall

- Choose key local news/local interest publications that reach the Compton residential population
- Create continuity within the plan that maintains a baseline level of awareness throughout 2008
- Maximize media plan efficiencies within a modest budget
- Build and maintain awareness of Compton Tag: Birthing a new Compton, and the positive reasons to choose Compton

Target Audience

- City of Compton residents
- Key individuals and with members of key community organizations
- Business leaders and business owners within the city and surrounding areas as well as business leaders nationally
- Geography
  - City boundaries, all of Los Angeles County
  - National and International entrepreneurs and business leaders
- Seasonality
  - All-year presence at a consistent level

Advertising Creative Units

- Print:
  - Print Mag: Four Color Full Page Units
  - Newspaper: Quarter Page Units (min.)
  - Bulletin Posting: Half Page Units

Media Selection Procedures

- Media will be evaluated based upon 5 key considerations:

1. Ability to reach key target audience/best prospects
2. Editorial relevance; magazine "fit and feel" relative to Compton's message
3. Media efficiencies (CPM)
4. Out-of-pocket cost (which can affect plan frequency levels)
5. "Birthing a new Compton" special edit or issues

Marketing Plan Deliverables

City of Compton RFP Deliverables

#	Item	Piece	Category
1.0	Tri-fold Brochures		
	1.1	Economic Development summary	Graphic Design
	1.2	Community Services summary	
	1.3	Fact Book	
2.0	Media Placement Plan		
	2.1	Yearly advertising calendar	Strategy
	2.2	Public Relations plan	
	2.3	Media schedule	
3.0	Development of Media		
	3.1	"Transformation of Compton" Promotional pamphlet	Graphic Design
	3.2	Seasonal services	
		Promotional pamphlet	
	3.3	Digital brochures (PDFs)	
4.0	Design of Standard Design/Logo		
	4.1	Brand identity graphic standards template and guidelines	Graphic Design
			Strategy
5.0	City logo/moniker Trade Marking		
	5.1	Advise and assist with trade marking	Project Management
			Account Support
6.0	Mixer & City Media Tour		
	6.1	April event	Project Management
	6.2	October event	Account Support
7.0	Bi-Annual Newsletter		
	7.1	April Newsletter	Project Management
	7.2	October Newsletter	Graphic Design
	7.3	Newsletter circulation / distribution plan	Strategy
			Project Management
			Account support
8.0	Promotional Print Materials		
	8.1	Write and circulate public service announcements	Project Management
	8.2	Write and circulate press releases	Account Support
	8.3	Prepare monthly calendar of events	

Proposed Budget

City of Compton 12-Month Budget Effective January 2010 – December 2010

	Budget Range	
	Low	High
Two (2) tri-fold marketing folders (quantity 2,500 ea). Creative Development and Production	$19,018	$21,018
Fact Book (4x9, 12pgs) (quantity 20,000). Creative Development and Production	$12,880	$23,313
Public Relations management, Media Mixer/Press Tour coordination, preparation of monthly City calendar of events, press releases. Coordination of radio appearances and radio public service announcements	$34,944	$67,200
Two (2) promotional pamphlets (quantity 20,000 ea.). Creative Development and Production	$13,216	$17,232
Development of a standard design/insignia & trade-marking (excludes legal costs) of all City logos and monikers. Discovery, Brand Development & Management, Creative Development	$29,000	$51,000
Bi-annual newsletter (4 pages) released February and August. Creative Development and Production	$19,573	$24,213
Newsletter distribution to key City of Compton locations (April and October)	$7,500	$15,000
Account Management Services, Media Planning, Production Supervision	$97,628	$109,427
Proposed Budget	$249,759	$328,403

Proposed Advertising Media Options

City of Compton Advertising Media Options

Media	Publication	Ad Size
Newspaper	LA Sentinel	⅔ 4-color
Newspaper	LB/Compton Times	½ 4-color
Newspaper	LA Business Journal	¼ 4-color
Newspaper	Hoy fin de Semana Insert	2 Side Insert
Newspaper	Vida Nueva	½ 4-color
Radio	Metro Tags	:10 sec
Radio	KTWV: The Wave	:30 sec
Radio	Univision: KSCA Spanish Language Station	:30 sec

	Jan	Feb	March	April	May	June	July	August	September	October	November	December
Newspaper	Event Ad (1)	Event Ad (1)	Event Ad (1)	Event Ad (1)	Event Ad (1)	Event Ad (1)	Event Ad (1)	Event Ad (1)	Event Ad (1)	Event Ad (1)	Event Ad (1)	Event Ad (1)
Radio	MLK, AV	MET, MG, BH, AAI, AFG, HB	HB, CU, PAT, MP, B2B	CEA, EE, VA, CC, HB, B2B, CCE	BDY, HEA, B2B, YR, FIR, HAT	DOL, JUN, HB, B2B	YEX, SUM, SEN, B2B	YPR, AMA, OUT, JAZ	911, CC MM, AIR, B2B	GON, PRE, WOM, PRI, GRA, B2B, MUS	LOW, WOR, B2B, THK, GOS	XMA, SAN, PAR, B2B, MP, WIN
Newsletter		Bi-Annual Newsletter						Bi-Annual Newsletter				
Press Release	GA, MLK, AV	MET, MG, BH, AAI, AFG, HB	HB, CU, PAT, MP, B2B	CEA, EE, VA, CC, HB, B2B, CCE	BDY, HEA, B2B, YR, FIR, HAT	DOL, JUN, HB, B2B	YEX, SUM, SEN, B2B	YPR, AMA, OUT, JAZ	911, CC MM, AIR, B2B	GON, PRE, WOM, PRI, GRA, B2B, MUS	LOW, WOR, B2B, THK, GOS	XMA, SAN, PAR, B2B, MP, WIN
Social Media	GA, MLK, AV, B2B	MET, MG, BH, AAI, AFG, HB	HB, CU, PAT, MP, B2B	CEA, EE, VA, CC, HB, B2B, CCE	BDY, HEA, B2B, YR, FIR, HAT	DOL, JUN, HB, B2B	YEX, SUM, SEN, B2B	YPR, AMA, OUT, JAZ	911, CC MM, AIR, B2B	GON, PRE, WOM, PRI, GRA, B2B, MUS	LOW, WOR, B2B, THK, GOS	XMA, SAN, PAR, B2B, MP, WIN
Mixer Event			Spring Mixer									Holiday Mixer

Please note that this is based on 2006 calendar provided by City of Compton.

Proposed Calendar of Events

Jan	Gala	GA
	Martin Luther King Jr. Program	MLK
	Aviation Industry Career Expo	AV
	Business 2 Business Quarterly Breakfast	B2B
	Mayor's MetroLink Blood Fair	MET
Feb	First Time Home Buyer's Workshop	HB
	AFG Grant Workshop	AFG
	Black History Month Book Fair	BH
	w/Black History Program	
	Mardi Gras Celebration	MG
	Great African-American Inventors	AAI
Mar	Annual First Time Home Buyer's Fair	HBF
	Operation Pitch In Neighborhood Clean Up	OP
	Senior St. Patrick's Dance	PAT
	Mayor & Pastor Quarterly Breakfast Meeting	MP
	Business 2 Business Networking Session	B2B
Apr	Ceasar Chavez Celebration	CEA
	Easter Extravaganza	EE
	City of Compton Volunteer Awards	VA
	Compton Creek Clean Up	CC
	First Time Home Buyer's Workshop	HB
	Business 2 Business Breakfast Roundtable	B2B
	Compton Creek Earth Day Clean Up	CCE
May	City of Compton Birthday Celebration	BDY
	Annual Cover The Uninsured Health and Comm. Fair	HEA
	Business 2 Business Breakfast Roundtable	B2B
	Yellow Rockers 20th Anniversary Celebration	YR
	Fire Department Week	FIR
	Red Hat Society Fashion Show & Brunch	HAT
June	Dollarhide Annual Anniversary Showcase	DOL
	Juneteenth Celebration	JUN
	First Time Home Buyer's Workshop	HB
	Business 2 Business Roundtable Networking Session	B2B
July	Compton Youth Expo	YEX
	Summer Day Camp Program	SUM
	Senior Citizens Annual Summer Game Day/BBQ	SEN
	Business 2 Business Quarterly Breakfast	B2B
August	Summer Youth Program	YPR
	National Night Out	OUT
	United States Amateur Baseball Assoc. World Series	AMA
	Summer Jazz Jam	JAZZ
September	911 Remembrance Ceremony	911
	Mayor & Minister's Quarterly Breakfast Meeting	MM
	Compton Creek Coastal Clean Up Day	CC
	Compton Air Show	AIR
	Business 2 Business Networking Session	B2B
October	Gonzales Park Community Clean Up Day	GON
	Fire Prevention Week	PRE
	Compton Women's Commission Health Fair	WOM
	Community Pride Day	PRI
	Non-Profit Grant Writing Workshop	GRA
	Business 2 Business Quarterly Breakfast	B2B
	Music & Drama Extravaganza	MUS
November	Low Flush Toilet Giveaway	LOW
	World Town Planning Day	WOR
	Business 2 Business Breakfast	B2B
	Thanksgiving Hoedown	THK
	Gospel Fest	GOS
December	Christmas Tree Lighting	XMA
	Breakfast with Santa	SAN
	Compton Christmas Parade	PAR
	December Business Mixer	B2B
	Mayor & Pastor Quarterly Breakfast	MP
	Winter Wonderland	WIN

#7.

Creative Samples

Case Study: Economic Development

Critical Alignment: Translating Brand Equity to Economic Growth

Client: Long Beach Area Convention & Visitors Bureau
Industry: Travel & Tourism and Economic Development

Overview

During the past decade, the City of Long Beach has been in the midst of a renaissance. A strategy committed to revitalizing Long Beach had begun to bear fruit. The effects of the regional economic upswing, however, were not being fully realized in the retail stores, businesses and restaurants in the City of Long Beach.

In 2006, the Long Beach Area Convention & Visitors Bureau asked Nostrum to help position and communicate Long Beach as Southern California's most exciting waterfront destination for conventions, travel, shopping, dining and tourist attractions.

Marketing Challenge

Long Beach has excellent facilities, hotels, historical and waterfront attractions, and award winning quality and service. In terms of marketing communications strategy, however, there was poor brand definition, look or feel. This lack of identity and design integration weakened the desired message that Long Beach is a premier destination.

Solution

Nostrum worked with the marketing team to establish the desired visual identity and then created integrated marketing materials that could be easily understood by members of the community. With vital insights from the Bureau, Nostrum:

- Defined the visual identity
- Developed a brand to reach multiple audiences: Meeting Planners, Visitors and Businesses
- Created all print collateral
- Created all advertising
- Initiated Social Media Launch and Implementation

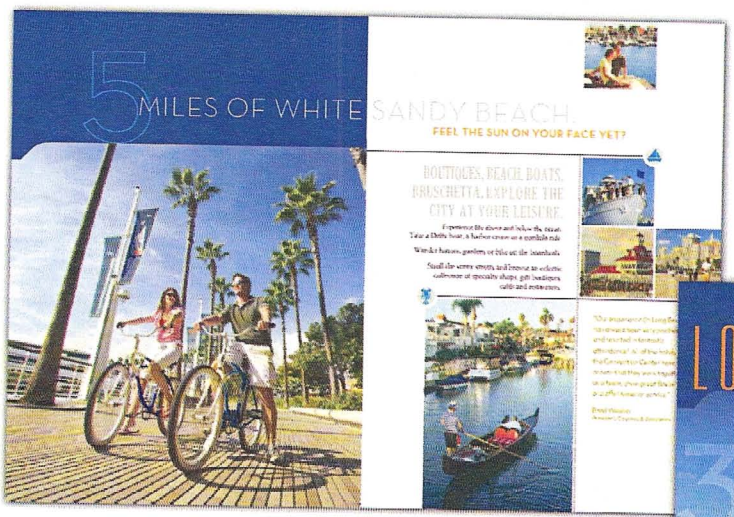
Results

Long Beach continues to rank as the best choice, receiving numerous awards in the industry for service, travel and facilities. The rebrand has provided Long Beach with a distinctive image set apart from other coastal cities and the print collateral and advertising has improved customer access to vital information. Through Nostrum's strategic Social Media implementation, Long Beach Area Convention & Visitors Bureau has established a core base, actively partners with other high profile travel locales and entities (JetBlue, molaa and Aquarium of the Pacific, etc.) and engages followers and high social capital influencers.

Nostrum continues to be the Long Beach Area Convention & Visitors Bureau's strategic partner in marketing communications and advertising and advises the Bureau on convention and travel-focused Social Media and digital advertising initiatives.

Long Beach Area Convention & Visitors Bureau

Publication Insert: Meeting Planners



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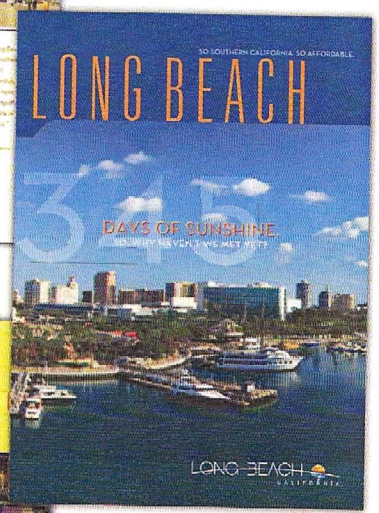
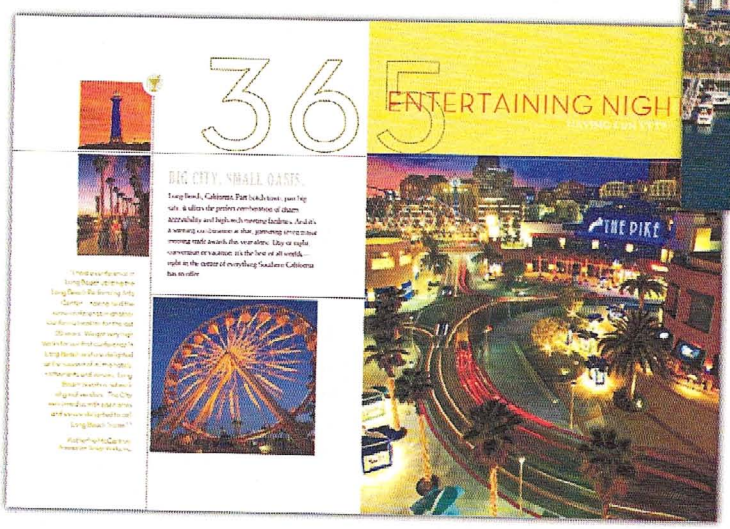


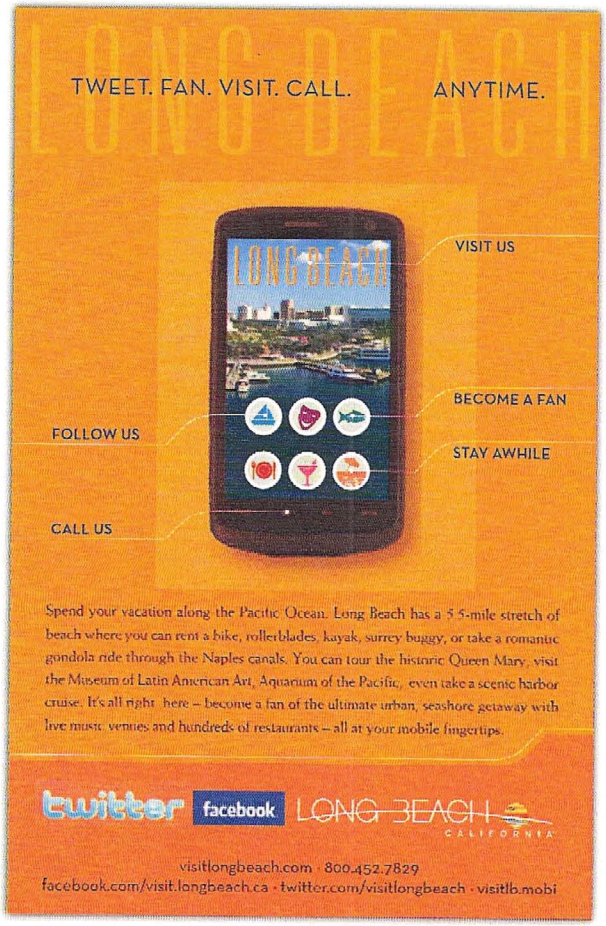
Cover



Inside Spread

Long Beach Area Convention & Visitors Bureau

Advertising: Meeting Planner/Consumer



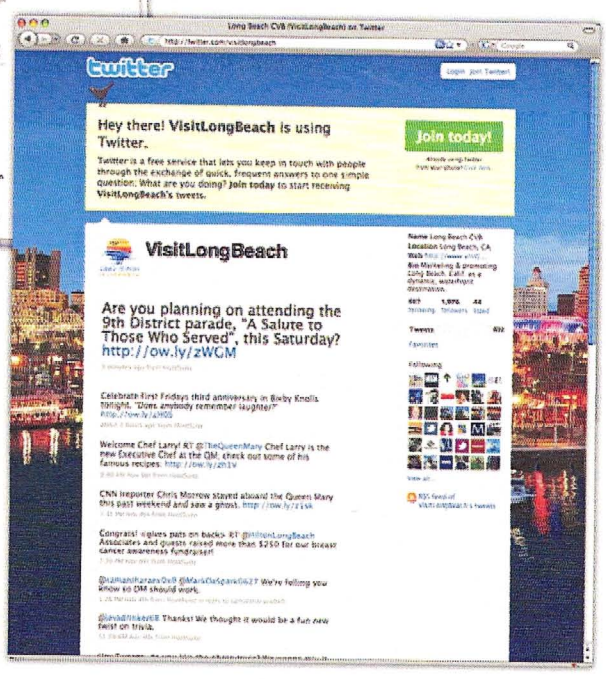
Print Ad

#7.

Long Beach Area Convention & Visitors Bureau

Social Media: Meeting Planner/Consumer

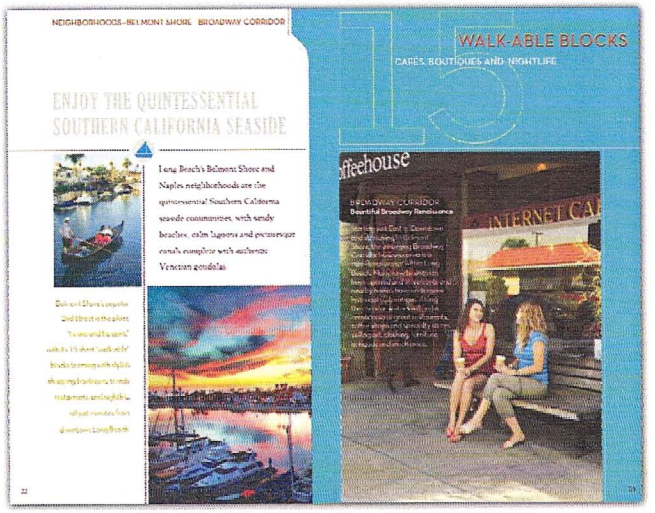
Facebook Wall



Twitter

Long Beach Area Convention & Visitors Bureau

Collateral: Visitor Guide



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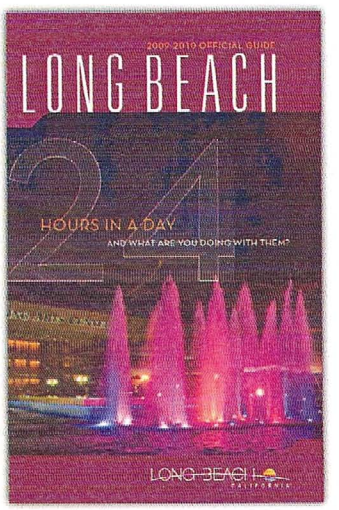
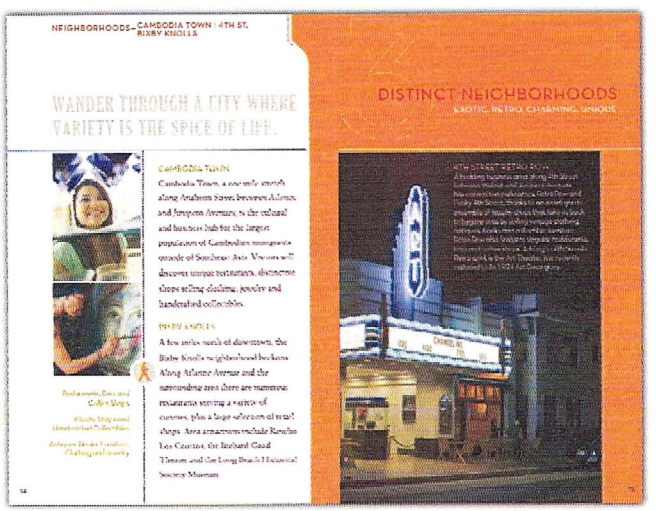




Inside Spread

#7.

Case Study-Comprehensive Marketing Communications

Critical Alignment: Ensuring Marketing Materials Reflect Brand Personality

Client: Long Beach City College Foundation
Industry: Community College Fundraising

Overview

Now celebrating the 80th anniversary of its founding, Long Beach City College has been a recognized leader in providing a quality education to students of all ages and ethnic backgrounds. Awarding thousands of degree and certificates each year, the college's impact on the community is significant and often transformational.

To continue this legacy and to increase access to a college education to all qualified students, Long Beach City College needs the financial support from all members of the community it serves. For this reason, the Long Beach City College Foundation recently launched its first major fundraising campaign: "Gateway to Greatness."

Marketing Challenge

The Long Beach City College Foundation realized the need to develop compelling marketing materials to support a fundraising campaign focused on scholarships not buildings. The materials had to meet the needs of different target audiences and reflect a coordinated brand expression when executed in multiple communications channels. The brochures and newsletters also needed to have high production values yet not appear "too slick" or "too expensive" for a value-focused community college. Nostrum was asked to develop:

- Strategic Solution
- A campaign logo
- Establish a brand identity system and brand style guidelines
- Create an array of campaign marketing materials and templates

Solution

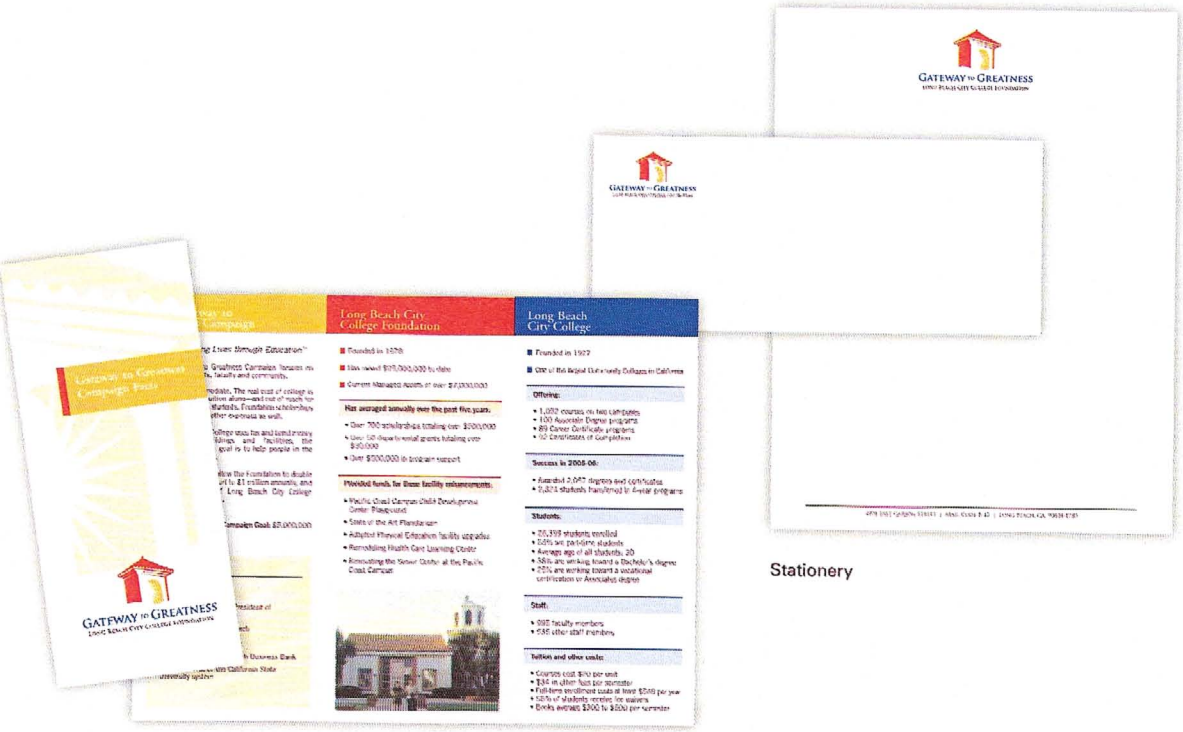
Working collaboratively with a specially convened Marketing Task Force comprised of Foundation, College and Community Stakeholders, Nostrum created compelling and cost effective materials that reflected to values of brand personality of Long Beach City College.

Results

The materials and marketing efforts were well received by the community and the ambitious fundraising goal of $5 million was exceeded by 20%, raising $6 million .

Long Beach City College Foundation

Brand identity, Collateral



Stationery

Solicitor's Guide

Newsletter

#7.

Long Beach City College Foundation

Collateral

Main Brochure

Self-mailing Brochure

Long Beach City College Foundation

OOH Advertising

#7.

Case Study: Bilingual Marketing

Critical Alignment: Reaching Diverse Demographics

Client: Long Beach Transit
Industry: Municipal Transportation

Overview

In 2007, Long Beach Transit selected Nostrum to create a broad-based marketing plan and campaign to:

- Increase overall ridership, especially in the Downtown area
- Increase use of the Water Taxi and Passport bus line
- Strengthen its visibility and ridership within the Hispanic community, and
- Increase awareness and bus use among local college students

Marketing Challenge

The success of the marketing campaign required overcoming several significant challenges:

Consumer resistance: Although qualitative research showed that Long Beach Transit had an established brand, excellent service, and a very positive community presence, it also showed that non-riders had a strong resistance to using the bus — even occasionally.

Cultural differences: The attitudes of the Hispanic community needed to be both understood and addressed appropriately and marketing materials needed to be accessible.

Strategic Solution

Using insights gleaned from market research about the myriad reasons why people used the bus system and why many potential riders did not, Nostrum created three marketing initiatives:

99 Reasons to Ride This campaign's headlines focused on the key motivators to get people onto the bus. A version of this general print campaign was specifically tailored to strengthen visibility within the Hispanic community. The Hispanic version of the campaign focused on the key ridership/non-ridership reasons relevant to this audience and all creative and Spanish language elements were appropriate for the Hispanic culture – while maintaining the base branding look and feel.

Get Connected Focused on and aimed primarily at new college students — those most likely to not own a vehicle, the advertising creative used an edgier look and tone to reminded students that the most popular locations were just a bus ride away. Although a different look was used for a different audience, it was consistent with Long Beach Transit branding.

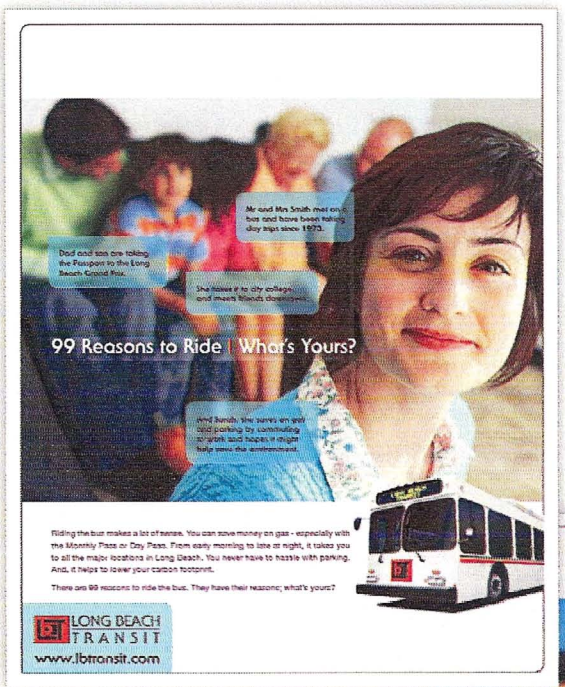
Water Taxi Campaign A fun, excursion campaign was created for the AquaBus and AquaLink. Focused on both the quick hop to get around the bay or a leisure ocean ride, the advertising and marketing material continued the brand image that departed from Long Beach Transit's past advertising look. The new look and feel grabbed people's attention and created another revenue source by emphasizing the water taxi as a pleasure option as well as a commuting option.

Results

Since the campaign's launch, ridership has quickly jumped up 30% — reversing a negative trend and exceeding Long Beach Transit's expectations. Ridership on the AquaLink route has seen a 38% increase, as well.

Long Beach Transit

Print ads



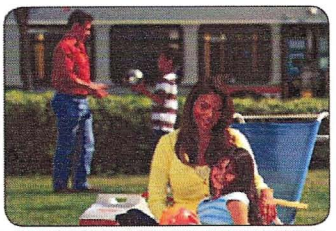
Print general

Print Spanish

#7.

Long Beach Transit

Broadcast/Web Stream



VIDEO:	Opens on Hispanic mother and father with two young kids at the park. Zoom in close to mother.
VO:	Hey, there! Why do you like to ride on Long Beach Transit?
MOM:	They're always there for me, no matter what's going on in my crazy day.
VIDEO:	Cut to professional working man walking/leaving office toward bus stop.
MAN:	Ridin' the bus and keepin' it green. It just feels good goin' with Long Beach Transit.
VIDEO:	Tucks newspaper under arm holding briefcase and starts to get on bus.
VIDEO:	Cut to senior woman sitting on garden stool planting flowers/weeding wearing gloves. Looks up to camera and smiles.
SENIOR:	My driver is such a gentleman.
VIDEO:	Cut to a young, energetic guy with iPod ear buds sitting in bus. Various other passengers surrounding.
GUY:	I can chill out (leans back and pops ear buds in).
VIDEO:	Cut to young woman walking along side of new hybrid bus talking on cell phone. Other passengers are walking along as well.
WOMAN:	Long Beach Transit is all about serving the community, so I know they're looking out for us. (She gets back to her cell phone as she walks away) Yup, I'm on my way.
VO:	Long Beach Transit can take you where you need to go. For work or play. Night and day. Just as they have in your community for over 45 years.
TITLE:	Long Beach Transit Logo 99 Reasons to Ride. 562.591.2301 www.lbtransit.com

Long Beach Transit

Outdoor advertising

Bus side poster

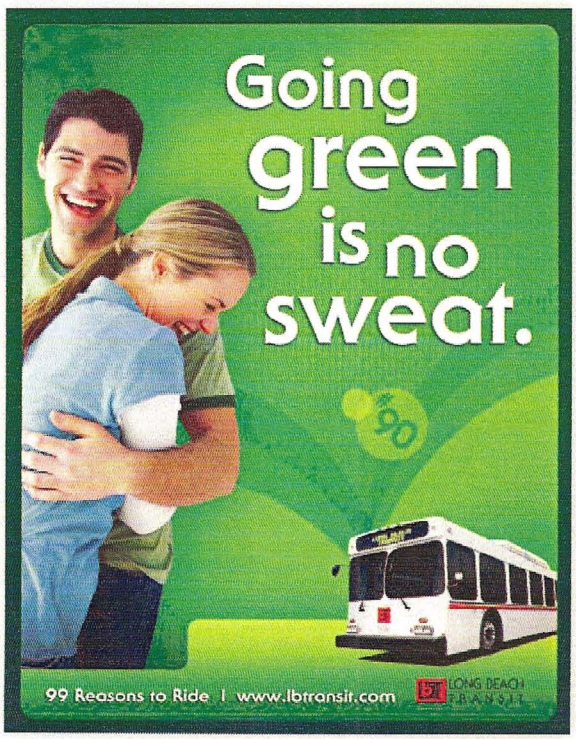
Outdoor Spanish

#7.

Long Beach Transit

Collateral

Shuttle guide



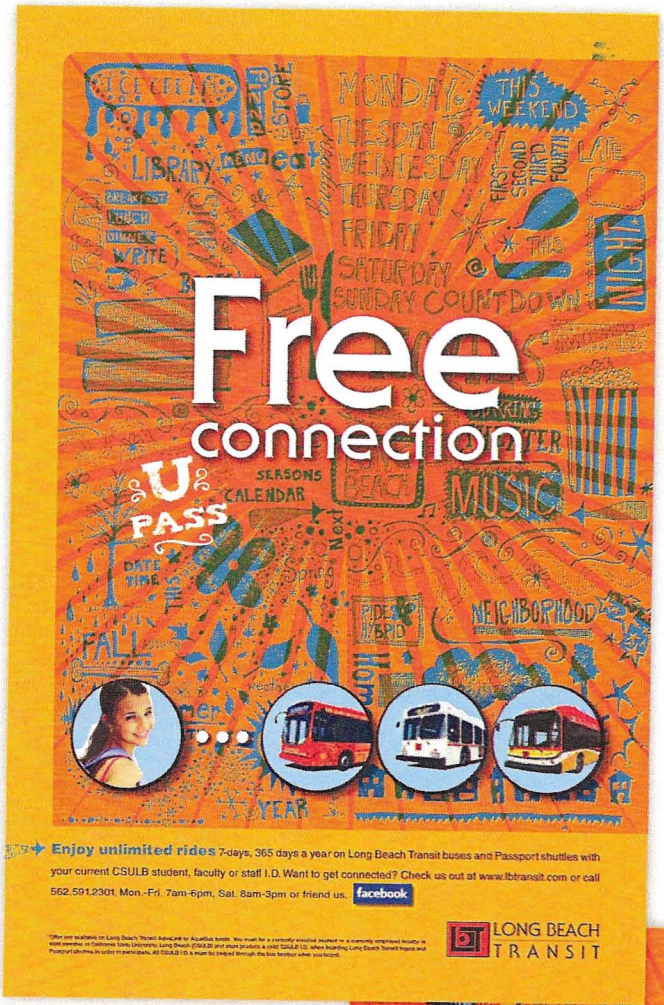
Health club poster

Long Beach Transit

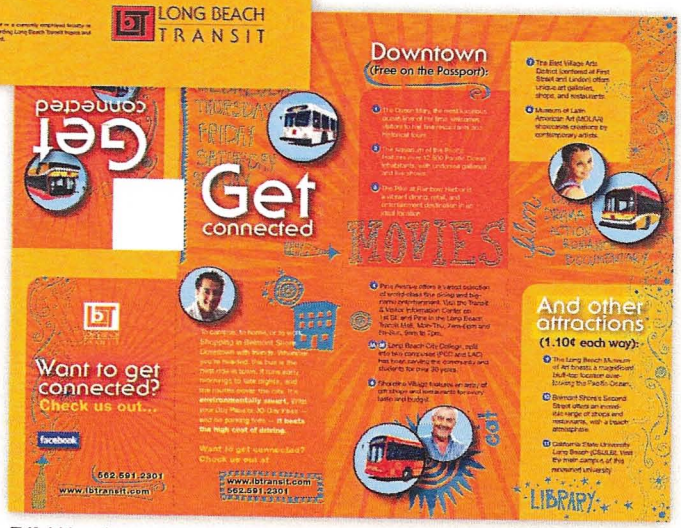
Transit product promotion posters

Long Beach Transit

Product campaign: college print



Print ad



Trifold brochure

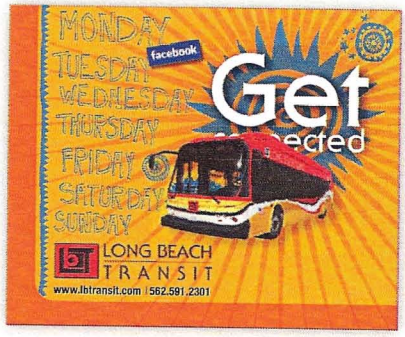
Long Beach Transit

Product campaign: college digital

Facebook Page: Monitoring, maintenance, postings and Social Ad placements.

Animated Banner: User moves over the banner and the bus follows the cursor around to engage the user to realize the bus goes where they go. One click links to the Long Beach Transit web site.

Facebook Page



Animated Banner Ad

#7.

Long Beach Transit

Product campaign: college digital

Animated Banner 1: Bus moves right to left, background changes day to evening, copy scrolls right to left and ends with call to action. One click links to Long Beach Transit web site.

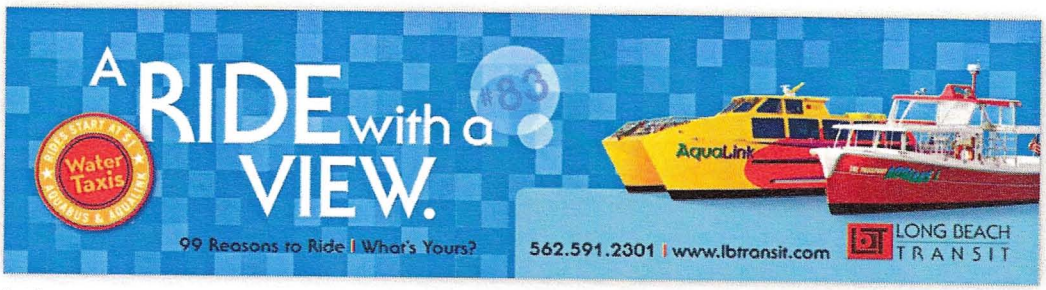
Animated Banner 2: People change out with word change, icons change with buses (quick pop-in, pop-out), background sun rotates. One click links to Long Beach Transit web site.

Animated Banner Ad 1

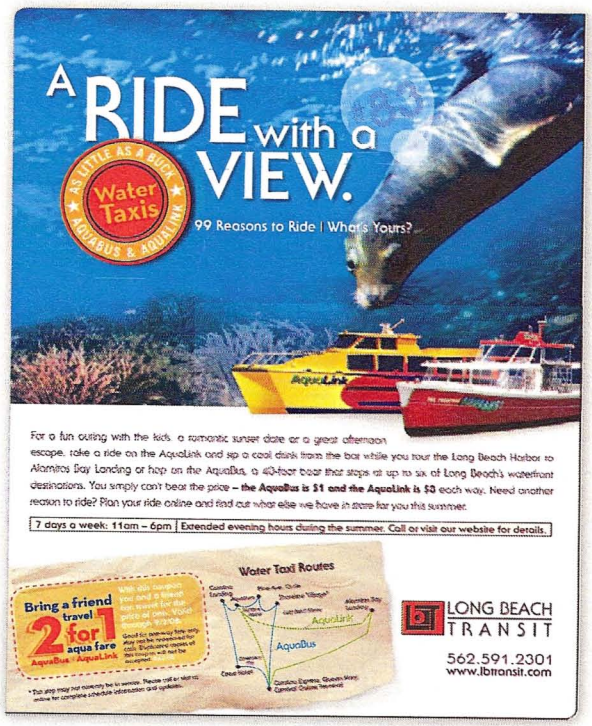
Animated Banner Ad 2

Long Beach Transit

Product campaign: Water Taxi



Outdoor



Print ad

Bus driver button

Coffee sleeve

#7.

Cost Structure and Fees

Agency fees

Noted below is information about our general fee structure:

Monthly retainer

Services performed on projects up to and including final design approval would be covered under a set monthly retainer, the amount to be determined. This retainer would cover work that falls under the categories of Account Services and Creative Services, and would include such individual services as on-going account work and general meetings. It would also cover such items as initial input sessions, research, initial comps and copywriting, up to and including final design approval on creative. We can provide an itemized list of the services to be included within this monthly retainer.

Individual project fees

Work performed on projects after receiving final creative approval — services such as printing, direct mail services, and media that fall under the categories of Production Services and Media Services — would be compensated on an individual project basis. We can provide a full list of individual services that are included within Production and Media. In all cases, Nostrum would provide written estimates for Production Services and Media Services for your approval prior to beginning a project.

Billing Policies and Terms

For all production and other outside services

(a) All media charges for advertising run in all media.

(b) Standard agency mark-up on any outside services for production and purchase of advertising materials and programs including but not limited to: printing, photographs, artwork, layouts, copywriting of advertising matter, mechanicals, illustrations, electronic files, type, translations, storyboards, jingles, film, videotapes, DVDs, CDs, musical compositions and arrangements, talent, props, scenery, sound and lighting effects, rights, royalties, producers' or packagers' fees, package design, testimonials, surveys contracted for with independent research, etc.

(c) Reimbursement at net cost for postage, express shipping, delivery, courier, freight, import duties, color copies, duplicating, authorized legal services, taxes, etc.

(d) Reimbursement for authorized travel expenses, including transportation, parking, hotels and meals of Nostrum, Inc. personnel in connection with the servicing of the advertising account and any special services.

Nostrum billing policies and arrangement

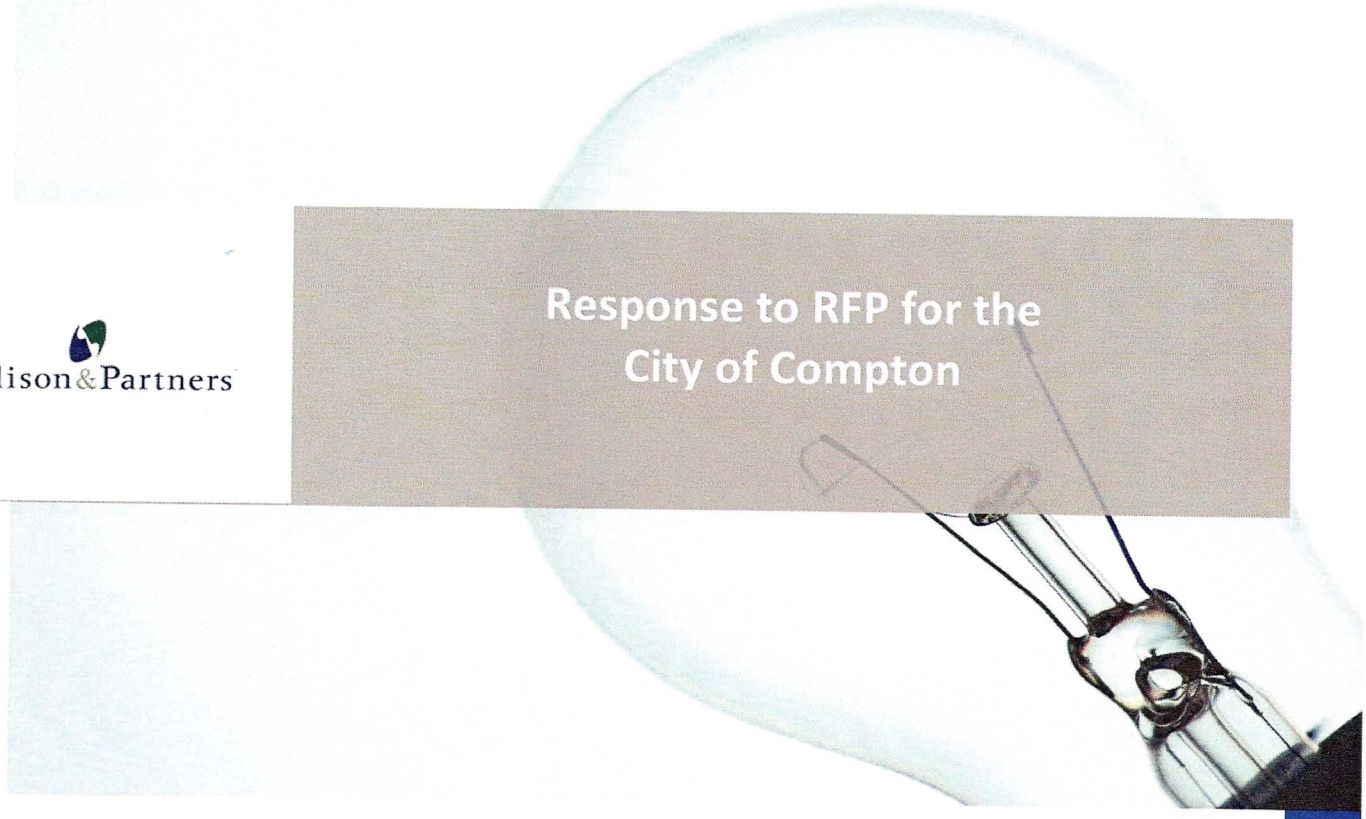
- All project estimates include two (2) revisions
- Estimates are valid for thirty (30) days
- Client directed changes, additions, or deletions may incur additional charges as specified on change orders
- Rush charges will be additional
- Upon signing and returning estimate we will proceed with the project
- A 50% deposit will be invoiced upon estimate approval and the remainder will be invoiced upon completion of the project
- Nostrum, Inc. shall bill for applicable state and federal taxes
- There will be a 10% cancellation fee on approved estimates plus any additional costs incurred to date
- Payment on invoices shall be made within thirty (30) days of invoice date
- Finance charges of 1.5% per month will be added to the balance due if payment is not received at Nostrum, Inc. within thirty (30) days of invoice date

#7.

11/5/2009

Allison&Partners

Response to RFP for the City of Compton



Allison & Partners | Scott Pansky, Co-Founder and Partner

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b. Miscellaneous Professional Liability Insurance

Allison&Partners

Statement of Qualifications

About Allison & Partners

Vision and Background

Allison & Partners was founded in September 2001 by Scott Allison, Scott Pansky and Andy Hardie-Brown, who had a vision to create an independent, mid-sized national firm that was more service-and-results oriented than the large, multinational players. Today, this vision is a reality, with Allison & Partners ranking in the Top 15 independent PR firms in the country and more than 100 employees in eight offices across the U.S.

From its start, Allison & Partners has fostered a culture of entrepreneurship, attracting senior talent from large PR firms as well as fields such as law, philanthropy, marketing and journalism. We share a common desire to build from the ground up. We have never been afraid to reinvent the rules, try new tactics and evolve with the ever-changing business climate and media universe.

Locations

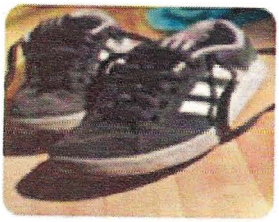
We are headquartered in San Francisco with offices in Los Angeles, San Diego, New York, Washington, D.C., Seattle, Phoenix, Atlanta and Columbia, SC. On the international front, we are a member of Pinnacle Worldwide, a global network of independently owned public relations firms, with more than 60 offices in major international cities.

Services

Allison & Partners has six core practice areas:

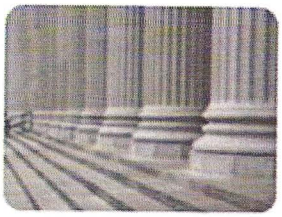
Corporate Communications & Professional Services

- Brand Messaging and Expert Positioning
- Crisis Communications
- Media Training
- Speakers' Bureaus
- Internal Communications
- Lead Generation



Consumer PR & Marketing

- Brand Messaging and Positioning
- Category Creation
- Events and Promotions
- Entertainment and Events
- Integrated Marketing
- Generational Marketing



Public Affairs

- Grassroots/Grasstops Advocacy
- Community Relations
- Media Relations
- Government Relations
- Issue Management/Coalition Building

Technology & Digital Media

- Product/Service Launches
- Social Media Audits
- Social Networking
- Partnership Integration
- Blogger Outreach
- Search Engine Strategies

Healthcare

- Branding and Messaging
- Coalition Building
- Patient Advocacy
- Issue Management
- Public Policy Development
- Consumer Education

Social Impact

- Brand/Cause Accelerator™
- Cause and Social Marketing
- Consumer Education
- Public Affairs
- Sustainability/Environmental Responsibility

Allison & Partners Relevant Case Studies

SANTA MONICA PUBLIC LIBRARY

Overview

As the City of Santa Monica prepared to unveil one of its largest public undertakings in recent history—the new Santa Monica Public Library (SMPL), they chose Allison & Partners to raise awareness of the services and benefits of the library system as a whole, and position the new facility as a regional destination. By all determinations one of the most modern, environmentally-friendly and aesthetically stunning community facilities in the nation, SMPL still faced multiple challenges including negative reactions from local decision-makers including local media, (particularly the *Santa Monica Mirror*) and a few vocal residents who balked at the price tag. Beyond showcasing a local achievement, Allison & Partners was tasked with creating a campaign worthy of a national opening while attracting partners and retaining a focus on local populations, businesses and opinion-leaders. Everything from PSAs and marketing collateral to media relations and event planning positioned SMPL as the new, trendy destination in the region. Despite promoting a library within a system that paled in size to neighboring cities like Los Angeles and Long Beach, Allison & Partners developed strategies that catapulted SMPL to a reputation as one of the most advanced libraries and a prime destination in Southern California, while changing negative perceptions in the media and increasing average daily attendance at the main library by more than 55 percent.

Results

The sheer number of people attending the grand opening ceremony (600), the number who came through the library on opening day (5,000 estimated), the number of items checked out that day (nearly 6,000), the 1,500 people who registered for library cards and the average 3,000 people who continue to frequent the new library on a daily basis clearly show that the community relations campaign surrounding the new library was a smashing success that went beyond the client's greatest expectations. Allison & Partners brought in an additional $15,700 in corporate monetary donations, $1,500 in product donations and contributed $24,000 in pro-bono fee time for an augmentation of $41,200 over the course of the campaign—a nearly 50 percent extension of the original budget. Additionally, following our outreach and campaign, extensive media and editorial coverage took a decidedly positive tone demonstrated by the following excerpts taken from before and after the campaign:

- Library Plain and Tall "It was a dark and stormy night when Ben Quick's barn burners razed our town's old main library much like the sacking of the library-at-Alexandria while Santa Monica's 8.4 million preservationists stood by in complicit silence... Paradise lost." *Santa Monica Mirror*, August 2, 2005
- Something for Everyone "Actress and author Jamie Lee Curtis opened the day-long celebration of the opening of Santa Monica's new Main Library in the north courtyard, saying the $57.7 million structure was built with 'blood, sweat and tears' and was a place where 'ideas can be shared and books can be shared. Public libraries as far as I'm concerned are places for the community.'" *Santa Monica Mirror*, January 11, 2006

The overall earned media coverage generated a total of more than 6.8 million impressions including 53 stories in 23 newspapers, on two radio stations, six television stations and three online publications.

ReadyOC CAMPAIGN – ORANGE COUNTY EMERGENCY PREPAREDNESS

Overview

Allison & Partners was retained by the City of Santa Ana, the City of Anaheim and the Orange County Sheriff's Department to implement ReadyOC, an emergency preparedness campaign for residents of Orange County. The program was designed to raise awareness of the need to prepare for natural and man-made disasters and to encourage residents and businesses to create a plan and be ready for emergencies. Allison & Partners implemented a program consisting of several different touch points to communicate these messages: partnership marketing, grasstops organizations outreach, grassroots outreach (direct to the community) and utilizing Orange County government officials as experts on disaster preparedness for the media sourcing.

Results

We successfully positioned Ready OC officials as expert sources for preparedness topics and breaking news related to fires and other disasters, securing coverage in Anaheim Magazine, Anaheim Independent, Buena Park Independent, Dana Point News, OC Family, OC Metro, Orange County Register, KFWB-AM, KOCE-TV, Time Warner Channel 3, Excelsior, La Opinion, La Voz de OC, Miniondas, Rumores and KVEA-TV (Telemundo), among others.

ReadyOC Business Disaster Preparedness Breakfast

ReadyOC joined with the American Red Cross to host Orange County's first-ever Business Disaster Preparedness Breakfast, where business leaders and disaster experts shed light on the damage a major disaster could do to the region and raise awareness of the need for Orange County businesses to be prepared. The event was a great success with more than 200 local businesses in attendance and we secured media coverage from outlets including KCAL-TV, KFWB-AM, *Los Angeles Times, Orange County Register* and OC Metro.

Corporate Partners and In-Kind Contributions

Allison & Partners also had success in establishing relationships and partnerships with major business and sports franchises in Orange County who participated in or were interested in participating in the ReadyOC program including Home Depot, Kaiser Permanente and Red Robin.

In addition, Allison & Partners was able to secure in-kind advertising of $123,000 utilizing an initial advertising budget of $30,000. The agency also received a commitment from Churm Publishing (OC Metro, OC Family, Home & Outdoor Magazine) to donate $20,000 during 2008.

ListoOC Launch

Allison & Partners also worked with the Cities of Anaheim and Santa Ana, the Santa Ana Police Department and the Orange County Sheriff's Department to launch ListoOC, the Spanish-language equivalent of ReadyOC. In January 2007, Allison & Partners coordinated a press conference at the Santa Ana Police Department to announce the ListoOC emergency preparedness campaign and Web site, www.ListoOC.org, to Orange County's large Spanish-speaking community. The event garnered much media attention from important English- and Spanish-speaking outlets including: ABC News, Telemundo, *Hoy, Orange County Register, La Opinion, OC Excelsior* and a host of online news portals.

About Selbert Perkins Design

Selbert Perkins Design (SPD) is an international brand identity and environmental graphics design firm with offices in Los Angeles, Chicago, Boston, and Dubai UAE. The firm has more than 25 years of experience developing branded environments and streetscapes for municipalities around the world. Additionally, SPD has produce award-winning work in a unique combination of disciplines including branding, print communications, signage and wayfinding systems, public art and sculpture, and web site design. As a result of this multidisciplinary approach, the firm brings a broad perspective to every project. SPD will respond to your project needs with dynamic and effective solutions that inform, educate and entertain. The firm's solutions promote community revitalization, education, health care initiatives, tourism, and economic development programs. SPD is a WBE, DBE and SBE certified firm with a combined staff of 30.

Urban Branding Projects

- City of Los Angeles - LAX Gateway/Century Blvd. Streetscape Improvements
- City of Los Angeles - Historic Broadway Streetscape
- City of Los Angeles - Florence Avenue
- City of Los Angeles - North Hollywood Branding (NoHo Arts District)
- City of Los Angeles - Pico/Union Area
- The Port of Los Angeles - Waterfront Promenade, San Pedro
- City of West Hollywood - Santa Monica Blvd
- City of Anaheim - Downtown History Walk
- City of Las Vegas - East Fremont District - Streetscape & Branding
- City of Scottsdale, Arizona - Scottsdale Road
- The Department of Beaches & Harbors - Marina del Rey Waterfront Walk

Range of Brand Development and Design Services

- Branded Environments
- City/Streetscapes
- Urban Branding
- Environmental Graphics Master Planning
- Graphic Standards Programs
- Signage & Wayfinding
- Brand Identity Development
- Brand Strategy & Research
- Communications Planning
- Interactive & Website Design
- Naming Systems
- Product & Package Design
- Print Communications
- Public Art & Sculpture

Selbert Perkins Design Relevant Case Studies

Los Angeles World Airports
Selbert Perkins Design created the name, identity, signage and wayfinding for The Los Angeles World Airports, including the landmark LAX Gateway, and the largest lighting display in the world. The comprehensive communications system includes identity, direction, information, regulation signs and public art. The celebrated gateway communicates the timeless energy and diversity of LA, and provides a dramatic experience for all visitors to the USA.

Port of Los Angeles Waterfront Promenade - San Pedro, CA
The Port of Los Angeles Waterfront Promenade is a redevelopment project enhancing the appearance and function of the Port's authentic working waterfront. Master plan elements include historical and informational interpretive signs, pedestrian, vehicular and bike path signage system, vehicular signage, and a banner system implemented along the Promenade to promote the new public access areas. Central to the new Promenade is a walking tour that features a time line of the Port's history. Visitors are guided along by interpretive signs located on observation decks. Another element is a series of sidewalk medallions, each shaped like a nautical compass, pointing true North.

Los Angeles County Department of Beaches and Harbors – Marina del Rey, CA
Successfully collaborating with community leaders, SPD created a community identity, gateway system, and sign guidelines for public and private development in Marina del Rey. An annual banner program was designed to increase awareness of Marina del Rey and draw public attention to community events, services and festivals. Additional designs include a series of wind-disks for Marina del Rey's Waterfront Walk. The street banner system announced the waterfront walk, while the wind disks act as trailblazers to guide visitors.

Long Beach Redevelopment Agency/Long Beach Development Services
SPD was contracted to update the Long Beach Redevelopment Agency identity and simplify their logo to be easily adaptable for all department uses. SPD also developed new branded templates for all department business communications. SPD also designed a new branded template for the Department's temporary construction site fence graphic to identify all new LBRDA projects. Following this project, SPD was contracted to develop an additional brand identity and communications system for the new Long Beach Development Services Department. LBDS wanted the identity to be distinctive, yet consistent with the LBRDA's new brand and The City of Long Beach. A simplified identity and branded marketing communication templates were developed to launch the new department.

Pico Union- Los Angeles, CA
SPD developed a streetscape program for the historic Pico Union neighborhood. Using the culture and heritage of the Pico/Union area, SPD developed a branding strategy, entry gateways and street banners. The Pico Union Redevelopment Project is located near the core of the L.A. Central Business District. The Plan's goals include the expansion of affordable housing, economic development, and improvement of the community's appearance through the rehabilitation of residential properties and businesses.

Pacific Design Center – West Hollywood, CA
SPD developed exterior monuments, and an interior and exterior wayfinding system, to enhance the landmark Pacific Design Center – Los Angeles' premiere designer showcase center. Large scale monuments – a 25-foot high lamp and chair – reflect the home furnishings design industry. These instantly recognizable symbols also reinforce the PDC's landmark status and speak to an international public. SPD also created a clean, modern interior and exterior wayfinding system, and simple, modern building identity signage for the MOCA satellite museum on the site. The integrated system provides a practical and dynamic guest experience. SPD also designed wayfinding, and visitor information interactive kiosks throughout the interior of the 1.4 million sq. ft. showroom property.

Downtown West Covina – West Covina, CA As part of the Master Plan efforts for a comprehensive development guide, SPD collaborated with architects Studio 111, the City of West Covina, and the local community, to create a new downtown identity and wayfinding guidelines. The system design incorporates radiant colors with simple messages to direct people to key Downtown destinations. The color palette creates a bold, brand identity for Downtown West Covina. Patterns inspired by the history of agriculture are integrated into all elements and reinforce the City Brand. A vibrant banner series unifies the street images and define the Downtown area. SPD coordinated important community workshops and presentations with the project team to encourage community involvement and consensus-building.

Florence Blvd, Los Angeles, CA
SPD collaborated with project landscape architects to design iconic gateways for the new Florence Avenue Streetscape in Los Angeles. Florence Avenue is a major east-west commercial thoroughfare that passes through the communities of Florence, Walnut Park, and Huntington Park and extends approximately 2.2 miles in length. Project goals were successfully met and improved the Florence Avenue commercial corridor by constructing and repairing curbs, gutters and sidewalks, adding green space, and installing street furniture and other site elements to improve the attractiveness and safety of the area. These improvements eliminated blight, increased safety, and contributed to the long-term viability of local businesses.

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Project Understanding *"Birthing a New Compton"*

Demographic

The City of Compton is one of the largest cities in the Southeast Los Angeles County region with a population of nearly 100,000 people. The demographic make-up of Compton is 56.8 percent Latino; 40.3 percent African American; 1.1 percent Hawaiian or other Pacific Islander, .7 percent Native American or Alaskan Native, and the balance Asian, White or other race.

The City of Compton has struggled with a crime rate that has led to it being named the most dangerous city in America of its size and fourth overall by the Morgan Quitno Corporation in 2005. However 2006 saw the murder rate fall by a reported 65 percent due to the doubling of the deputies and detectives assigned to the city, catching the attention of cities with similar crime rates like Oakland. By 2008, the city's crime ranking dropped to 17 according to CQ Press using data from F.B.I. "Crime in the United States 2007."

Geographic

Compton is 10.2 square miles in size and is known as the Hub City because of its location in nearly the exact geographical center of Los Angeles County. The City is rapidly emerging as a large industrial center in Los Angeles County for transit and distribution, business services, high technology, home and lifestyle products, metals, financial services, and textile manufacturing due to its location along the Alameda Corridor, a passageway of 25 percent of all U.S. waterborne international trade. The City is located within 30 minutes of some of the state's finest beaches and 60 minutes from the nearest ski resorts. As part of the nation's major entrance to several major international communities, Compton is also referred to as one of the Gateway cities.

Development

Land use is primarily residential at 39%, followed by industrial use at 18% and commercial use representing 7%. With easy access to major freeways and an affordable median home price of $139,000 (September 2009, according to DataQuick Information Services) making it an attractive home buying location in southern California where prices are still too high for many wanting to purchase a home.

In 2006, Governor Schwarzenegger awarded Compton with the designation of an Enterprise Zone, or a geographical area in which companies are eligible to receive lucrative tax benefits (tax expense deductions, credits and etc.) and exclusive contracting point preferences when bidding on California procurement contracts. Enterprise employees with low-incomes may also receive a state tax deduction for working at an Enterprise Zone Business .

The City believes that the investment in securing this 15-year designation and developing a Compton Enterprise Zone Program will generate significant returns in the form of business and industrial expansion and growth, new businesses and industry cluster attraction, jobs and job opportunities for Compton residents, and an infusion of new private sector equity capital and financing for Compton businesses.

Services, Programs and Projects

Residents benefit from understanding the full range of services, programs and projects that are available to them by living in the City of Compton including CareerLink, Community Redevelopment Agency and Planning and Economic Development.

The City Council has also implemented regular programs such as the Mayor and Pastors' Breakfast Meeting which brings together the spiritual leadership with city government to discuss ways to achieve an improved lifestyle for residents and stakeholders.

Community and Recreation

The City boasts such facilities as the Compton/Woodley Airport, which accommodates more than 200 planes and is home to several aviation clubs as well as its popular annual Air Fair; the Compton Par 3 Golf Course with affordable green fees and an active Women's Club. The city has seven public recreation centers, eight neighborhood parks and a variety of sports and recreation programs. Compton Unified School District has 24 elementary schools, eight middle schools, three high schools and one adult school. El Camino Compton Education Center offers community college classes and the Compton Library offers reference services, a Literacy and Homework Center and public computers with Internet access

"Birthing a New Compton"

Mayor Perrodin coined the phrase "*Birthing a New Compton*," which reflects his vision for the City where he was raised and his belief that in order to change the image, a new philosophy must be embraced. This motto is embodied in a logo and is being spearheaded by the City Council and the Community Redevelopment Agency. Examples of this philosophy at work include: the Gateway Towne Center that has added jobs and tax revenue, increased development services and resources for local business owners and residents including CareerLink and the Compton Planning and Economic Development Department; the Alameda Court town home development from the Long Term Care Housing Corporation; and the Compton Senior Center.

Campaign Overview

We believe Compton community members play an essential role to successfully achieve the goals of positioning Compton as a safe place to build a business and raise a family. As such, Allison & Partners strongly recommends that we feature thriving businesses, organizations and local families and residents throughout the entire marketing and public relations campaign described in detail below. **Working with the City of Compton, Allison & Partners will identify businesses, organizations and families in Compton who demonstrate the hope and revitalization that is occurring throughout the City, and whose testimonials about life and work in Compton are critical to truly changing target audience perception.** Giving local residents a stake in the campaign will not only provide compelling and authentic spokespersons, but will also strengthen bonds among existing residents and employers who share an affinity for Compton.

Setting the Foundation for Success

In order to implement a successful program for Compton, it is critical that we establish a strong communications foundation which will serve as the anchor of the program. This process is designed to engage various continuants at various levels of the City from employers, residents, government officials and more to ensure their support of the program, and to provide them with a sense of ownership because their opinions were sought throughout the process. The foundation will be comprised of the following elements:

Messaging and Positioning Audit

Considering the various perceptions of the City of Compton among media, city residents and surrounding communities, it is critical that we conduct an audit of key stakeholders to ensure that everyone is communicating the same key messages throughout every communication whether in interviews, collateral materials, the City Web site and others. The goal is to create a comprehensive messaging and positioning platform that will serve as the basis for all communications.

It is also critical for the City's representatives/spokesperson(s) to also deliver powerful and consistent messages that clearly articulate the benefits of living and working in Compton. As part of the audit, Allison & Partners will review existing media coverage to determine what the media is saying about Compton, as well as interview key elected- and agencies officials, business and community leaders, and possibly select residents themselves to develop a short set of messages that reflect the unique purpose of the City of Compton.

Media Kit

Successful media relations are based in part on a compelling media kit, which provides reporters with much of the information they need to compile a story. In collaboration with City of Compton, Allison & Partners will create the following materials, which can be adapted for, and posted on, the City of Compton's Web sites, sent to interested reporters and distributed to other key audeinces. These materials will also incorporate key messages developed from the audit to ensure repetition of key messages which is critical throughout this process. The press kit will feature the following elements:

- City of Compton Backgrounder – This two-page document will provide reporters with background information on the City, its history and highlight positive developments to support our key messages
- City Fact sheets – The fact sheets are designed to provide media with a "snap shot" of Compton highlighting the City government, demographics, economic development opportunities, etc. A press kit can hold more than one fact sheet based on different topics should enough supporting factoids exist
- "Birthing a New Compton" One Sheet – The one sheet will provide a short overview of the initiative and programs that support it
- Did You Know - Create a list of facts that are designed to shatter stereotypes of Compton
- Profiles of Success – Highlight successful individuals and businesses in the community including small and large business successes, student leaders in the community, community leaders, etc.
- Press releases

Media Training

Media training is an important component of any program to ensure that key spokespersons can consistently deliver the key messages in a clear and concise manner during each interview. The Allison & Partners media training program moves beyond formulas and theory to unlock the keys to your own unique style and personal success. Our hands-on approach is overwhelmingly effective in teaching you how to convey high impact stories in every medium – print, broadcast, radio and online. Our in house media trainers are experts at teaching executives how to get their messages across in challenging situations. We will ensure you get the most from every interview, every time and are prepared to help you work through any blocks that might hold you back from delivering the right message, the right way, each and every time. Our program provides you with a DVD of your work and a written, detailed feedback report of your effectiveness, along with proven strategies for improving your performance. In our hands-on, reality-based media training sessions the City's spokespeople will learn how to:

- Control an interview in a natural and conversational way
- Work with reporters so you get the ink/air-time you really need
- Get comfortable, relaxed and enjoy even the most intense media interviews
- Build long-term, productive relationships with reporters

Getting the Word Out About "New Compton"

Media Relations

Once the foundational elements have been completed (messaging, press kit, etc.), Allison & Partners will implement an ongoing and comprehensive media relations program. In addition to pursuing proactive opportunities as part of the ongoing news bureau, we will of course react to breaking news that provides opportunities to promote the City. The media relations outreach that Allison & Partners recommends implementing on behalf of the City of Compton will be implemented on a phased approach that enables us to measure the media's response to our messaging and to determine how they are passing along those messages to their audience. The program and messaging will be adjusted as necessary to ensure the results both of our teams are seeking.

Story Angles

Allison & Partners will work with the City of Compton to identify the most compelling story angles for the media outreach, but based on the information we currently have, here are some topics that we envision pitching:

- *"The Compton Team"* – spotlight Mayor Perrodin and his staff's background, share the story of how they are working together to provoke change throughout Compton
- *"Birthing a New Compton"* – explaining exactly what that means for the media and the residents of Compton. Providing benchmarks, goals, outlooks and important obstacles that must be overcome since the campaign began
- *"One Mind at a Time"* – illustrating the importance, relevance and recent success of education efforts by current and recent students from Compton by spotlighting outstanding students
- *"It's All Business in Compton"* – highlight small and big business success stories in Compton to demonstrate the success of the City's economic development programs since its designation as a State Enterprise Zone
- *"It's a Small World"* – highlight the various cultures of Compton and how they have been working together to overcome issues from the past to make a brighter future
- *"Changing from Within"* – highlight some of the most recent efforts to raise awareness for Compton's growing business culture as well as housing market

Media Briefings

The regional media has an entrenched perception of the City of Compton. Many times, the perception is simply not the reality. By building stronger relationships with some of the top media in the area, their perception and how they portray Compton in print, online or via broadcast will change through an open and honest dialogue. An Allison & Partners executive would also participate in these media briefings to facilitate the interviews. Media to be invited include but are not limited to:

- *Los Angeles Times*
- *Los Angeles Daily News*
- *The Compton Bulletin*
- *Los Angeles Business Journal*

Long-Lead Pitching

To ensure that the City's story is told for months to come, we need to also seek placements with longer lead media such as *Los Angeles Magazine, Minority Business Magazine, Hispanic Business Magazine,* etc. This strategy ensures that we have compelling and relevant announcements and coverage within the next twelve months.

Ongoing News Bureau

One of Allison & Partners' greatest strengths is taking nuggets of information and leveraging them into larger and more comprehensive stories that put your messages in front of the appropriate target audiences. We take great pride in taking news from within your community and leveraging it into positive coverage for Compton. Other elements that fall under the news bureau program include:

- Targeted media lists of print, broadcast and online media including:
    - Local print (*The Compton Bulletin)*
    - Regional print (*Los Angeles Times, Los Angeles Business Journal, Los Angeles Daily News)*
    - News weeklies (*BusinessWeek, Newsweek)*
    - National print dailies (*USA Today, Wall Street Journal)*
    - Radio *(NPR, KFWB, KNX)*
- Responding to incoming media inquiries and coordinate interviews, and create briefing books to provide background information about the reporter, the scope of the interview and past articles
- News releases on tied into positive Compton developments/news
- Pitch letters which will be used to garner interest from reporters and editors on potential articles on the firm, national and regional issues, topics of expertise, etc.
- Sourcing Compton officials as experts to the media relating to economic development, community relations, etc.
- Identifying and pitching editorial calendar/ProfNet opportunities where City officials can be used as experts for planned stories
- Identify opportunities for City officials to be sources as experts related to economic redevelopment, small business successes, etc. based on national, regional and local trends in the news

Bi-Annual Media Mixers

Host two media mixers a year that provide key national, regional and local media with an opportunity to experience the revitalization of Compton for themselves. These could be used to leverage seasonal activities and special events created to commemorate milestones that show the success of the *"Birthing a New Compton"* or tied into existing special events or openings. The timing can be determined but we like the idea of a spring mixer to represent revitalization and a new beginning in Compton and another in either August to coincide with the opening of schools.

Community Relations Approach

Communicating the City's vision and progress to the residents of Compton will be key to improving the image of the City from a grass roots level. Once the residents, business owners, local organizations and other stakeholders understand the goals the City is working towards and what steps need to be taken to reach them, this campaign can be embraced by the entire City and will evolve organically as it is molded and shaped by the beliefs and actions of all stakeholders. In order to facilitate this evolvement of the campaign, regular and effective communication with all stakeholders is essential. This approach will provide and encourage opportunities for a two-way dialogue, which will ensure that all Compton stakeholders both support and contribute to the success of the campaign. They will be able to take ownership of the campaign and spread positive messages via word of mouth that Compton is a safe place to build a business and raise a family.

Promotional Materials

Allison & Partners will work with Selbert Perkins Design to create a look and feel that visually communicates that Compton is a safe place to build a business and raise a family. For example:

- Producing (design, writing and editing) a biannual, bilingual (English/Spanish) newsletter, which can include but is not limited to the following sections:
  - Front Page:
    - *"Birthing a New Compton"* – front page story of the best example of progress made in the last six months
    - City Council update – in the form of a personal letter from Mayor Perrodin
  - Page 2:
    - Community update – authored by Community Redevelopment Agency (edited by A&P) featuring its latest projects, including key statistics such as improved crime rates and property values to support that Compton is a safe place to raise a family
    - Business update – authored by the Planning and Economic Development department (edited by A&P) featuring its latest projects, including key statistics or results related to the economic growth of the City to encourage developers that Compton is both a safe and successful place to build a business
  - Page 3:
    - CareerLink – authored by the CareerLink department, this section can promote the latest job fairs, include appropriate employment statistics, provide job search tips, etc.
    - Business Success – profile local business success stories and share the owners insight into running a successful business during these down economic times and how the City's resources helped them succeed
    - Education – highlight a student from Compton Unified School District, El Camino Compton Education Center or CSU Dominguez Hills and how they are contributing to the *Birthing a New Compton* (authored by A&P with candidate nominations made by the schools)
  - Page 4:
    - My Compton – City Council can select one person they believe to be taking ownership of and making a significant contribution towards *"Birthing a New Compton* by honoring them with a Community Impact award, they will be the feature story for this section (authored by A&P)
    - Compton Calendar – City events for the next six months will be listed in a month-by-month calendar format
    - Questions or Comments – a hot line and email address where residents can submit their questions or comments

- Profiles of Success Street Banners, Postcard Mailings and PSAs
  - Develop a series of street banners, postcards and PSAs that highlight the success stories of Compton from student success stories to City milestones and residents of the City who have gone onto great accomplishments. While the street banners will contain the image and minimal text, they will be supported with a postcard campaign that shares the deeper story. The campaign will be supported by PSA's designed to bring the subjects' story to life and communicate a message of hope for Compton. Campaign's theme might include:
    - *"Birthing a New Compton"*
      - Clearly defines the Mayor's vision and a call to action describing what the community can do to support this vision
    - *"Success in Compton"*
      - Create community pride in Compton by highlight personal success stories within the community as well as highlighting industry that has come into the City over the last few years
    - *"Compton Roots"*
      - Public figures who grew up in Compton and have gone on to achieve great success, examples include Mayor Perrodin himself, and who are now giving back to their community, include a call to action to take advantage of the education and career opportunities
    - "My Compton"
      - Identify unique and interesting individuals who are the "faces" of Compton from grandmothers, families and kids talking about their pride in their hometown

Key communication channels to distribute City of Compton materials through include:

- Newsletter distribution
  - Retail locations
  - Schools
  - Community recreation centers
  - Churches
  - City buses
  - Government buildings
- City of Compton Web site http://www.comptoncity.org/index.html
  - Online version of the newsletter
  - PSAs available for viewing, downloading and forwarding
  - News room with RSS feed capabilities and email for press inquiries
- *"Birthing a New Compton" Blog* http://www.bncompton.blogspot.com/
  - Encourage residents to join in the community discussion by providing a link to the blog from the City of Compton Web site
  - Post weekly updates from the City
  - Encourage community participation by requesting feedback and ideas
  - Post PSAs and encourage community to link to this page from their social networking sites

- Broadcast outlets to distribute PSAs
  - School assemblies can show PSA as a kick-off to a week encouraging students to get involved in community service
  - Retail partners could rotate PSA into in-store communications (Best Buy at Gateway Towne Center, Jack in the Box/Ripple TV – TBD, grocery stores, etc.)
  - Faith community could show PSA as part of a sermon series
- Radio outlets to distribute PSAs
  - KXOL FM (Latino 96.3)
  - KJLH FM (Radio Free 102.3)
  - KRBV FM (The R&B Station 100.3)
  - KPCC FM (Southern California Public Radio 89.3)
  - KECC (El Camino Community College Radio)
- Print communication channels to distribute PSAs
  - *Compton Bulletin*
  - Compton Unified School District online news
  - Church Bulletins
  - Compton Education Foundation
  - ECC Online (El Camino Community College Newsletter)
  - *The Union* (El Camino Community College Newspaper)

Additional materials Allison & Partners and Selbert Perkins will develop on behalf of the City of Compton include:

- Two tri-fold marketing folders for economic development and community services
- Development of a standard design/insignia uniting the City's current logos and monikers and a written strategy for integration and use city-wide
- Trade-marketing of all City logos and monikers
- Development of two promotional pamphlets about the transformation of Compton and about seasonal services (in print and in digital format)
- Development of one fact book/self-mailer response card which will provide an overview of seasonal services (English/Spanish)
- Other materials which may be deemed necessary determined by the City during the contract period

Evaluation & Measurement

Allison & Partners will maintain regular contact to assist in uncovering opportunities, brainstorming new strategies, troubleshooting and providing counsel. We will also implement the following reporting and communication systems:

- Submit weekly updates of completed and upcoming activities
- Conduct bi-weekly conference calls
- Draft a monthly work plan based on upcoming action items
- Provide strategy, counsel and ongoing account direction
- Deliver client coverage as secured on a daily basis
- Provide an end-of-month status report with invoice

Allison & Partners focuses on results that matter to our clients most. We will work closely with the City of Compton and all stakeholders to determine clear benchmarks to measure successes.

We recommend measuring the success of this campaign through process and outcome measures.

Process measures include:

- Increase in number of stakeholders engaged
- Number of people in attendance at special events
- Number of media placements
- Increase in inquires to City of Compton regarding business and lifestyle opportunities
- Implementation of graphic standards/consistent style across City services and departments
- Increase in number of media, corporate and organizational partners secured

Outcome measures include:

- Positive tone of editorial/media coverage
- Accuracy of key messages in media placements
- Support of local elected officials, city staff and key stakeholders
- Positive community support for marketing campaign (reduction in any opposition)
- Ongoing use of graphic standards across the City
- Implementation of community events
- Greater overall knowledge and appreciation by Compton residents, visitors and members of the surrounding community of the City as a safe place to build a business and raise a family

Financial Capacity

Allison & Partners is an independent national firm with billings of more than $12 million in 2008. We have been in business for more than eight years and service 15 clients out of our Los Angeles office alone. We have the financial capacity to carry out the proposed scope of work prior to full payment of our contract and can carry the month-to-month costs of production for all deliverables.

Please refer to the errors and omission included at the end of the document.

Proposed Budget

Upon selection as agency of record for the City of Compton, Allison & Partners can create a more detailed budget with estimated out-of-pocket expenses based on the approved plan.

Given an available budget of $250,000 for one year, we recommend an estimated budget breakdown as follows:

Allison & Partners fees will be $175,000, which will include:

- Media relations support
- Distribution of two tri-fold marketing folders
- Creation of a City of Compton Fact Book
- Content development of promotional pamphlets
- Coordinating radio appearances and radio public service announcements
- Development of a new City insignia
- Trade-marking all City of Compton logos and monikers
- Facilitation and coordination of at least two media mixers
- Creation and distribution of City of Compton Newsletter
- Community relations support
- Management of creative process and design team
- Preparation of a monthly City of Compton calendar of events

Hard-costs/design & printing fees will be $75,000, including:

- Newsletter
- City insignia
- Promotional pamphlets
- Tri-fold Marketing folders

Final budget numbers will be determined once a scope of work is agreed upon and there is some flexibility as to the best way to break out the budget, but this is our recommendation based on the information we have currently.

#7.

RFP Response to the City of Compton to:

Design and Implement a Comprehensive Marketing Plan

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GONZO MARKETERS

Total Commitment! ... Total Results! ... Total Gonzo!

RFP Response to the City of Compton to:

Design and Implement a Comprehensive Marketing Plan

INTRODUCTION

Compton's time has arrived.

The last five years have seen Compton reach milestone after milestone as it ascends into its position as a vibrant part of Los Angeles County and Southern California. Earlier this decade Compton was designated as an "Entrepreneurial Hot Spot" by Cognetics, Inc., an independent economic research firm. Shortly afterwards Compton was awarded status as a California Enterprise Zone, meaning businesses in Compton can now earn incentives from the state government for doing business in Compton and hiring local residents.

#7.

Compton made the national list for best places to start and grow a business, and ranked #2 in Los Angeles out of a field of 88 cities. In 2007 the Gateway Towne Center, a major retail development, opened, bringing with it jobs and sales tax revenue. Just this last year Compton received national prominence in Newsweek magazine with a feature story about how the city is working to overcome challenges and misconceptions.

The MLK Transit Center Expansion and several planned housing communities throughout the city, along with plans for an expansion of the Gateway Towne Center, all point to continued prosperity as we emerge from the current recession.

For many years now the growth in Southern California has moved east into the San Gabriel Valley, eastern Orange County and the Inland Empire. Indeed, there is a solid carpet of homes and business all the way to San Bernardino, Riverside and beyond. But many relocating and expanding businesses, confronted with the congestion of freeways and rail lines to reach those outlying areas, are seeking prime real estate bargains and business opportunities in previously overlooked sections of Los Angeles County. Compton is a prime example of such an area.

The time has come for Compton to capitalize on its positioning through a coordinated marketing and communications campaign.

The challenge for The City of Compton government and City Hall is twofold.

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7. Gonzo Marketers will also work with national media through the PR Newswire and PR Businesswire. Gonzo Marketers will also use a PR directory to garner additional press on a nationwide basis.
8. The RFP also asks for the selected agency to develop a "circulation route" for materials to residents and businesses. In addition to mailing to households within Compton, identified through the city records as well as mailing list sources, Gonzo Marketers will also work with local churches, non-profits agencies, neighborhood groups and other groups to identify appropriate venues for disseminating this information.
9. Gonzo Marketers will develop a system for postage and handling of bulk mailings.

City of Compton
2010 Marketing Budget

#7.

This budget is a guideline for elements described within the Request for Proposal. These prices may change in lieu of brand issues and other decisions.

	Project	1X charge	Design	Other	Printing
1	Four-color, 6-panel presentation brochure -- Econ. Dev.		$ 4,830		$ 11,175
2	Four-color, 6-panel presentation brochure -- city services -- 10,000 qty.		$ 4,830		$ 11,175
3	20-page fact book -- 10,000 copies		$ 9,450		$ 14,395
4	20-page 20-page book on seasonal services in English and Spanish --30m copies		$ 7,850		$ 14,395
5	12-page, four-color promotional booklet on Compton's transformation -- 10,000 qty.		$ 6,090		$ 3,295
6	9" x 12" tri-fold brochure on city services in English and Spanish -- 10,000 qty.		$ 2,940		$ 1,675
7	Trademarking all city logos -- 3 logos	$ 950	$ 2,850		
8	Development guidelines for for existing logos		$ 3,780		
9	Four-page newsletter, twice a year, in English and Spanish -- 30,000 qty.	$ 1,640	$ 3,280		$ 4,175
	Design of the newsletter -- one-time charge	$ 1,045	$ 985		
	Development of a monthly calendar	$ 675	$ 8,100		
	Design of the calendar	$ 600	$ 600		
13	Agency service fee to cover account administration, brand management, copywriting, project management, budget oversight and public relations	$ 4,325	$ 51,900		
14	Annual license fee for Cision (public relations directory)		$ 3,400		
15	PR Newswire membership		$ 150		
16	Four press releases a year via PR newswire		$ 2,600		
17	Quarterly bulk mailing to all busineses and residents, 4x a year. Including sorting, preparation and mailing.	$ 12,170	$ 48,680		
18	Unanticipated expenses			$ 10,000	
19	Translation services			$ 3,200	
	Total		$ 162,315	$ 13,200	$ 60,285
	Subtotal non-print total			$ 175,515	
	Additional Elements				
17	Suggested media budget (print, display and internet)				$150,000 to $200,000
18	Brand discovery sessions and research				$ 30,150.00

City of Compton

Breakdown of Agency Service Fee

	Activity	Cost
1	Account administration – Includes day-to-day administration of the account, phone calls with and for client, client meetings, ongoing research, overall project management, evaluation of new opportunities, and budget oversight.	$ 1,200.00
2	Brand Management – Includes monitoring the Compton brand franchise for consistency and presence throughout all of Compton's marketing efforts, working with individual City departments to ensure the correct representation of the brand, making sure that Compton's brand is represented an reinforced in all marketing efforts, and minor re-evaluation of the brand when necessary.	$ 800.00
3	Public/Press Relations – Work with local, national and economic development publications to garner positive coverage of Compton. Reviewing editorial schedules of publications in order to take advantage of scheduled articles. Also includes working with radio stations and television stations.	$ 1,000.00
4	Copywriting – Includes press releases, press backgrounders and copywriting and copyediting for all projects listed in the budget.	$ 800.00
5	Project management – Includes monitoring all projects, ensuring that City personnel are aware of their responsibilities regarding marketing and what is needed from them, weekly reporting on status of various projects.	$ 525.00
	Total monthly agency service fee	$ 4,325.00

#7.

[BUDGET NOTES

#7.

1. The agency service fee (Item #13) includes all services listed under *Public Relations Elements* and also includes copywriting for communications pieces. It does not include the hard costs for the media events, such as: food and refreshments, shelters, tables, chairs, entertainment, audio/visual equipment, etc.
2. Gonzo Marketers anticipates that the agency will retain the services of a freelance writer to do some of the copywriting and press releases, and related writing duties. Gonzo Marketers will seek to use a local professional for these services. That person will be paid as part of the agency service fee and will remain under the supervision of Gonzo Marketers.
3. Bulk mailing services (#14) will be billed directly to the City of Compton. Postage is typically paid in advance of mailing. Price is based on a total piece weight of two ounces, 6 inserts, and contained in a catalog envelope (6-1/2" x 9-1/2").
4. Production and printing of the envelopes is not included in the estimate.
5. The City of Compton will supply the mailing list.
6. Gonzo Marketers will also source mailing services with a mailing house in Compton.
7. All estimates for graphics material described under *Communications Pieces* are based on digital photography supplied by the City of Compton. If the photos are transparencies or prints it will increase the cost. If stock photography is deemed necessary for a project, Gonzo Marketers will charge accordingly.
8. Trade shows are also a part of an economic development marketing campaign. If Compton has not exhibited in any trade shows, then this activity should be put off until late 2010 at the earliest.
9. State, county and local sales taxes will be charged for all appropriate and applicable items.

Gonzo Marketers and the principals and professional that make up the agency work quite well with clients in the public and non-profit sectors. We know it is important to be responsive and communicate to multiple audiences – internally and externally. We understand and perform well within the complexities and privacy issues dictated by various governments and publics as we help position clients. Additionally, we have helped many private-sector clients to work within the unique frameworks dictated by the public sectors as we have helped these clients approach their customers in the Federal, State and local governments, school districts, construction arena and defense of the United States.

There are numerous reasons for this. We listen. Our egos do not get in the way. We are superb facilitators. We respect our clients.

Gonzo Marketers is also acutely aware of the marketing and growth challenges and opportunities Compton faces. Globalism has become the theme of the world economy. Compton's proximity to the Los Angeles and San Pedro ports, as well as the Los Angeles freeway infrastructure along the Alameda Corridor, means Compton is in an ideal position for this growing international business community. But history shows us that those communities that do not position themselves for the growth will be overlooked.

Compton's challenge is to spread the message of opportunity first to its citizens, then to everyone else. Everyone needs to know that they can be a part of Birthing a New Compton! This is where the branding process becomes to important to the over all process

Conversely, Compton also wants to be able to control the growth, and say no to those growth elements it does not want. This can be done most effectively by a strong, unified community, one in which City Hall has done a good job of marketing the message and Birthing a New Compton! of which everyone can be proud.

CASE HISTORIES #7.

While Gonzo Marketers could provide a number of examples on how we have helped position our clients, presented here are few case histories.

City of Ontario, CA

Strategy: As part of an agency service fee to the City of Ontario in 2000 and 2001, Tim Sunderland monitored editorial calendars of various economic development publications, looking for editorial opportunities for Ontario.

Implementation: As an example, we identified an upcoming article in an economic development publication identifying the Top Ten Most Wired Cities in the U.S. Tim Sunderland, knowing that Ontario had a good deal of fiber optic infrastructure, interviewed local officials and utility managers and developed a two-page synopsis of the fiber optic capability of Ontario.

Result: While Ontario did not make the top ten ranking (most of the cities named were quite a bit larger) the city did receive four paragraphs of mention in the article. The copy was lifted virtually word-for-word from the synopsis submitted to the publication. Except for not being named in the top ten list, Ontario received as much coverage as any other city mentioned in the article.

Farmer Boys

Strategy: Farmer Boys caters to the quick-casual dining niche. The strategy was to increase the number of Farmer Boys' franchises by appealing to area developers – entrepreneurs who have a

history of successful operations in other franchises and who are looking to translate that success into a new franchise.

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Research: Area developers are busy people. They are the target of endless appeals from other franchise businesses. The campaign had to be impactful, memorable, and have a long shelf life.

Execution: We designed and implemented a branded, multi-piece direct mail campaign. The pieces were so unique and memorable that recipients were hesitant to throw them away. They remained in the office as a constant reminder of Farmer Boys.

Result: Farmer Boys continues to track relationships and contacts derived from this campaign. This campaign also won four Gold Addy Awards from the Inland Empire Ad Club, the highest honor available except for Best of Show. Each piece of the campaign received an award, as well as an award for the overall campaign.

Simplex Isolation Systems

Strategy: Simplex manufactures isolation systems – cleanrooms, strip doors, softwall curtains and other components that help manufacturers protect their environment from dust, noise and contamination. Simplex products are routinely used by NASA, JPL, and many other household names.

Research: The norm for manufacturers in this industry was to dwell on the features and benefits of the product. Gonzo Marketers believes that even B2B purchases are based on emotion.

Execution: We developed a campaign tagline – **Simplex as 1,2,3** and used images that pinpointed specific applications and added some drama to the message.

Don's Bike Shop

Situation: Don's Bikes in Rialto sells high-end racing and touring bicycles priced at $3,000, $4,000, $5,000 and even more. Their sales are twice the national average for a shop their size. This despite the fact that the demographics of Rialto do not support its success.

Strategy: Research from Gonzo Marketers revealed that Don's was consistently drawing cyclists from surrounding cities. These cyclists typically had to go past at least one shop that was of an equivalent of Don's. The strategy was to establish Don's has a destination shop that cyclists would

want to go to, even if it meant passing up another shop with similar inventory. Additional research al#7.ated that Don's Bikes was realizing fewer and few new customers, who were going to propel new growth. We needed to develop marketing plans that generated new customers.

Implementation: Gonzo Marketers staged a number of special events at Don's which attracted full-house attendance, including a special appearance by 2006 Tour de France champion Floyd Landis. Gonzo Marketers promoted the Landis appearance to local media. The resulting press generated four articles in local newspapers, including a front-page headline in the most local newspaper. Events also featured special drawings for current clients of Don's that brought in new visitors to the shop, thereby encouraging new customers.

GONZO MARKETERS

Total Commitment! ... Total Results! ... Total Gonzo!

We aren't just seasoned
in marketing and advertising.

We're excited about it.

From Planning Partner to Full-Service Ad Agency

Our methods and approach are getting the attention of savvy marketers. We are more than a traditional ad agency. We partner with our clients to implement strategic planning processes that lead to persuasive advertising and media visibility. Gonzo Marketers brings clear-headed thinking and proven planning and marketing skills that can help you significantly increase your market share. We're excited about the results. You will be too.

#7.

RFP Response to the City of Compton to:

Design and Implement a Comprehensive Marketing Plan

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INTRODUCTION

Compton's time has arrived.

The last five years have seen Compton reach milestone after milestone as it ascends into its position as a vibrant part of Los Angeles County and Southern California. Earlier this decade Compton was designated as an "Entrepreneurial Hot Spot" by Cognetics, Inc., an independent economic research firm. Shortly afterwards Compton was awarded status as a California Enterprise Zone, meaning businesses in Compton can now earn incentives from the state government for doing business in Compton and hiring local residents.

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Compton made the national list for best places to start and grow a business, and ranked #2 in Los Angeles out of a field of 88 cities. In 2007 the Gateway Towne Center, a major retail development, opened, bringing with it jobs and sales tax revenue. Just this last year Compton received national prominence in Newsweek magazine with a feature story about how the city is working to overcome challenges and misconceptions.

The MLK Transit Center Expansion and several planned housing communities throughout the city, along with plans for an expansion of the Gateway Towne Center, all point to continued prosperity as we emerge from the current recession.

For many years now the growth in Southern California has moved east into the San Gabriel Valley, eastern Orange County and the Inland Empire. Indeed, there is a solid carpet of homes and business all the way to San Bernardino, Riverside and beyond. But many relocating and expanding businesses, confronted with the congestion of freeways and rail lines to reach those outlying areas, are seeking prime real estate bargains and business opportunities in previously overlooked sections of Los Angeles County. Compton is a prime example of such an area.

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skeptical of future media events and real stories when they do happen. Gonzo Marketers will work with city officials to develop these opportunities and arrange for press accommodations.

7. Gonzo Marketers will also work with national media through the PR Newswire and PR Businesswire. Gonzo Marketers will also use a PR directory to garner additional press on a nationwide basis.
8. The RFP also asks for the selected agency to develop a "circulation route" for materials to residents and businesses. In addition to mailing to households within Compton, identified through the city records as well as mailing list sources, Gonzo Marketers will also work with local churches, non-profits agencies, neighborhood groups and other groups to identify appropriate venues for disseminating this information.
9. Gonzo Marketers will develop a system for postage and handling of bulk mailings.

City of Compton
2010 Marketing Budget

This budget is a guideline for elements described within the Request for Proposal. These prices may change in lieu of brand issues and other decisions.

	Project	1X charge	Design	Other	Printing
1	Four-color, 6-panel presentation brochure -- Econ. Dev.		$ 4,830		$ 11,175
2	Four-color, 6-panel presentation brochure -- city services -- 10,000 qty.		$ 4,830		$ 11,175
3	20-page fact book -- 10,000 copies		$ 9,450		$ 14,395
4	20-page 20-page book on seasonal services in English and Spanish --30m copies		$ 7,850		$ 14,395
5	12-page, four-color promotional booklet on Compton's transformation -- 10,000 qty.		$ 6,090		$ 3,295
6	9" x 12" tri-fold brochure on city services in English and Spanish -- 10,000 qty.		$ 2,940		$ 1,675
7	Trademarking all city logos -- 3 logos	$ 950	$ 2,850		
8	Development guidelines for for existing logos		$ 3,780		
9	Four-page newsletter, twice a year, in English and Spanish -- 30,000 qty.	$ 1,640	$ 3,280		$ 4,175
10	Design of the newsletter -- one-time charge	$ 1,045	$ 985		
11	Development of a monthly calendar	$ 675	$ 8,100		
12	Design of the calendar	$ 600	$ 600		
13	Agency service fee to cover account administration, brand management, copywriting, project management, budget oversight and public relations	$ 4,325	$ 51,900		
14	Annual license fee for Cision (public relations directory)		$ 3,400		
15	PR Newswire membership		$ 150		
16	Four press releases a year via PR newswire		$ 2,600		
17	Quarterly bulk mailing to all busineses and residents, 4x a year. Including sorting, preparation and mailing.	$ 12,170	$ 48,680		
18	Unanticipated expenses			$ 10,000	
19	Translation services			$ 3,200	
	Total		$ 162,315	$ 13,200	$ 60,285
	Subtotal non-print total			$ 175,515	
	Additional Elements				
	Suggested media budget (print, display and internet)				$150,000 to $200,000
18	Brand discovery sessions and research				$ 30,150.00

#7

City of Compton

Breakdown of Agency Service Fee

	Activity	Cost
1	Account administration – Includes day-to-day administration of the account, phone calls with and for client, client meetings, ongoing research, overall project management, evaluation of new opportunities, and budget oversight.	$ 1,200.00
2	Brand Management – Includes monitoring the Compton brand franchise for consistency and presence throughout all of Compton's marketing efforts, working with individual City departments to ensure the correct representation of the brand, making sure that Compton's brand is represented an reinforced in all marketing efforts, and minor re-evaluation of the brand when necessary.	$ 800.00
3	Public/Press Relations – Work with local, national and economic development publications to garner positive coverage of Compton. Reviewing editorial schedules of publications in order to take advantage of scheduled articles. Also includes working with radio stations and television stations.	$ 1,000.00
4	Copywriting – Includes press releases, press backgrounders and copywriting and copyediting for all projects listed in the budget.	$ 800.00
5	Project management – Includes monitoring all projects, ensuring that City personnel are aware of their responsibilities regarding marketing and what is needed from them, weekly reporting on status of various projects.	$ 525.00
	Total monthly agency service fee	$ 4,325.00

#7.

[BUDGET NOTES

#7.

1. The agency service fee (Item #13) includes all services listed under *Public Relations Elements* and also includes copywriting for communications pieces. It does not include the hard costs for the media events, such as: food and refreshments, shelters, tables, chairs, entertainment, audio/visual equipment, etc.
2. Gonzo Marketers anticipates that the agency will retain the services of a freelance writer to do some of the copywriting and press releases, and related writing duties. Gonzo Marketers will seek to use a local professional for these services. That person will be paid as part of the agency service fee and will remain under the supervision of Gonzo Marketers.
3. Bulk mailing services (#14) will be billed directly to the City of Compton. Postage is typically paid in advance of mailing. Price is based on a total piece weight of two ounces, 6 inserts, and contained in a catalog envelope (6-1/2" x 9-1/2").
4. Production and printing of the envelopes is not included in the estimate.
5. The City of Compton will supply the mailing list.
6. Gonzo Marketers will also source mailing services with a mailing house in Compton.
7. All estimates for graphics material described under *Communications Pieces* are based on digital photography supplied by the City of Compton. If the photos are transparencies or prints it will increase the cost. If stock photography is deemed necessary for a project, Gonzo Marketers will charge accordingly.
8. Trade shows are also a part of an economic development marketing campaign. If Compton has not exhibited in any trade shows, then this activity should be put off until late 2010 at the earliest.
9. State, county and local sales taxes will be charged for all appropriate and applicable items.

#7.

Gonzo Marketers and the principals and professional that make up the agency work quite well with clients in the public and non-profit sectors. We know it is important to be responsive and communicate to multiple audiences – internally and externally. We understand and perform well within the complexities and privacy issues dictated by various governments and publics as we help position clients. Additionally, we have helped many private-sector clients to work within the unique frameworks dictated by the public sectors as we have helped these clients approach their customers in the Federal, State and local governments, school districts, construction arena and defense of the United States.

There are numerous reasons for this. We listen. Our egos do not get in the way. We are superb facilitators. We respect our clients.

Gonzo Marketers is also acutely aware of the marketing and growth challenges and opportunities Compton faces. Globalism has become the theme of the world economy. Compton's proximity to the Los Angeles and San Pedro ports, as well as the Los Angeles freeway infrastructure along the Alameda Corridor, means Compton is in an ideal position for this growing international business community. But history shows us that those communities that do not position themselves for the growth will be overlooked.

Compton's challenge is to spread the message of opportunity first to its citizens, then to everyone else. Everyone needs to know that they can be a part of Birthing a New Compton! This is where the branding process becomes to important to the over all process

Conversely, Compton also wants to be able to control the growth, and say no to those growth elements it does not want. This can be done most effectively by a strong, unified community, one in which City Hall has done a good job of marketing the message and Birthing a New Compton! of which everyone can be proud.

[#7.

CASE HISTORIES

While Gonzo Marketers could provide a number of examples on how we have helped position our clients, presented here are few case histories.

City of Ontario, CA

Strategy: As part of an agency service fee to the City of Ontario in 2000 and 2001, Tim Sunderland monitored editorial calendars of various economic development publications, looking for editorial opportunities for Ontario.

Implementation: As an example, we identified an upcoming article in an economic development publication identifying the Top Ten Most Wired Cities in the U.S. Tim Sunderland, knowing that Ontario had a good deal of fiber optic infrastructure, interviewed local officials and utility managers and developed a two-page synopsis of the fiber optic capability of Ontario.

Result: While Ontario did not make the top ten ranking (most of the cities named were quite a bit larger) the city did receive four paragraphs of mention in the article. The copy was lifted virtually word-for-word from the synopsis submitted to the publication. Except for not being named in the top ten list, Ontario received as much coverage as any other city mentioned in the article.

Farmer Boys

Strategy: Farmer Boys caters to the quick-casual dining niche. The strategy was to increase the number of Farmer Boys' franchises by appealing to area developers – entrepreneurs who have a

history of successful operations in other franchises and who are looking to translate that success into a new franchise.

#7.

Research: Area developers are busy people. They are the target of endless appeals from other franchise businesses. The campaign had to be impactful, memorable, and have a long shelf life.

Execution: We designed and implemented a branded, multi-piece direct mail campaign. The pieces were so unique and memorable that recipients were hesitant to throw them away. They remained in the office as a constant reminder of Farmer Boys.

Result: Farmer Boys continues to track relationships and contacts derived from this campaign. This campaign also won four Gold Addy Awards from the Inland Empire Ad Club, the highest honor available except for Best of Show. Each piece of the campaign received an award, as well as an award for the overall campaign.

Simplex Isolation Systems

Strategy: Simplex manufactures isolation systems – cleanrooms, strip doors, softwall curtains and other components that help manufacturers protect their environment from dust, noise and contamination. Simplex products are routinely used by NASA, JPL, and many other household names.

Research: The norm for manufacturers in this industry was to dwell on the features and benefits of the product. Gonzo Marketers believes that even B2B purchases are based on emotion.

Execution: We developed a campaign tagline – **Simplex as 1,2,3** and used images that pinpointed specific applications and added some drama to the message.

Don's Bike Shop

Situation: Don's Bikes in Rialto sells high-end racing and touring bicycles priced at $3,000, $4,000, $5,000 and even more. Their sales are twice the national average for a shop their size. This despite the fact that the demographics of Rialto do not support its success.

Strategy: Research from Gonzo Marketers revealed that Don's was consistently drawing cyclists from surrounding cities. These cyclists typically had to go past at least one shop that was of an equivalent of Don's. The strategy was to establish Don's has a destination shop that cyclists would

want to go to, even if it meant passing up another shop with similar inventory. Additional research al#7.ated that Don's Bikes was realizing fewer and few new customers, who were going to propel new growth. We needed to develop marketing plans that generated new customers.

Implementation: Gonzo Marketers staged a number of special events at Don's which attracted full-house attendance, including a special appearance by 2006 Tour de France champion Floyd Landis. Gonzo Marketers promoted the Landis appearance to local media. The resulting press generated four articles in local newspapers, including a front-page headline in the most local newspaper. Events also featured special drawings for current clients of Don's that brought in new visitors to the shop, thereby encouraging new customers.

GONZO MARKETERS

Total Commitment! ... Total Results! ... Total Gonzo!

We aren't just seasoned
in marketing and advertising.

We're excited about it.

From Planning Partner to Full-Service Ad Agency

Our methods and approach are getting the attention of savvy marketers. We are more than a traditional ad agency. We partner with our clients to implement strategic planning processes that lead to persuasive advertising and media visibility. Gonzo Marketers brings clear-headed thinking and proven planning and marketing skills that can help you significantly increase your market share. We're excited about the results. You will be too.

#7.

AGENCY CAPABILITIES

Gonzo Marketers' experience with placing an emphasis on the strategic process equips us to be very effective in building successful marketing programs for our clients.

As a strategic marketing partner, we don't just develop advertising. Among the solutions we've recommended and implemented for clients are media relations programs, facilities and program changes, branding campaigns, employee relations programs, public relations and, of course, advertising, direct mail and other communications initiatives.

We address seven key areas as your strategic marketing and advertising agency:

- Unique Business Model
- Strategic Focus
- Responsiveness
- Experience
- Stability
- Creativity
- Operations

UNIQUE BUSINESS MODEL

One of the key differences at Gonzo Marketers is that we are a virtual agency. We have adopted a business model similar to some other contemporary agencies across the nation. We do not encumber ourselves with high overhead by maintaining a high caliber staff – historically required to produce superior creative and effective marketing. Instead, we have developed an alliance with senior level professionals who are proficient in their fields; research, planning, media, creative, and

public relations. As with a "traditional" agency, this is all managed within the strategic direction established by the agency – Gonzo Marketers.

Two noteworthy advantages for our clients:

1. We can select the professional that is most appropriate for our client rather than having our selection dictated by the fact that a person is part of our overhead.
2. Significant reduction in our overhead allows us to provide superior marketing services at low costs to our clients and remain a profitable and viable business.

STRATEGIC FOCUS

Planning is our mantra. Even when asked to produce a brochure, our first approach is to ask, "Why are we doing this?" We've been accused of being nosy, but often people will ask for an ad campaign or a brochure to solve a problem that can and should be solved another way. We make sure the right approach is taken. We take our role as guardians of your brand very seriously. The consistency of your brand presentation—the "feeling"—will provide synergy for your marketing. You'll get the best results for the lowest investment if all the places your customers and prospects "touch" you are consistent in presentation, tone and feel. This is not just confined to marketing communications and advertising, but flows through customer service, correspondence, email, events and public relations. Much of the branding effort in a municipality is operational. As your marketing firm, we'll work to make sure the communication is consistent with the brand, and we can help you keep the brand promise throughout operations, too.

Gonzo Marketers is an agency that asks the tough "why" questions—and finds the answers—before starting a program, plan or campaign. It creates better results for our clients.

RESPONSIVENESS

We expect you to be demanding. We're used to multiple projects, multiple deadlines and serving multiple needs within one organization or many.

#7.

Additionally, we are passionate about what we are doing. We have established Gonzo Marketers because we are fervent in our beliefs that marketing, if done wisely, can be very, very effective. We get tremendous joy in helping our clients achieve that.

EXPERIENCE

Today, many of the most capable and talented marketing practitioners and creatives are choosing to work independently rather than within a large agency environment. Therefore, you don't have to go to a "major" agency to get major league experience or talent. In fact, our clients have access to a larger pool of talent than those aligned with many other agencies.

We have a team of professionals who are in positions where they can choose to accept only campaigns and projects that will allow them to produce break-through marketing and creative within a strategic foundation.

STABILITY

Our business model ensures that Gonzo Marketers, and our clients, will not be adversely impacted by the fluxes normally inherent in the advertising industry and that our clients will always receive the attention from the crème de la crème of our industry. We provide a stable and safe marketing haven for our clients.

We've built a foundation of strategy, responsiveness, experience and stability. They are key underpinnings of a productive, solid relationship with you. And they are also the foundation for the creativity you expect and we expect to deliver to you.

CREATIVE

Our creative philosophy hinges on finding out the objective of the communication, the brand positioning of a key benefit—why this is important to the customer. This is the discipline of creativity.

Then we find a way to dramatize that benefit in such a way as to break through the existing commercial clutter to make an impact. In every case, however, the ad, commercial, website or direct mailer must support the overall image and message of the brand.

#7.

We also see creative as extending beyond intriguing graphic design or flashy television commercials. Creativity means, "How do you get your message out?" Do you use everything that is available to you – electronic opportunities, out-of-home advertising, innovative public relations or any of a number of other vehicles.

OPERATIONS

There is one last thing we want to share with you. It is our operational side, if you will. To maintain our strategic focus, to be responsive and to successfully manage multiple tasks, we have systems that make certain you and Gonzo Marketers stay on track. These systems include Client Management Reports, Creative Briefs, Media Planning Briefs, Estimates and more. Using these systems ensures a high level of performance and accountability from everyone.

#7.

KEY AGENCY PERSONNEL & ALLIANCES

Gonzo Marketers, as a virtual agency, develops formal strategic alliances with select professionals who are recognized as experts within their area of specialty. Within these formal agreements, the professionals with whom Gonzo Marketers aligns commit to our Agency and our clients on a "first priority" basis. It is our experience that because of these alliances, indeed, we can provide our clients a higher level of talent and expertise, and more responsiveness to their needs than a standard agency that employs people to address these various areas.

TIM SUNDERLAND

PRESIDENT, GONZO MARKETERS

Tim has been developing and directing the implementation of strategic marketing programs for Inland Empire clients since the early 90's. His keen disciplined mind and processes prove beneficial to clients as he drives the agency forward with a client's marketing plan, which allows the client to attend to other business matters. Tim's experience as a journalist and editor bodes well for our clients as he directs the written process. Tim's client experience includes banking, higher education, economic development, healthcare, manufacturing and horticulture. Tim is past President of the Board of Directions of the California Inland Counties Chapter of the American Marketing Association. As Immediate Past President, Tim created the chapter's flagship event—Shoestring Marketing. Shoestring Marketing is a yearly half-day seminar on marketing topics, designed specifically for managers of nonprofit agencies. He has spearheaded the event twice and both times the event was profitable and successful. Tim also serves on the board of Reach Out West End, a community based association combating substance abuse through education. Tim was a journalism major at Cal Poly, Pomona.

RUSS CORNELIUS

BRAND SAVANTS

CHIEF STRATEGY OFFICER

Russ is a 25-year veteran with experience in sales management and strategic marketing. He is tenacious in ensuring that clients keep a strategic focus with all of their marketing activities. Russ is also one of a few dozen certified brand strategists in the United States. He works with clients to recognize and promote their differentiation through brand enculturation, which is the way you operationalize your brand and align it internally. Working together, Russ and Gonzo Marketers can identify all the ways in which Compton can better "walk the talk" and get everyone marching to the brand beat: human resources, economic development, planning, organizational development, outreach to citizens – everywhere Compton touches the business community and its residents.

CHERYL PIRIH,
PIRIH PRODUCTIONS

CREATIVE DIRECTOR

During her career, Cheryl has established herself as a listener and a designer who has superior skills interpreting the strategic emphasis and translating it into graphic processes. Clients from all over the globe work with Cheryl because of their confidence in her ability. She has developed a support team that understands the importance of combining creativity and responsiveness. Cheryl is a graduate of Otis Art Institute.

DIANE WILTSIE,
PIRIH PRODUCTIONS

DESIGNER

In addition to proving she is a superior graphic designer and illustrator, Diane also excels in the area of graphic production. Graphic production, because of the complexities of today's digital world, is daunting for many graphics professionals. Diane graduated from the American Academy of Art, Chicago.

GRACE FELSCHÜNDNEFF,

DESIGNER

#7. Grace Felschündneff is a graphic designer and editor in Claremont, California. Her twenty years of experience includes design and editing of numerous reports, brochures, advertisements, and catalogs, in addition to logo designs and hand-made invitations. She has served a range of clients including Saks Fifth Avenue, the California Department of Transportation (CALTRANS), Prudential Real Estate, the Tomás Rivera Policy Institute, the National Association of Latino Elected and Appointed Officials (NALEO), and IKEA.

Grace received a Bachelor's degree in mass communications from Virginia Commonwealth University and was second in her advertising class. She began her career in publication design as a partner at a small advertising agency in Naples, Florida, with a focus on promoting luxury real estate through photography, design, and copywriting. She then worked as the senior marketing designer for The Naples Daily News, promoting the newspaper to both consumers and advertisers through a variety of media.

Grace now works as a freelance graphic designer and editor. She is Mac-based and is fluent in Adobe InDesign, Illustrator, Photoshop, and Microsoft Office.

[RICHARD D. SANDOVAL,
RDS MEDIA GROUP
CONSULTANT

Richard D. Sandoval is president of RDS Media Group, Inc. publishers of the award winning Hispanic Lifestyle Magazine, executive producer of the television show Hispanic Lifestyle and the annual event producers of the Inland Empire Hispanic Image Awards, Latina Conference and the Business Expo & Conference honoring the area's Latino Business community. RDS Media Group will provide Spanish translation for The City of Compton Project.

Mr. Sandoval's community services includes: past president of two Hispanic Chambers of Commerce and Chairman of the area's association of Hispanic Chambers of Commerce, Cal State San Bernardino Extended Learning Program, and Disney's California Adventure Fiesta Latina.

WHAT TO EXPECT FROM GONZO MARKETERS

#7.

STRATEGY

We will become an extension of your marketing staff from planning through execution by establishing ourselves as a valuable and necessary marketing strategist and business partner.

FOCUS

We will educate ourselves about your business and industry. We will become a key client information source by understanding your marketing and business environment.

PARTNERSHIP

We will proactively lead your marketing program and not simply take project orders. We will be your eyes and ears, as well as your voice. We will make working with us fun for you and your staff.

RESULTS

We will plan results metrics into our strategies and tactics, helping you achieve your marketing goals. By producing results for you, we will build a mutually rewarding two-way relationship.

INNOVATION

We will explore beyond the obvious. We will strive for innovative approaches, not for their own sake, but to benefit your customer interactions. We will be a catalyst for innovative thinking.

HONESTY

We will not say, "yes" when "no" will benefit you most. We will be fair and honest in all our dealings with you.

EXCELLENCE

W#7.now your expectations and strive to exceed them strategically, creatively, on-time and within budget.

FUN

We will be fun to work with and try to lighten your load and brighten your day.

WHAT WE EXPECT FROM OUR CLIENTS

#7.

Creating a great business relationship comes down to honest and open communication. We expect it from you and from ourselves. The rewards are good work from a committed and enthusiastic team.

PARTNERSHIP

Please treat us as partners, not vendors. Share with us the problems you face and the results you need. Put us in the loop from the very beginning of a project or plan. The creative work on the back end will benefit from our participation early in the process. And that will improve your results.

MOTIVATION

When you make it fun for us to create candid, effective advertising you will get more than our best efforts. Clients who create obstacles for their agencies are likely to have a bunch of bright people working at cross-purposes to produce, at best, mediocre advertising.

KNOWLEDGE

Just as we will never know as much about your business as you do, we expect you to recognize that you don't know as much about marketing as we do. It is your job to train us in your business, and ours to produce outstanding marketing communications and advertising for you.

CLARITY

We ask you to work with us to agree on a clearly defined objective for your program. Then make us responsible for achieving it and give us the authority we need to be effective.

TRUST

G#7.arketers will only submit for approval marketing plans and marketing communications concepts that we, as an agency, recommend. We ask that you approve or disapprove—and not try to improve—the work we submit to you. Disapproval should be based only on material operating defects and not creative preferences. Media selection is the primary responsibility of Gonzo Marketers.

OPENNESS

The agency/client relationship grows and deepens based on time and open communication. If there's something that is bugging you, please let us know right away. Our feelings will not be hurt—we welcome the feedback as an opportunity to become better.

APPRECIATION

When we do a good job for you and you show your appreciation, our team is even more motivated to do their best for you.

READY TO START

Effective marketing needs to use a fully integrated approach, combining general mass media with targeted advertising, direct mail, events and public relations. It deserves a strategic emphasis, which includes formal planning. And that is our specialty.

We want to work with you to help you achieve your goals. We are confident you will be pleased that you extended the hand of partnership.

GONZO MARKETERS

Total Commitment! ... Total Results! ... Total Gonzo!

P.O. Box 2076
Upland, CA 91785
P- 909-920-4537
M-909-957-1519
F-909-697-2211

www.GonzoMarketers.com

#7.

Total Commitment! ... Total Results! ... Total Gonzo!

The following individuals can be contacted for references for Gonzo Marketers and quality of the work of Tim Sunderland

Nancy Sinclair
VP/Marketing
Citizens Business Bank
909-481-2124
701 N. Haven
Ontario, CA 91764
While working at another agency, Tim Sunderland of Gonzo Marketers worked daily with this client, managing a million dollar advertising budget.

Duane McKinnon
President
Simplex Isolation Systems
909-429-0117
14500 Cherry Ave.
Fontana, CA 92336
Gonzo Marketers and Simplex have worked together for several years on strategic marketing, advertising and public relations programs, both in print and on the internet.

Clare Smith
CEO
California Health Advocates
5380 Elvas Avenue, Suite 104
Sacramento, CA 95819.
Gonzo Marketers developed an extensive strategic marketing campaign for this Sacramento-based nonprofit whose mission is to educated and advocate on behalf of Medicare recipients in California.

Sue Likens
Director Of Marketing and Communications
Pilgrim Place
909-399-5573
660 Avery Rd.
Claremont, CA 91711
Pilgrim Place is a community of retired clergy, missionaries and nonprofit professionals. Gonzo Marketers recently started working with Sue Likens at Pilgrim Place to gain them so additional media in local and national press.

Rod Ballance
Executive Director, retired
Global Trade Center of the Inland Empire
951-505-2990
3985 University Avenue
Riverside, CA 92501-3256
Tim Sunderland of Gonzo Marketers has worked with Rod Ballance to develop some branding elements of the Global Trade Center, as well as an information sheet and some space advertising. Rod recently retired. The phone number provided is his cell phone.

Robert Corona, Director
Center for International Trade Development
951-571-6443
14745 Riverside Drive
Riverside, CA 92518
Robert is the regional director of the Center for International Trade Development at Riverside Community College. Tim Sunderland worked with Robert as part of a team to develop a program for the economic development outreach effort for Riverside Community College. Gonzo Marketers has also worked with Robert on other projects.

Jeff Williamson, State Director
Center for International Trade Development
951-571-6443
14745 Riverside Drive
Riverside, CA 92518
Jeff is the state director of the Centers for International Trade, a state funded program. Tim Sunderland worked with Jeff to develop marketing for a project of the CITD – the California Mexico Trade Assistance Center. This project include development of an identity, branding, advertising and a website.

#7.

Partial Client List

Pirih Productions and Gonzo Marketers

One of Gonzo Marketers chief partners for working with the City of Compton will be Pirih Productions. The following clients are both those from Gonzo Marketers and Pirih. They are indicated as such.

City of Barstow Jeanette Hayhurst Ron Rector 760.256.2521	Marketing materials for economic development Marketing materials for the City Logo and branding for the City
Pirih Productions Client	
Global Trade Center of the Inland Empire Rod Balance 951.680.1774	Recruitment marketing Letterhead design and refinement Display ads for international publications
Gonzo Marketers Client	
City of San Bernardino June Durr, Mayor Assistant 909.384.5166	Marketing materials for economic development General marketing materials for the City Logo and branding for the City Display ads Website design and graphics
Pirih Productions Client	
Farmer Boys Ken Lay, Marketing Manager 951.275.9900	Multi-piece, three-dimensional campaign for recruitment of franchisees
*Gonzo Marketers Client	
Lake Arrowhead Chamber of Commerce Leslie Saint McLellan Cheryl Nagy 909.337.3715	Marketing materials for business tourism Logo and branding Display ads for national publications 72-page directory
Pirih Productions Client	
Simplex Isolation Systems Duane McKinnon 909.429.0117	Strategic marketing plan development Display ads for national trade publications Electronic media strategy Website design and graphics
Gonzo Marketers Client	
University of La Verne	Logo development and branding

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **City Management**

RESOLUTION TITLE: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH JUST WORK, INC. FOR PUBLIC RELATIONS AND MARKETING SERVICES**

Charles Evans — **11/12/2009 2:04:41 PM**
DEPARTMENT MANAGER'S SIGNATURE — DATE

REVIEW / APPROVAL

Craig Cornwell — **11/12/2009 6:04:02 PM**
CITY ATTORNEY — DATE

Willie Norfleet — **11/12/2009 6:03:40 PM**
CITY CONTROLLER — DATE

Charles Evans — **11/12/2009 5:58:58 PM**
CITY MANAGER — DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.

November 17, 2009

TO: **MAYOR AND COUNCIL MEMBERS**

FROM: **CITY MANAGER**

SUBJECT: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A LEASE AGREEMENT WITH JUST WORK, INC.**

SUMMARY

The City Council will consider a resolution authorizing the City Manager to approve a lease agreement with Just Work, Inc. for the use of office space located at City Hall in the Office of the City Manager at 205 South Willowbrook Avenue.

BACKGROUND

The Office of the City Manager has determined that public relations and community outreach is imperative to the objectives of Birthing a New Compton. To that end, the City Manager has identified approximately 10.6 x 10.10 square feet of office space in City Hall that is available for the aforementioned use. Leasing said office space in the Office of the City Manager will ensure efficient inter and intra-organizational communication between the City and the public regarding City events, projects and developments. Furthermore, providing direct access to the public relations firm will improve efficiency in coordinating community outreach efforts between the City and its residents.

STATEMENT OF THE ISSUE

In order to provide public relation and marketing services to the community, Just Work, Inc. requires the use of office space available at City Hall in the Office of the City Manager. The office space is approximately 10.6 x 10.10 square feet and can be used to conduct public relations and community outreach service delivery for the City of Compton.

FINANCIAL IMPACT

The fiscal impact of leasing the office space located at City Hall in the Office of the City Manager includes the annual cost of $3,300.00 to be rendered by Just Work, Inc.

#8.

RECOMMENDATIONS

Staff recommends that Council approve the attached resolution authorizing the lease of the aforementioned property for the annual cost of $3,300.00 commencing December 2009, or another date mutually agreed to by the parties.

CHARLES EVANS,
CITY MANAGER

ATTACHMENTS: **PROPOSED LEASE AGREEMENT FROM JUST WORK, INC. FOR**

RESOLUTION NO._____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A LEASE AGREEMENT WITH JUST WORK, INC.

WHEREAS, Just Work, Inc. provides public affairs consulting and outreach services to public, private and non-profit agencies; and

WHEREAS, the City of Compton has approximately 96,000 residents, requiring continuity in communication regarding the City's events, projects and services; and

WHEREAS, the City wishes to provide space for said public relations firm to provide on site consulting and direct services to the City; and

WHEREAS, the City has identified an area of approximately 10.6 x 10.10 square feet in the Office of the City Manager which may be leased and utilized by Just Work, Inc.; and

WHEREAS, while the City is willing to lease the identified space to Just Work, Inc. at a cost of $3,300.00 per year, the public benefit received by the City and its residents by providing direct access to the public relations and communication firm is of far more value than the cost of providing the space.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the City Council hereby authorizes the City Manager to enter into a one (1) year lease agreement with Just Work, Inc. for the leasing of property located in the Office of the City Manager at 205 South Willowbrook Avenue, Compton, California.

SECTION 2. That the lease term shall be from December 2009, or other date mutually agreed to by the parties, for a rental amount of $3,300.00 per year.

SECTION 3. That the City finds that the public benefit of providing this space for public relation and communication services more than offsets the costs incurred by the City.

SECTION 4. That a copy of this Resolution shall be filed in the Offices of the City Clerk, City Manager, City Attorney and the City Controller.

SECTION 5. That the Mayor shall sign and the City Clerk shall attest to the adoption of this Resolution.

ADOPTED this _____ day of _____, 2009.

_____
MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing resolution was adopted by the City Council, signed by the Mayor, and attested by the City Clerk at a regular meeting thereof held on the _____ day of _____, 2009.

That said resolution was adopted by the following vote, to wit:

AYES: **COUNCIL MEMBER –**
NOES: **COUNCIL MEMBER –**
ABSENT: **COUNCIL MEMBER –**
ABSTAINS: **COUNCIL MEMBER –**

_____
CITY CLERK OF THE CITY OF COMPTON

COMMERCIAL LEASE AGREEMENT

This Commercial Lease Agreement ("Lease") is made and effective **November 1, 2009**, by and between **The City of Compton**("Landlord") and **Just Work Inc./Del Richardson & Associates, Inc.** ("Tenant").

Landlord is the owner of land and improvements commonly known and numbered as **205 South Willowbrook Avenue, Compton CA 90220** and legally described as follows (the "Building"): **City of Compton**

Landlord makes available for lease a portion of the Building designated as **Office Space** (the "Leased Premises"). Located adjacent the City Manager's Office.

Landlord desires to lease the Leased Premises to Tenant, and Tenant desires to lease the Leased Premises from Landlord for the term, at the rental and upon the covenants, conditions and provisions herein set forth.

THEREFORE, in consideration of the mutual promises herein, contained and other good and valuable consideration, it is agreed:

1. **Term**.

A. Landlord hereby leases the Leased Premises to Tenant, and Tenant hereby leases the same from Landlord, for an "Initial Term" beginning **November 1, 2009** and ending **November 1, 2010**. Landlord shall use its best efforts to give Tenant possession as nearly as possible at the beginning of the Lease term. If Landlord is unable to timely provide the Leased Premises, rent shall abate for the period of delay. Tenant shall make no other claim against Landlord for any such delay.

B. Tenant may renew the Lease for one extended term of **One Year**. Tenant shall exercise such renewal option, if at all; by giving written notice to Landlord not less than ninety (90) days prior to the expiration of the Initial Term. The renewal term shall be at the rental set forth below and otherwise upon the same covenants, conditions and provisions as provided in this Lease.

2. **Rental**.

A. Tenant shall pay to Landlord during the Initial Term rental of **$3,300 (Three Thousand Three Hundred USD)** per year, payable in installments of **$275 (Two Hundred Seventy Five USD)** per month. Each installment payment shall be due in advance on the first day of each calendar month during the lease term to Landlord at **205 South Willowbrook Avenue, Compton, CA 90220** or at such other place designated by written notice from Landlord or Tenant. The rental payment amount for any partial calendar months included in the lease term shall be prorated on a daily basis. Tenant shall also pay to Landlord a "Security Deposit" in the amount of **$275 (Two Hundred Seventy Five USD)**.

B. The rental for any renewal lease term, if created as permitted under this Lease, shall be **$3,300 (Three Thousand Three Hundred USD)** per year payable in installments of **$275 (Two Hundred Seventy Five USD)** per month.

3. **Use**

[Permitted Use] Notwithstanding the forgoing, Tenant shall not use the Leased Premises for the purposes of storing, manufacturing or selling any explosives, flammables or other inherently dangerous substance, chemical, thing or device.

4. **Sublease and Assignment**.

Tenant shall have the right without Landlord's consent, to assign this Lease to a corporation with which Tenant may merge or consolidate, to any subsidiary of Tenant, to any corporation under common control with Tenant, or to a purchaser of substantially all of Tenant's assets. Except as set forth above, Tenant shall not sublease all or any part of the Leased Premises, or assign this Lease in whole or in part without Landlord's consent, such consent not to be unreasonably withheld or delayed.

5. **Repairs**.

During the Lease term, Tenant shall make, at Tenant's expense, all necessary repairs to the Leased Premises. Repairs shall include such items as routine repairs of floors, walls, ceilings, and other parts of the Leased Premises damaged or worn through normal occupancy, except for major mechanical systems or the roof, subject to the obligations of the parties otherwise set forth in this Lease.

6. **Alterations and Improvements**.

Tenant, at Tenant's expense, shall have the right following Landlord's consent to remodel, redecorate, and make additions, improvements and replacements of and to all or any part of the Leased Premises from time to time as Tenant may deem desirable, provided the same are made in a workmanlike manner and utilizing good quality materials. Tenant shall have the right to place and install personal property, trade fixtures, equipment and other temporary installations in and upon the Leased Premises, and fasten the same to the premises. All personal property, equipment, machinery, trade fixtures and temporary installations, whether acquired by Tenant at the commencement of the Lease term or placed or installed on the Leased Premises by Tenant thereafter, shall remain Tenant's property free and clear of any claim by Landlord. Tenant shall have the right to remove the same at any time during the term of this Lease provided that all damage to the Leased Premises caused by such removal shall be repaired by Tenant at Tenant's expense.

7. **Property Taxes**.

Landlord shall pay, prior to delinquency, all general real estate taxes and installments of special assessments coming due during the Lease term on the Leased Premises, and all personal property taxes with respect to Landlord's personal property, if any, on the Leased Premises. Tenant shall be responsible for paying all personal property taxes with respect to Tenant's personal property at the Leased Premises.

8. **Insurance**.

A. If the Leased Premises or any other party of the Building is damaged by fire or other casualty resulting from any act or negligence of Tenant or any of Tenant's agents, employees or invitees, rent shall not be diminished or abated while such damages are under repair, or fro the unexpired portion of the lease effective as of the date of written notice, and Tenant shall be responsible for the costs of repair not covered by insurance.

B. Landlord shall maintain fire and extended coverage insurance on the Building and the Leased Premises in such amounts as Landlord shall deem appropriate. Tenant shall be responsible, at its expense, for fire and extended coverage insurance on all of its personal property, including removable trade fixtures, located in the Leased Premises.

C. Tenant and Landlord shall, each at its own expense, maintain a policy or policies of comprehensive general liability insurance with respect to the respective activities of each in the Building with the premiums thereon fully paid on or before due date, issued by and binding upon some insurance company approved by Landlord, such insurance to afford minimum protection of not less than $1,000,000 combined single limit coverage of bodily injury, property damage or combination thereof. Landlord shall be listed as an additional insured on Tenant's policy or policies of comprehensive general liability insurance, and Tenant shall provide Landlord with current Certificates of Insurance evidencing Tenant's compliance with this Paragraph. Tenant shall obtain the agreement of Tenant's insurers to notify Landlord that a policy is due to expire at least (10) days prior to such expiration. Landlord shall not be required to maintain insurance against thefts within the Leased Premises or the Building.

9. **Utilities.**

Landlord shall pay all charges for water, sewer, gas, electricity, telephone and other services and utilities used by Tenant on the Leased Premises during the term of this Lease unless otherwise expressly agreed in writing by Landlord. Tenant acknowledges that the Leased Premises are designed to provide standard office use electrical facilities and standard office lighting. Tenant shall not use any equipment or devices that utilize excessive electrical energy or which may, in Landlord's reasonable opinion, overload the wiring or interfere with electrical services to other tenants.

10. **Signs**.

Following Landlord's consent, Tenant shall have the right to place on the Leased Premises, at locations selected by Tenant, any signs which are permitted by applicable zoning ordinances and private restrictions. Landlord may refuse consent to any proposed signage that is in Landlord's opinion too large, deceptive, unattractive or otherwise inconsistent with or inappropriate to the Leased Premises or use of any other tenant. Landlord shall assist and cooperate with Tenant in obtaining any necessary permission from governmental authorities or adjoining owners and occupants for Tenant to place or construct the foregoing signs. Tenant shall repair all damage to the Leased Premises resulting from the removal of signs installed by Tenant.

11. **Entry**.

Landlord shall have the right to enter upon the Leased Premises at reasonable hours to inspect the same, provided Landlord shall not thereby unreasonably interfere with Tenant's business on the Leased Premises.

12. **Parking**.

During the term of this Lease, Tenant shall have the non-exclusive use in common with Landlord, other tenants of the Building, their guests and invitees, of the non-reserved common automobile parking areas, driveways, and footways, subject to rules and regulations for the use thereof as prescribed from time to time by Landlord. Landlord reserves the right to designate parking areas within the Building or in reasonable proximity thereto, for Tenant and Tenant's agents and employees. Tenant shall provide Landlord with a list of all license numbers for the cars owned by Tenant, its agents and employees. Separated structured parking, if any, located about the Building is reserved for tenants of the Building who rent such parking spaces. Tenant hereby leases from Landlord 2 (**Two)** spaces in such structural parking area throughout the term of the Lease.

13. **Building Rules.**

Tenant will comply with the rules of the Building adopted and altered by Landlord from time to time and will cause all of its agents, employees, invitees and visitors to do so; all changes to such rules will be sent by Landlord to Tenant in writing. The initial rules for the Building are attached hereto as Exhibit "A" and incorporated herein for all purposes.

14. **Damage and Destruction**.

Subject to Section 8 A. above, if the Leased Premises or any part thereof or any appurtenance thereto is so damaged by fire, casualty or structural defects that the same cannot be used for Tenant's purposes, then Tenant shall have the right within ninety (90) days following damage to elect by notice to Landlord to terminate this Lease as of the date of such damage and the rent shall be abated for the unexpired portion of the lease effective as of the date of written notification. In the event of minor damage to any part of the Leased Premises, and if such damage does not render the Leased Premises unusable for Tenant's purposes, Landlord shall promptly repair such damage at the cost of the Landlord. In making the repairs called for in this paragraph, Landlord shall not be liable for any delays resulting from strikes, governmental restrictions, inability to obtain necessary materials or labor or other matters which are beyond the reasonable control of Landlord. Tenant shall be relieved from paying rent and other charges during any portion of the Lease term that the Leased Premises are inoperable or unfit for occupancy, or use, in whole or in part, for Tenant's purposes. Rentals and other charges paid in advance for any such periods shall be credited on the next ensuing payments, if any, but if no further payments are to be made, any such advance payments shall be

refunded to Tenant. The provisions of this paragraph extend not only to the matters aforesaid, but also to any occurrence which is beyond Tenant's reasonable control and which renders the Leased Premises, or any appurtenance thereto, inoperable or unfit for occupancy or use, in whole or in part, for Tenant's purposes.

15. **Default**.

If default shall at any time be made by Tenant in the payment of rent when due to Landlord as herein provided, and if said default shall continue for fifteen (15) days after written notice thereof shall have been given to Tenant by Landlord, or if default shall be made in any of the other covenants or conditions to be kept, observed and performed by Tenant, and such default shall continue for thirty (30) days after notice thereof in writing to Tenant by Landlord without correction thereof then having been commenced and thereafter diligently prosecuted, Landlord may declare the term of this Lease ended and terminated by giving Tenant written notice of such intention, and if possession of the Leased Premises is not surrendered, Landlord may reenter said premises. Landlord shall have, in addition to the remedy above provided, any other right or remedy available to Landlord on account of any Tenant default, either in law or equity. Landlord shall use reasonable efforts to mitigate its damages.

16. **Quiet Possession**.

Landlord covenants and warrants that upon performance by Tenant of its obligations hereunder, Landlord will keep and maintain Tenant in exclusive, quiet, peaceable and undisturbed and uninterrupted possession of the Leased Premises during the term of this Lease.

17. **Condemnation**.

If any legally, constituted authority condemns the Building or such part thereof which shall make the Leased Premises unsuitable for leasing, this Lease shall cease when the public authority takes possession, and Landlord and Tenant shall account for rental as of that date. Such termination shall be without prejudice to the rights of either party to recover compensation from the condemning authority for any loss or damage caused by the condemnation. Neither party shall have any rights in or to any award made to the other by the condemning authority.

18. **Subordination.**

Tenant accepts this Lease subject and subordinate to any mortgage, deed of trust or other lien presently existing or hereafter arising upon the Leased Premises, or upon the Building and to any renewals, refinancing and extensions thereof, but Tenant agrees that any such mortgagee shall have the right at any time to subordinate such mortgage, deed of trust or other lien to this Lease on such terms and subject to such conditions as such mortgagee may deem appropriate in its discretion. Landlord is hereby irrevocably vested with full power and authority to subordinate this Lease to any mortgage, deed of trust or other lien now existing or hereafter placed upon the Leased Premises of the Building, and Tenant agrees upon demand to execute such further instruments subordinating this Lease or atoning to the holder of any such liens as Landlord may request. In the event that Tenant should fail to execute any instrument of subordination herein required to be executed by Tenant promptly as requested, Tenant hereby irrevocably constitutes Landlord as its attorney-in-fact to execute such instrument in Tenant's name, place and stead, it being agreed that such power is one coupled with an interest. Tenant agrees that it will from time to time upon request by Landlord execute and deliver to such persons as Landlord shall request a statement in recordable form certifying that this Lease is unmodified and in full force and effect (or if there have been modifications, that the same is in full force and effect as so modified), stating the dates to which rent and other charges payable under this Lease have been paid, stating that Landlord is not in default hereunder (or if Tenant alleges a default stating the nature of such alleged default) and further stating such other matters as Landlord shall reasonably require.

19. **Security Deposit**.

The Security Deposit shall be held by Landlord in an interest bearing account and as security for the performance by Tenant of Tenant's covenants and obligations under this Lease, it being expressly understood that the Security Deposit shall not be considered an advance payment of rental or a measure of Landlord's damages in case of default by Tenant. Unless otherwise provided by mandatory non-waiving law or regulation, Landlord may commingle the Security Deposit with Landlord's other funds. Landlord may, from time to time, without prejudice to any other remedy, use the Security Deposit to the extent necessary to make good any arrearages of rent or to satisfy any other covenant or obligation of Tenant hereunder. Following any such application of the Security Deposit, Tenant shall pay to Landlord on demand the amount so applied in order to restore the Security Deposit to its original amount. If Tenant is not in default at the termination of this Lease, the balance of the Security Deposit remaining after any such application shall be returned by Landlord to Tenant. If Landlord transfers its interest in the Premises during

the term of this Lease, Landlord may assign the Security Deposit to the transferee and thereafter shall have no further liability for the return of such Security Deposit.

20. **Notice**.

Any notice required or permitted under this Lease shall be deemed sufficiently given or served if sent by United States certified mail, return receipt requested, addressed as follows:

If to Landlord to:

The City of Compton

205 South Willowbrook Avenue

Compton, CA 90220

If to Tenant to:

Just Work Inc. /Del Richardson & Associates, Inc.

510 South La Brea Avenue

Inglewood, CA 90301

Landlord and Tenant shall each have the right from time to time to change the place notice is to be given under this paragraph by written notice thereof to the other party.

21. **Brokers**.

Tenant represents that Tenant was not shown the Premises by any real estate broker or agent and that Tenant has not otherwise engaged in, any activity which could form the basis for a claim for real estate commission, brokerage fee, finder's fee or other similar charge, in connection with this Lease.

22. **Waiver**.

No waiver of any default of Landlord or Tenant hereunder shall be implied from any omission to take any action on account of such default if such default persists or is repeated, and no express waiver shall affect any default other than the default specified in the express waiver and that only for the time and to the extent therein stated. One or more waivers by Landlord or Tenant shall not be construed as a waiver of a subsequent breach of the same covenant, term or condition.

23. **Memorandum of Lease**.

The parties hereto contemplate that this Lease should not and shall not be filed for record, but in lieu thereof, at the request of either party, Landlord and Tenant shall execute a Memorandum of Lease to be recorded for the purpose of giving record notice of the appropriate provisions of this Lease.

24. **Headings**.

The headings used in this Lease are for convenience of the parties only and shall not be considered in interpreting the meaning of any provision of this Lease.

25. **Successors**.

The provisions of this Lease shall extend to and be binding upon Landlord and Tenant and their respective legal representatives, successors and assigns.

26. **Consent**.

Landlord shall not unreasonably withhold or delay its consent with respect to any matter for which Landlord's consent is required or desirable under this Lease.

27. **Performance**.

If there is a default with respect to any of Landlord's covenants, warranties or representations under this Lease, and if the default continues more than fifteen (15) days after notice in writing from Tenant to Landlord specifying the default, Tenant may, at its option and without affecting any other remedy hereunder, cure such default and deduct the cost thereof from the next accruing installment or installments of rent payable hereunder until Tenant shall have been fully reimbursed for such expenditures, together with interest thereon at a rate equal to the lessor of twelve percent (12%) per annum or the then highest lawful rate. If this Lease terminates prior to Tenant's receiving full reimbursement, Landlord shall pay the unreimbursed balance plus accrued interest to Tenant on demand.

28. **Compliance with Law**.

Tenant shall comply with all laws, orders, ordinances and other public requirements now or hereafter pertaining to Tenant's use of the Leased Premises. Landlord shall comply with all laws, orders, ordinances and other public requirements now or hereafter affecting the Leased Premises.

29. **Final Agreement**.

This Agreement terminates and supersedes all prior understandings or agreements on the subject matter hereof. This Agreement may be modified only by a further writing that is duly executed by both parties.

IN WITNESS WHEREOF, the parties have executed this Lease as of the day and year first above written.

City of Compton _____

City of Compton _____

Just Work Inc. /Del Richardson & Associates, Inc. _____

Just Work Inc. /Del Richardson & Associates, Inc. _____

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **City Management**

RESOLUTION TITLE: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A LEASE AGREEMENT WITH JUST WORK, INC.**

Charles Evans	**11/12/2009 2:05:44 PM**
DEPARTMENT MANAGER'S SIGNATURE	DATE

REVIEW / APPROVAL

Craig Cornwell	**11/12/2009 5:40:22 PM**
CITY ATTORNEY	DATE
Willie Norfleet	**11/12/2009 5:47:26 PM**
CITY CONTROLLER	DATE
Charles Evans	**11/12/2009 5:34:35 PM**
CITY MANAGER	DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.

November 17, 2009

TO: **HONORABLE MAYOR AND COUNCIL MEMBERS**

FROM: **CITY MANAGER**

SUBJECT: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON APPROVING A LEASE AGREEMENT WITH THE CITY OF COMPTON AND THE COMPTON LOCAL HOUSING AUTHORITY**

BACKGROUND

The United States Department of Housing and Urban Development (HUD), requires evidence of a lease agreement when utilizing rental space to conduct the Section 8 Housing Choice Voucher Program. Such documentation must be provided to HUD's financial analyst during annual audits. The Sum of Thirty Five Thousand Dollars ($35, 000) will be paid for annual rental fee, beginning July 1, 2010 and concluding June 30, 2010. The location of the Section 8 Housing Choice Voucher Program will be at 600 North Alameda Street, Compton California 90221 (Room numbers 17, 18, 19, 21, 29, 30, 31, 32, and 33, server room and supply closet).

STATEMENT OF THE FACT

The Local Housing Authority of the City of Compton was established pursuant to the Laws of the State of California. The Authority is authorized to transact business and exercise those powers within its area of operation as defined by said Laws. The purpose of the Local Housing Authority is to carry out housing and housing related activities in support of low-income families.

FINANCIAL IMPACT

There is no fiscal impact to the General Fund. The total amount will not exceed Thirty Five Thousand Dollars ($35, 000). Funds are available in the LHA's 2009/2010 fiscal year budget in account number 2820-790-000-4286.

RECOMMENDATION

It is recommended that the City Council adopt the attached resolution approving a Lease Agreement by and between the City of Compton and the Local Housing Authority of the City of Compton.

HARRIETH ROBINSON-BLUE
HOUSING DIRECTOR

CHARLES EVANS
CITY MANAGER

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON APROVING A LEASE AGREEMENT WITH THE CITY OF COMPTON AND THE COMPTON LOCAL HOUSING AUTHORITY

WHEREAS, the United States Department of Housing and Urban Development (HUD) has executed a Consolidated Annual Contribution Contract (CACC) Section 8 Housing Choice Voucher Program with the Compton Local Housing Authority; and

WHEREAS, the City Council finds that the housing program the Housing Authority administers are advantageous and necessary for unemployed and underemployed residents of the City to achieve safe, decent, sanitary and affordable accommodations; and

WHEREAS, for many years the Compton Local Housing Authority has leased office space at 600 North Alameda Street for purposes of administering the housing program and desires to continue leasing office space for the fiscal year of 2009/2010; and

WHEREAS, the City of Compton and the Compton Local Housing Authority agree that a reasonable annual rental fee for lease of office space for the term of July 1, 2009 through June 30, 2010 is Thirty Five Thousand Dollars ($35,000.00).

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON DOES HEREBY RESOLVE AS FOLLOWS:

Section 1. That the City Manager is authorized to execute a lease agreement, upon the advice of the City Attorney, between the City of Compton and the Compton Local Housing Authority, leasing office space (Rooms 17, 18, 19, 21, 29, 30, 31, 32, 33, a server room and a supply closet) at 600 North Alameda Street, Compton.

Section 2. That if it becomes necessary to lease additional office space, the City Council of the City of Compton does agree to do so.

Section 3. That the lease term shall be for fiscal year 2009/2010, commencing retroactively on July 1, 2009 and terminating on June 30, 2010.

Section 4. That the annual rental fee for the lease of office space shall be Thirty Five Thousand Dollars ($35,000.00), payable in the monthly sum of $2,916.66.

Section 5. That the funds are appropriated in the 2009/2010 fiscal year budget in Account No. 2820-790-000-4286.

Section 6. That a certified copy of this Resolution shall be filed in the offices of the City Clerk, City Manager, City Attorney, City Controller and Local Housing Authority.

Section 7. That the Mayor shall sign and the City Clerk shall attest to the adoption of this Resolution.

ADOPTED this _____ day of _____, 2006.

_____

MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss
CITY OF COMPTON)

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing Resolution was adopted by the City Council, signed by the Mayor and attested by the City Clerk at a regular meeting thereof held on the _____ day _____, 2009.

That said Resolution was adopted by the following vote, to wit:

AYES: COUNCIL MEMBERS –
NOES: COUNCILMEMBERS –
ABSTAIN: COUNCIL MEMBERS –
ABSENT: COUNCIL MEMBERS –

_____
CITY CLERK OF THE CITY OF COMPTON

LEASE AGREEMENT BETWEEN THE CITY OF COMPTON AND COMPTON LOCAL HOUSING AUTHORITY

This **LEASE AGREEMENT** is made by and between the **CITY OF COMPTON,** a municipal corporation of the State of California (hereinafter referred to as **"LESSOR"**) and the **COMPTON LOCAL HOUSING AUTHORITY** (hereinafter referred to as **"LESSEE"**).

WITNESSETH:

Section 1. PREMISES. The **LESSOR**, for and in consideration of the performance of the covenants and agreements hereinafter contained to be kept and performed by the **LESSEE** and upon the following terms and conditions, hereby leases to the **LESSEE**, and the **LESSEE** hereby hires and takes of and from the **LESSOR**, identifiable space within those certain Premises situated in the City of Compton, County of Los Angeles, State of California, more particularly described as:

City of Compton Neighborhood Center
600 North Alameda Street, Compton, California 90221

Rooms 17, 18, 19, 21, 29, 30, 31, 32 and 33
Server room and Supply closet

The Premises are as outlined herein, together with:

a. All improvements thereon and appurtenances thereto; and

b. The continuous and uninterrupted right of **LESSEE** and sublessees and licensees, and their respective officers, employees, business invitees, customers and patrons, of access to and from the Premises over and across any part(s) of **LESSOR'S** adjacent property which is not a part of the Premises for any purpose related to the use and enjoyment of the Premises;

but reserving and excepting to **LESSOR or LESSOR'S** authorized agents free access to the Premises at all reasonable times for the purpose of inspection or for making necessary alterations, improvements or major repairs.

Section 2. TERM. The term of this Lease shall commence on **July 1, 2010** and terminate on **June 30, 2010.**

Section 3. RENT. The **LESSEE** shall pay to **LESSOR** as rent for said Premises during the term hereof the sum of **Two Thousand Nine Hundred Sixteen Dollars and Sixty-Six Cents ($2,916.66)** per month, for a total annual lease amount of **Thirty Five Thousand Dollars ($35,000.00).** Rental payments shall be due in advance on the first day of each and every month of the term hereof. When the first

day of any month falls on a non-workday of the City of Compton, the rental payment for each such month shall be paid by the business day prior to said non-workday of the City of Compton.

Section 4. **USE OF PREMISES.** **LESSEE** is entitled to use the Premises for the following purpose:

Administration of the Local Housing Authority

LESSEE may not use the Premises for any other purpose without the prior written consent of the **LESSOR.**

Section 5. **DELIVERY OF PREMISES.** If **LESSOR**, for any reason, cannot deliver the Premises described above to **LESSEE** at the commencement of the term hereof, **LESSOR** shall not be liable to **LESSEE** for any loss or damage resulting therefrom and **LESSEE** at **LESSEE's** option, may declare this Agreement to be null and void and all money paid to **LESSOR** shall thereupon be refunded to **LESSEE**.

Section 6. **UTILITIES AND OTHER SERVICES.** **LESSOR** agrees to furnish the following utilities and services at **LESSOR'S** expense during normal business hours:

a. Electricity for normal lighting and power for office use.
Special or additional electrical requirements over and above the standard for general office uses will be charged directly to **LESSEE** provided such additional power could be separately metered.

b. Heating/Cooling.

c. Hot and cold water.

d. Routine maintenance.

e. Painting of interior of Premises as reasonably needed.

LESSOR shall not be liable for any loss or damage caused by or resulting from any variation, interruption or failure of said utilities and services due to any cause whatsoever, other than **LESSOR'S** gross negligence, and no temporary interruption or failure of such utilities and services shall be deemed an eviction of **LESSEE** or relieve **LESSEE** from any of **LESSEE'S** obligations under this Lease Agreement.

Section 7. **ASSIGNMENT AND SUBLETTING.** **LESSEE** agrees not sublet the whole or part of the Premises nor to assign the Lease without in each case first securing the written consent of the **LESSOR**. Any attempted assignment or subletting of this Lease without the written consent of the **LESSOR** constitutes fraud and shall be null and void.

Section 8. **ALTERATIONS AND ADDITIONS.** **LESSEE** agrees not to make any alterations or additions in or on the Premises without first securing the

written consent of the **LESSOR**. **LESSEE** further agrees to make such alterations only at such time as is agreeable to the **LESSOR**. **LESSEE** shall construct **LESSEE'S** improvements at its sole cost and expense, subject to review by **LESSOR** of plans and specifications and **LESSOR'S** consent.

LESSOR agrees that except for structural alterations, the **LESSEE** may remove, during or at the expiration or other termination of the term of this Lease, or of any extension or holdover period thereof, as the case may be, trade fixtures, including machinery, equipment, furnishings and all other personal property placed or installed in or upon the Premises by the **LESSEE** or under its authority. Any personal property, trade fixtures, alterations, improvements or additions not removed by **LESSEE** within thirty (30) days after the end of the term shall automatically become the property of **LESSOR**.

LESSEE shall repair any damage to the Premises caused by **LESSEE'S** removal of its personal property, trade fixtures, alterations, improvements or additions.

Section 9. REPAIRS AND MAINTENANCE. LESSEE agrees to repair and maintain at its own expense the interior of the Premises leased and to return said Premises to **LESSOR** in as good order, repair and condition as the same were in at the commencement of this Lease; damage caused by fire and items covered by extended coverage insurance, unavoidable casualty, reasonable wear and tear, and **LESSOR'S** failure to repair excepted. Any equipment, facilities or fixtures shall, at **LESSEE'S** sole expense, be kept, repaired, maintained, replaced or added to, at all times by **LESSEE** in good order and in sanitary and safe condition and repair and in accordance with all governmental requirements and insurance requirements.

Section 10. INSURANCE. LESSEE shall furnish certificates substantiating the fact that it has taken out the specified insurance for the term covered by this Lease, or any extension or holdover period thereof, with an insurance carrier acceptable to the **LESSOR** under forms satisfactory to the **LESSOR**. Each certificate shall bear an endorsement precluding cancellation or reduction in coverage of any policy covered by such certificate except upon at least thirty (30) days prior written notice to **LESSOR**. Each certificate shall include an endorsement page naming **LESSOR** as ***"additional insured."***

LESSEE shall present proof of required insurance coverage to **LESSOR** on or before the effective date of this Lease. The **LESSEE** shall not occupy the Premises until the **LESSOR** has received and approved the required certification for the following policies:

a. Workman's Compensation Insurance to cover employees of the **LESSEE** as required by the Labor Code of the State of California.

b. General liability insurance insuring against any and all claims and risk for injury to or death of persons and loss of or damage to property occurring upon, in or about the Premises with minimum limits of **One Million Dollars ($1,000,000.00)** for each occurrence.

LESSEE shall be solely responsible for securing any other and additional insurance that **LESSEE** deems necessary relating to any of **LESSEE'S** furniture, equipment or other personal property maintained by **LESSEE** at the Premises.

Section 11. DAMAGE OR DESTRUCTION. LESSOR agrees that should the Premises be so badly damaged by fire, incidents of war, earthquake, or other violent action of the elements as to render them wholly unfit for **LESSEE'S** occupancy, than this Lease shall be terminated immediately upon the happening of any such event, whereupon **LESSEE** shall surrender the Premises and shall not be liable for any further rental and **LESSOR** shall return any unearned rent paid in advance by **LESSEE** calculated at a daily rate based on the regular yearly rental.

In event of any lesser damage by such cause, **LESSOR** may restore the Premises to the condition it was in immediately prior to the event causing the damage, and the rental shall abate in proportion to the area not used by **LESSEE** during the period of restoration. If **LESSOR** should fail to pursue said restoration work with reasonable diligence to completion, **LESSEE** at its sole option may surrender the Premises and shall not be liable for any further rental under this Lease.

LESSOR shall not be in any way or to any extent liable for any loss or damage to any property at any time or within said leased premises, whether occasioned by fire or water or gas which may come or be therein or from any other cause whatsoever.

Section 12. CONDEMNATION. Should the **LESSEE** be required to vacate the Premises, it will not be eligible for relocation payments or other assistance under the Uniform Relocation Assistance Act or HUD regulation. The **LESSEE** waives any and all rights to relocation benefits as specified in the Uniform Relocation Assistance Act of 1970 by its signature here:

By: _____

Section 13. DEFAULT. LESSEE agrees that if default shall be made in the payment of rent in the manner herein provided or in any of the covenants or agreements herein contained on the part of the **LESSEE** to be kept and performed, it shall be lawful for the **LESSOR** to declare said term ended and to terminate this Lease upon the giving of thirty (30) days written notice. In addition thereto, **LESSOR** shall have such other rights or remedies as may be provided for by law.

Section 14. HOLDING OVER. In case **LESSEE** holds over beyond the term herein provided with the consent, express or implied, of the **LESSOR**, such tenancy shall be from month-to-month only, subject to the terms and conditions of this Lease, but shall not be a renewal hereof, and the rent to be paid therefore shall be at the rate **prevailing** under the terms of this Lease.

Section 15. CANCELLATION PROVISION. LESSEE and **LESSOR** shall each, alone, have the right to cancel this Lease, with or without cause, before its

scheduled termination date provided that the canceling party has provided a sixty (60) day written notice of the intent to cancel to the other party.

Section 16. LESSOR'S ACCESS. **LESSEE** agrees to permit the **LESSOR** or **LESSOR'S** authorized agents free access to the Premises at all reasonable times for the purpose of inspection and making such alterations, improvements, additions or repairs to the Premises or to the building as necessary.

Section 17. DISCRIMINATION. The **LESSEE** herein covenants by and for itself, its heirs, executors, administrator, and assigns, and all persons claiming under or through it that this Lease is made, accepted and subject to the following conditions:

That there shall be no discrimination against or segregation of any person or group of persons, on account of race, color, creed, religion, sex, marital status, national origin, or ancestry, the leasing, subleasing, transferring, use, occupancy, tenure, enjoyment of the Premises herein leased nor shall the **LESSEE** itself, or any person claiming under or through it, establish or permit any such practice or practices of discrimination or segregation with reference to the selection, location, number, use of occupancy, of tenants, lessees, sublessees, subtenants, or vendees in the Premises herein leased.

Section 18. NOTICES. Any notices required or permitted under this Lease shall be effective when delivered in person; and effective two (2) business days after delivery by facsimile transmission; and effective five (5) business days after mailing by U.S. Mail, postage prepaid and properly addressed to the **LESSOR** at:

City of Compton
205 South Willowbrook Avenue
Compton, California 90220
Attn: City Manager

and to the **LESSEE** at:

Compton Local Housing Authority
600 North Alameda Street
Compton, California 90221
Attn: Director

Section 19. INDEMNIFICATION. **LESSEE** shall indemnify and save harmless the **LESSOR,** its officials, officers, employees, agents and volunteers (collectively hereafter the "Lessor"), against any and all damages to property or injuries to or death of any person or persons, and shall defend, indemnify and save the **LESSOR** from any and all liability and expense, including defense costs and legal fees, and claims, demands, suits, actions or proceedings of any kind or nature, including Workers' Compensation claims, of or by anyone whomsoever in any way resulting from or arising out of **LESSEE,** its employees, contractors, agents or invitees use of the Premises, or from conduct of **LESSEE**, its employees, contractors, agents or invitees

practice or business from any activity, work or things done, permitted or suffered by **LESSEE** in or about the premises, or from the negligent or intentional acts or omissions of **LESSEE**, its employees, contractors, agents or invitees.

Section 20. ENTIRE AGREEMENT. This Lease contains the entire agreement of **LESSOR** and **LESSEE**. There are no agreements, terms, conditions or obligations other than those set forth herein. This Lease shall supersede all previous communications, representations or agreements, either verbal or written between **LESSOR** and **LESSEE**. This agreement may be modified only by written agreement signed by both **LESSOR** and **LESSEE**.

IN WITNESS WHEREOF, LESSEE has executed this Lease and the **LESSOR**, by its City Manager/Executive Secretary, who is authorized to do so, has executed this Lease.

COMPTON LOCAL HOUSING AUTHORITY
LESSEE

Dated: _____ **By _____**
Harrieth Robinson
Housing Director

CITY OF COMPTON/URBAN COMMUNITY DEVELOPMENT COMMISSION
LESSOR

Dated: _____ **By _____**
City Manager, City Manager/
Executive Secretary

Approved as to form:

Craig Cornwell
City Attorney

By _____ **Dated: _____**
Deputy City Attorney

ATTEST:

Dated: _____ **By _____**
Alita Godwin, City Clerk

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **Housing Authority**

RESOLUTION TITLE: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON APPROVING A LEASE AGREEMENT WITH THE CITY OF COMPTON AND THE COMPTON LOCAL HOUSING AUTHORITY**

Harrieth Blue	**11/3/2009 5:58:18 PM**
DEPARTMENT MANAGER'S SIGNATURE	DATE

REVIEW / APPROVAL

Ruth Rugley	**11/9/2009 3:47:32 PM**
CITY ATTORNEY	DATE
Willie Norfleet	**11/12/2009 2:57:26 PM**
CITY CONTROLLER	DATE
Dave Hewitt	**11/3/2009 9:04:29 AM**
CITY MANAGER	DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.

November 17, 2009

TO: **MAYOR AND CITY COUNCIL MEMBERS**

FROM: **CITY MANAGER**

SUBJECT: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT'S FISCAL YEAR 2009-2010 BUDGET TO ACCEPT, APPROPRIATE AND ADMINISTER $476,000 IN GRANT FUNDING FROM THE U.S. DEPARTMENT OF EDUCATION TO FUND ACTIVITIES FOR TOMORROW'S AERONAUTICAL MUSEUM OVER A THREE YEAR PERIOD.**

SUMMARY

Staff would like Council to consider amending the Planning and Economic Development Departments' Fiscal Year 2009-2010 Budget to accept and appropriate $476,000 in grant funding from the U.S. Department of Education to subsidize an educational program at Tomorrow's Aeronautical Museum in the City of Compton.

BACKGROUND

In September 2009 the City was awarded a $476,000 educational grant from the U.S. Department of Education through the Omnibus Appropriations Act of 2009. The goal of the educational program is to introduce at-risk youth from grades K-12 to learn about aviation, engineering and related fields; teach targeted youth the basics of aircraft flying; and reduce academic failure. Tomorrow's Aeronautical Museum (TAM) would be responsible for carrying out the program, which initially started July 3, 2009 and is scheduled to end September 30, 2012. The Planning and Economic Development Department (P&EDD) will be responsible for fiscal oversight, program monitoring and reporting. Approximately $47,600 will be allocated to P&EDD to administer the grant. The remaining grant award will fund TAM's operational costs, such as personnel, supplies, travel, and contractual services.

FISCAL IMPACT

The Planning and Economic Development Departments' 2009-2010 Fiscal Year Budget would increase by $476,000.00.

2773-000-000-3596	U.S. Dept. of Ed. Grant	$476,000.00
2773-780-000-4289	Contribution to Other Agencies	$428,400.00
2773-780-000-4249	Special Department Expense	$47,600.00

RECOMMENDATIONS
Staff recommends that Council adopt the attached resolution.

DEREK HULL, DIRECTOR
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT

CHARLES EVANS
CITY MANAGER

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT'S FISCAL YEAR 2009-2010 BUDGET TO ACCEPT, APPROPRIATE AND ADMINISTER $476,000 IN GRANT FUNDING FROM THE U.S. DEPARTMENT OF EDUCATION TO FUND ACTIVITIES FOR TOMORROW'S AERONAUTICAL MUSEUM OVER A THREE YEAR PERIOD

WHEREAS, the City of Compton shares the U.S. Department of Education's goal of improving educational opportunities for the youth; and

WHEREAS, the City was awarded a $476,000 grant from the U.S. Department of Education through the Omnibus Appropriations Act of 2009, to fund an educational program at the Tomorrow's Aeronautical Museum in Compton over the period of July 3, 2009 through September 30, 2012; and

WHEREAS, the Tomorrow's Aeronautical Museum would be responsible for carrying out the program, while the Planning and Economic Development Department will manage fiscal oversight, program monitoring and reporting; and

WHEREAS, the Planning and Economic Development Department's Fiscal Year 2009-2010 Budget must be amended to appropriate these funds.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON DOES HEREBY RESOLVE AS FOLLOWS:

Section 1: That the City shall accept the $476,000 grant from the U.S. Department of Education.

Section 2: That the City shall amend the Planning and Economic Development Department's Fiscal Year 2009-2010 Budget in the amount of $476,000 to appropriate these funds.

Section 3: That the City shall increase its Fiscal Year 2009-2010 grant revenue and expenditures as follows:

2773-000-000-3596	U.S. Dept. of Ed Grant	$476,000.00
2773-780-000-4289	Contribution to Other Agencies	$428,400.00
2773-780-000-4249	Special Department Expense	$47,600.00

Section 4: That a copy of this resolution shall be filed in the office of the City Manager, City Controller, City Clerk, and Planning and Economic Development Department.

RESOLUTION NO. _____
Page 2 of 2

Section 5: That the Mayor shall sign and the City Clerk shall attest to the adoption of this resolution.

ADOPTED this _____ day of _____, 2009

_____
MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing resolution was adopted by the City Council, signed by the Mayor, and attested to by the City Clerk at a regular meeting thereof held on the _____ day of _____, 2009.

That said resolution was adopted by the following vote, to wit:

AYES: COUNCIL MEMBERS-
NOES: COUNCIL MEMBERS-
ABSTAIN: COUNCIL MEMBERS-
ABSENT: COUNCIL MEMBERS-

_____
CITY CLERK OF THE CITY OF COMPTON

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **Planning**

RESOLUTION TITLE: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT'S FISCAL YEAR 2009-2010 BUDGET TO ACCEPT, APPROPRIATE AND ADMINISTER $476,000 IN GRANT FUNDING FROM THE U.S. DEPARTMENT OF EDUCATION TO FUND ACTIVITIES FOR TOMORROW'S AERONAUTICAL MUSEUM OVER A THREE YEAR PERIOD.**

Derek Hull	**10/28/2009 6:22:03 PM**
DEPARTMENT MANAGER'S SIGNATURE	DATE

REVIEW / APPROVAL

Ruth Rugley	**11/3/2009 11:41:36 AM**
CITY ATTORNEY	DATE
Willie Norfleet	**11/3/2009 8:07:42 AM**
CITY CONTROLLER	DATE
Charles Evans	**10/29/2009 12:21:12 PM**
CITY MANAGER	DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.

November 17, 2009

TO: **MAYOR AND CITY COUNCIL MEMBERS**

FROM: **CITY MANAGER**

SUBJECT: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE BUDGET OF THE PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT TO ACCEPT AND APPROPRIATE THE STATE SUSTAINABLE COMMUNITIES GRANT IN THE AMOUNT OF $350,000, TO ALLOW FOR A NO COST EXTENSION OF THE USC CONTRACT TO PREPARE A SPECIFIC PLAN AND ZONING AUDIT, AND TO SOLICIT REQUEST FOR PROPOSALS (RFP) FOR THE COMPLETION OF AN ENVIRONMENTAL ASSESSMENT AND PHASE 1 ENVIRONMENTAL REPORT FOR THE BRICKYARD TRANSIT-ORIENTED DEVELOPMENT SPECIFIC PLAN PROJECT.**

SUMMARY

This resolution accepts and appropriates grant funding in the amount of $350,000 from the California Pollution Control Financing Authority of the State of California under its Sustainable Communities Grant and Loan Program, amends the budget of the Planning and Economic Development Department to reflect award amount, grants an extension to the University of Southern California contract to prepare a specific plan and zoning audit and authorizes the solicitation of Request for Proposals (RFP) for completion of an environmental assessment and Phase One for the Brickyard Transit-Oriented Development Specific Plan Project.

BACKGROUND

On January 22, 2008, the City of Compton agreed to participate and accept the grant funding of $350,000 to fund preparation of the Atkinson Brickyard Site Transit-Oriented Specific Plan Project. The purpose of the grant funding is to assist cities and counties in developing and implementing sustainable development growth policies, programs and projects. The University of Southern California (USC), on behalf of the City, prepared the grant application and was subsequently awarded the contract to prepare the Brickyard Site Transit-Oriented Specific Plan. The initial contract period was from June 1, 2008 to September 30, 2009. While work has commenced on the project, additional time is needed to complete the Specific Plan, to conduct an environmental assessment, and to conduct a Phase 1 Environmental Report for the Brickyard Site Transit-Oriented Specific Plan. Therefore, the University has requested a no-cost extension of the contract to September 30, 2010.

STATEMENT OF THE ISSUE

USC has commenced work on the Atkinson Brickyard Site Transit-Oriented Specific Plan and has billed the City for services provided to date. The State of California requires that the City send its invoices and State payments are made directly to the City. In fiscal year 2008-09, revenues from the State were received by the City in the amount of $52,614.85 and deposited to City revenue account no. 2671-000-000-3991; a restricted use account. However, in order for the Planning and Economic Development

Department (PEDD) to be able to pay USC, the PEDD budget must be modified to accept the grant amount of $350,000, from which consultant fees will be paid.

FISCAL IMPACT

Adoption of this resolution will not have an impact on the General Fund. Grant funds received to date remain deposited in account no. 2671-000-000-3991. Estimated grant revenues and appropriations for Fiscal Year 2009-10 will be increased by $ 297,385.15 for a total of $350,000.00. State grant funds will be allocated as follows:

Account Number	Revenue	Expenditure	Description
2671-000-000-3991	$350,000.00		Brickyard Site Transit-Oriented Plan Project
2671-780-000-4269		$350,000.00	Other Contract Services

RECOMMENDATION

Staff recommends adoption by City Council of attached resolution by: 1) amending the Planning and Economic Development Department's budget to accept and appropriate funds received from the Sustainable Communities Grant; 2) allowing for a no-cost extension of the contract to USC to complete the Specific Plan and Zoning Audit; and 3) allowing for the solicitation of Requests for Proposals (RFP) for the completion of an environmental assessment and Phase 1 Environmental Report for the Brickyard Transit-Oriented Development Specific Plan.

_____

DEREK R. HULL
PLANNING & ECONOMIC DEVELOPMENT DIRECTOR

_____

CHARLES EVANS
CITY MANAGER

Attachments:
City of Compton Council Resolution Accepting Grant
Original Resolution

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE BUDGET OF THE PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT TO ACCEPT AND APPROPRIATE THE STATE SUSTAINABLE COMMUNITIES GRANT IN THE AMOUNT OF $350,000, TO ALLOW FOR A NO COST EXTENSION OF THE USC CONTRACT TO PREPARE A SPECIFIC PLAN AND ZONING AUDIT, AND TO SOLICIT REQUEST FOR PROPOSALS (RFP) FOR THE COMPLETION OF AN ENVIRONMENTAL ASSESSMENT AND PHASE 1 ENVIRONMENTAL REPORT FOR THE BRICKYARD TRANSIT-ORIENTED DEVELOPMENT SPECIFIC PLAN PROJECT.

WHEREAS, funding was made available to assist cities and counties develop and implement sustainable development growth policies, programs and projects under the State of California Sustainable Communities Grant and Loan Program, and

WHEREAS, the University of Southern California prepared the successful grant application on behalf of the City of Compton; and

WHERAS, the City Council of the City of Compton authorized the acceptance of the grant funding on January 22, 2008; and

WHEREAS, the University of Southern California was subsequently awarded the contract to prepare the Brickyard Site Transit-Oriented Specific Plan; and

WHEREAS, solicitation of Request For Proposals for environmental consultant services to complete an environmental assessment and a Phase I Environmental Report which are required prior to adoption of the Brickyard Site Transit-Oriented Specific Plan;

WHEREAS, the University of Southern California has requested a no-cost extension of their contract to allow time for the completion of required environmental assessments; and

WHEREAS, the Planning and Economic Development Department is responsible for review of work product, execution of payments to consultants, and management of the project to completion; and

WHEREAS, it is necessary to accept and appropriate the monies in the Planning and Economic Development Department's 2009-10 Fiscal Year Budget.

NOW, THEREFORE THE CITY COUNCIL OF THE CITY OF COMPTON RESOLVES AS FOLLOWS:

SECTION 1. That revenues and appropriations for Fiscal Year 2009-10 are hereby increased as follows:

Revenue

Account Number	**Description**	**Amount**
2671-000-000-3991	Brickyard Site Transit Plan Project	$ 350,000.00

Expenditure

Account Number	**Description**	**Amount**
2671-780-000-4269	Other Contract Services	$ 350,000.00

SECTION 2. That a no-cost extension through September 30, 2010 of the Brickyard Site Transit-Oriented Specific Plan contract with USC is granted.

SECTION 3. That approval for the solicitation of Request for Proposals for the purpose of contracting for environmental consultant services to complete an environmental assessment and Phase 1 Environmental Report is granted.

SECTION 4. That a copy of this Resolution shall be filed in the offices of the City Clerk, City Attorney, City Manager, City Controller and the Planning and Economic Development Department.

SECTION 5. That the Mayor shall sign and the City Clerk shall attest to the adoption of this resolution.

ADOPTED this _____ day of _____, 2009.

_____
MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing Resolution was adopted by the City Council, signed by the Mayor and attested by the City Clerk at a regular meeting thereof held on the _____ day of _____ 2009.

That said Resolution was adopted by the following vote, to wit:

AYES: COUNCIL MEMBERS-
NOES: COUNCIL MEMBERS-
ABSTAIN: COUNCIL MEMBERS-
ABSENT: COUNCIL MEMBERS-

_____
CITY CLERK OF THE CITY OF COMPTON

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **Planning**

RESOLUTION TITLE: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE BUDGET OF THE PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT TO ACCEPT AND APPROPRIATE THE STATE SUSTAINABLE COMMUNITIES GRANT IN THE AMOUNT OF $350,000, TO ALLOW FOR A NO COST EXTENSION OF THE USC CONTRACT TO PREPARE A SPECIFIC PLAN AND ZONING AUDIT, AND TO SOLICIT REQUEST FOR PROPOSALS (RFP) FOR THE COMPLETION OF AN ENVIRONMENTAL ASSESSMENT AND PHASE 1 ENVIRONMENTAL REPORT FOR THE BRICKYARD TRANSIT-ORIENTED DEVELOPMENT SPECIFIC PLAN PROJECT.**

Derek Hull	**10/29/2009 12:51:12 PM**
DEPARTMENT MANAGER'S SIGNATURE	DATE

REVIEW / APPROVAL

Ruth Rugley	**11/3/2009 11:31:33 AM**
CITY ATTORNEY	DATE
Willie Norfleet	**11/3/2009 7:58:51 AM**
CITY CONTROLLER	DATE
Charles Evans	**11/2/2009 7:51:36 AM**
CITY MANAGER	DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.

November 17, 2009

TO: **MAYOR AND COUNCIL**

FROM: **CITY MANAGER**

SUBJECT: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON TRANSFERRING FUNDS FOR CONTRACTUAL ENGINEERING SERVICES FOR THE DEVELOPMENT OF PLANS AND SPECIFICATIONS FOR THE RECONSTRUCTION OF CERTAIN CITYWIDE SEWER INFRASTRUCTURE IMPROVEMENTS TO QUANTUM QUALITY CONSULTING, INC.**

SUMMARY

This Resolution transfers funds and authorizes the City Manager to enter into an agreement with Quantum Quality Consulting, Inc. for provision of engineering services for the preparation of plans and specifications to replace deteriorated and undersized portions of the City's sewer system.

BACKGROUND

The City of Compton's sewer system consists of almost 150 miles of pipes and 2,899 manholes. Most of the system was built in the 1940's and 1950's, and due to age, part of the system is either deteriorated or too small to safely convey the current amount of sewage.

In July, 2007 the city hired Quantum to conduct a study and prepare a Master Plan of Sewers. The Master Plan identified parts of the City's sewer system which need to be replaced, and recommended a 10-year Capital Improvement Plan to perform the work. The Master Plan was completed in April, 2008.

After the Master Plan of Sewers was completed, the City sold bonds to finance construction of the recommended work. These bonds have been sold, and the City needs to prepare construction plans and specifications to perform the work.

STATEMENT OF THE ISSUE

Before preparing the Master Plan of Sewers, the City solicited proposals from Psomas, Willdan Associates, and Quantum. After reviewing the proposals, it was determined that Quantum was the most qualified firm to conduct the study and prepare the Master Plan. Their staff performed the work in a very capable, professional manner.

As a result of their investigation of the City's sewer system, Quantum is better qualified than any other company to design the improvements and to prepare the construction plans and specifications. Their staff is familiar with the details of the system, and has knowledge which other companies do not. For another company to obtain this knowledge would delay the work and increase the project cost. Quantum is also familiar with the City's standards and procedures.

FINANCIAL IMPACT

The agreement for preparation of construction plans and specifications will not exceed $1,000,000. Subsequent to a transfer between accounts, the funds shall come from Account No. 5117-710-000-4262.

RECOMMENDATION

Staff recommends that the City Council adopt the attached Resolution to transfer funds and authorize the City Manager to enter into an agreement with Quantum Quality Consulting, Inc. for provision of engineering services for the preparation of plans and specifications to replace deteriorated and undersized portions of the City's sewer system.

L. ALAN PYEATT, P.E.
ACTING DIRECTOR OF PUBLIC WORKS/ CITY ENGINEER

CHARLES EVANS
CITY MANAGER

LAP/CE/at/rj

RESOLUTION NO._____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON TRANSFERRING FUNDS FOR CONTRACTUAL ENGINEERING SERVICES FOR THE DEVELOPMENT OF PLANS AND SPECIFICATIONS FOR THE RECONSTRUCTION OF CERTAIN CITYWIDE SEWER INFRASTRUCTURE IMPROVEMENTS TO QUANTUM QUALITY CONSULTING, INC.

WHEREAS, the City has determined the need to reconstruct portions of the sewer system throughout the City; and

WHEREAS, the Public Works Department has determined that engineering services for the design of infrastructure system plans and preparation of bid documents are required; and

WHEREAS, Quantum Quality Consulting, Inc. has provided service to the City and their work has always been professional and completed within a timely manner, the company is familiar with this project, they have the data and related information needed to complete this project and they are qualified to perform the necessary engineering services.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the City Manager, upon the advice of the City Attorney, is authorized to execute a contract with, and issue a purchase order in an amount not to exceed One Million Dollars and No Cents ($1,000,000.00) to, Quantum Quality Consulting, Inc. for provision of engineering services for preparation of plans and specifications to replace or reconstruct certain sewer lines throughout the City.

SECTION 2. That funds in the Fiscal Year 2009-10 Budget will be transferred as follows:

From:

ACCOUNT	DESCRIPTION	AMOUNT:
5117-710-000-4269	Other Contract Services	$1,000,000.00

To:

ACCOUNT	DESCRIPTION	AMOUNT:
5117-710-000-4262	Other Professional Services	$1,000,000.00

SECTION 3. That the funds shall come from Account No. 5117-710-000-4262.

SECTION 4. That copies of this resolution shall be filed in the offices of the City Manager, City Controller, Public Works Department, and the City Clerk.

SECTION 5. That the Mayor shall sign and the City Clerk shall attest to the adoption of this resolution.

#12.

ADOPTED this_____ day of _____, 2009.

_____
MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the forgoing resolution was adopted by the City Council, signed by the Mayor and attested by the City Clerk at a regular meeting thereof held on the _____day of _____2009.

That said resolution was adopted by the following vote, to wit:

AYES: COUNCILMEMBERS-
NOES: COUNCILMEMBERS-
ABSENT: COUNCILMEMBERS-
ABSTAIN: COUNCILMEMBERS-

_____
CITY CLERK OF THE CITY OF COMPTON

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **Public Works-Engineering**

RESOLUTION TITLE: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON TRANSFERRING FUNDS FOR CONTRACTUAL ENGINEERING SERVICES FOR THE DEVELOPMENT OF PLANS AND SPECIFICATIONS FOR THE RECONSTRUCTION OF CERTAIN CITYWIDE SEWER INFRASTRUCTURE IMPROVEMENTS TO QUANTUM QUALITY CONSULTING, INC.**

Alan Pyeatt	**11/3/2009 5:12:43 PM**
DEPARTMENT MANAGER'S SIGNATURE	DATE

REVIEW / APPROVAL

Ruth Rugley	**11/5/2009 9:47:37 AM**
CITY ATTORNEY	DATE
Willie Norfleet	**11/5/2009 2:50:35 PM**
CITY CONTROLLER	DATE
Dave Hewitt	**11/4/2009 5:34:21 PM**
CITY MANAGER	DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.

November 17, 2009

TO: **MAYOR AND CITY COUNCIL MEMBERS**

FROM: **CITY MANAGER**

SUBJECT: **A RESOLUTION OF THE COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE EXECUTION OF AN EXCHANGE OF FEDERAL SURFACE TRANSPORTATION – LOCAL PROGRAM LOCAL FUNDS FOR COUNTY OF LOS ANGELES STATE GASOLINE TAX FUNDS COOPERATIVE FINANCIAL AGREEMENT**

SUMMARY:

This resolution authorizes the City Manager to approve the exchange of Federal Surface Transportation Program- Local (STP-L) funds for Los Angeles County State Gas Tax funds in the amount of $300,000.

BACKGROUND

The City has not had an on-staff traffic engineer for several years. Accordingly Compton contracted with Los Angeles County for provision of this service. There currently are $208,627.50 in outstanding invoices associated with the arrangement.

Meanwhile the City is due to face the lapse of $300,000.00 in Federal Surface Transportation Program – Local (STP-L) funds, due to the lack of a qualifying project

The STP-L provides funding that may be used by public agencies for a variety of transportation project types. This program was established by the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991 and are allocated every year on a per-capita basis.

STATEMENT OF THE ISSUES

Discussions between the City of Compton and County lead to the drafting of a proposal agreement under which the County would assist the City in preventing lapse of its Federal STP-L funds and to address the financial hardship the City is facing on a one-time basis. It provides for the City to assign $300,000 of its Federal STP-L funds to the County for an equivalent amount of the County State Gasoline Tax funds of which $208,627.50 will be used to pay the City's current unpaid invoices from the county of Los Angeles Department of Public Works (Public Works), and the remaining $91,372.50 will be used as available deposit towards future invoices for work performed by Public Works.

FINANCIAL IMPACT

The City shall exchange 300,000 in STP-L funds for an equivalent amount in County of Los Angeles State Gas Tax funds.

RECOMMENDATION

Staff recommends the adoption of the attached resolution.

L. ALAN PYEATT, P.E
ACTING DIRECTOR OF PUBLIC WORKS/CITY ENGINEER

CHARLES EVANS
CITY MANAGER

RESOLUTION NO._____

A RESOLUTION OF THE COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE EXECUTION OF AN EXCHANGE OF FEDERAL SURFACE TRANSPORTATION PROGRAM-LOCAL FUNDS FOR COUNTY OF LOS ANGELES STATE GASOLINE TAX FUNDS COOPERATIVE FINANCIAL AGREEMENT

WHEREAS, the City previously employed the County of Los Angeles for provision traffic engineering services from which there are $ 208,627.50 in outstanding invoices; and

WHEREAS, the City is facing the possible lapse of $300,000 in Federal Surface Transportation Program-Local (STP-L) funds; and

WHEREAS, the City and County staff have discussed a draft cooperative financial agreement that shall prevent the funding lapse and allow the City to pay the aforementioned invoices; and

WHEREAS, under the said agreement the City would assign $300,000 in STP-L funds to the County in exchange for an equivalent amount of County of Los Angeles State Gas Tax funds, out of which the payment due shall be made.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That it is desirable for the City to assign Three Hundred Thousand No Cents ($300,000.00) of City Federal Surface Transportation Program-Local (STP-L) funds to county in exchange for county to use a like amount of county's State Gasoline Tax funds to pay the total amount of Two Hundred Eight Thousand Six Hundred Twenty-Seven dollars and Fifty-Cents ($208,627.50) of the currently unpaid invoices from the County Department of Public Works and to utilize the remaining Ninety-One Thousand Three Hundred Seventy-Two Dollars and Fifty-Cents ($91,372.50) as available credit towards future invoices for work performed by COUNTY Department of Public Works for the City.

SECTION 2. That the City Manager, upon the advice of the City Attorney, is authorized to execute a cooperative agreement effecting the assignment and fund exchange described above.

SECTION 3. That copies of this resolution shall be forwarded to the offices of the City Manager, City Attorney, City Clerk, City Controller and Public Works Department.

SECTION 4. That the Mayor shall sign of the City Clerk shall attest to the adoption of this resolution.

ADOPTED this _____ day of _____, 2008.

_____

MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing resolution was passed and adopted by the City Council of the City of Compton, signed by the Mayor and attested by the City Clerk, at a regular meeting thereof, held on the _____ day of _____, 2008, by the following vote:

AYES: **COUNCIL MEMBERS –**
NOES: **COUNCIL MEMBERS –**
ABSTAIN: **COUNCIL MEMBERS –**
ABSENT: **COUNCIL MEMBERS –**

_____
CITY CLERK OF THE CITY OF COMPTON

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **Public Works-Engineering**

RESOLUTION TITLE: **A RESOLUTION OF THE COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE EXECUTION OF AN EXCHANGE OF FEDERAL SURFACE TRANSPORTATION PROGRAM-LOCAL FUNDS FOR COUNTY OF LOS ANGELES STATE GASOLINE TAX FUNDS COOPERATIVE FINANCIAL AGREEMENT**

<ManagersName> — DEPARTMENT MANAGER'S SIGNATURE

<ManagersDate> — DATE

REVIEW / APPROVAL

<LegalName> — CITY ATTORNEY

<LegalDate> — DATE

<ControllerName> — CITY CONTROLLER

<ControllerDate> — DATE

<CityManager> — CITY MANAGER

<CityManagerDate> — DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.

November 17, 2009

TO: **MAYOR AND CITY COUNCIL MEMBERS**

FROM: **CITY MANAGER**

SUBJECT: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON, CALIFORNIA ACCEPTING TRACT MAP NO. 67493 FOR RECORDATION, BEING A SUBDIVISION OF LOT 147 OF TRACT 1473, IN THE CITY OF COMPTON, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 20, PAGES 154 AND 155 OF MAPS IN THE OFFICE OF THE LOS ANGELES COUNTY RECORDER**

SUMMARY

Staff is requesting that the City Council adopt this resolution accepting Tract Map No. 67493 for recordation, located at 533 West Caldwell Street in the City of Compton, for the subdivision of residential land into three lots.

BACKGROUND

Tract Map No. 67493 is a parcel of land subdivided into two separate parcels with one lot having less lot width than required by Code in the Residential Agriculture (R-A) Zone. The site is located at 533 West Caldwell on the northwest corner of Caldwell Street and Center Avenue. The Tentative Tract Map was approved by the City Council following staff recommendation for approval by the Development Review Committee, the Subdivision Committee, the Site Review Committee, and the Planning Committee. The property owner has met all conditions of the Tract Map and staff is recommending adoption. Attachment A is a reduced copy of Tract Map No. 67493.

FISCAL IMPACT

There is no fiscal impact associated with taking the recommended action.

STAFF RECOMMENDATION

Staff recommends that the City Council adopt the attached resolution.

CHARLES EVANS
CITY MANAGER

L. ALAN PYEATT, P.E.
ACTING DIRECTOR OF PUBLIC WORKS/CITY ENGINEER

CE:AP:js

Exhibit A

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON, CALIFORNIA, ACCEPTING TRACT MAP NO. 67493 FOR RECORDATION, BEING A SUBDIVISION OF LOT 147 OF TRACT NO. 1473, IN THE CITY OF COMPTON, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP FILED IN BOOK 20, PAGES 154 AND 155, OF MAPS IN THE OFFICE OF THE LOS ANGELES COUNTY RECORDER

WHEREAS, the Tract Map has been examined by the Office of the City Engineer, and it conforms substantially to the Tentative Tract Map; and

WHEREAS, the City Engineer's certification and seal on the Tract Map confirms that all of the provisions of the City's Subdivision Ordinances and the State's Subdivision Map Act have been complied with; and

WHEREAS, a Tentative Tract Map was approved by the City Council following staff recommendation for approval by the Subdivision Committee, the Environmental Review Committee, the Site Review Committee, and the Planning Commission; and

WHEREAS, it is necessary that the City Council accept the Tract Map.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the City Council hereby adopts this resolution accepting Tract Map No. 67493 located at 533 West Caldwell Street in the City of Compton to subdivide a parcel of land into three lots for residential purposes.

SECTION 2 That copies of this resolution shall be filed in the offices of the City Manager, Planning Department, City Clerk, and Public Works Department.

SECTION 3. That the Mayor shall sign and the City Clerk shall attest to the adoption of this resolution.

ADOPTED this _____ day of _____, 2009.

_____
MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

RES. NO. _____
PAGE 2

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing resolution was adopted by the City Council of the City of Compton, signed by the Mayor and attested by the City Clerk at a regular meeting thereof held on this _____day of _____, 2009.

That said resolution was adopted by the following vote, to wit:

AYES: COUNCIL MEMBERS –
NOES: COUNCIL MEMBERS –
ABSENT: COUNCIL MEMBERS –

_____
CITY CLERK OF THE CITY OF COMPTON

AREA=0.82 AC

PARCEL MAP NO. 67493

SHEET 1 OF 2 SHEETS

IN THE CITY OF COMPTON STATE OF CALIFORNIA
COUNTY OF LOS ANGELES

BEING A SUBDIVISION OF LOT 147 OF TRACT NO. 1473, AS PER MAP RECORDED IN BOOK 20 PAGES 154 AND 155 OF MAPS, RECORDS OF SAID COUNTY.

OWNER'S STATEMENT:

WE HEREBY STATE THAT WE ARE THE OWNERS OF OR ARE INTERESTED IN THE LANDS INCLUDED WITHIN THE SUBDIVISION SHOWN ON THIS MAP WITHIN THE DISTINCTIVE BORDER LINES, AND WE CONSENT TO THE PREPARATION AND FILING OF SAID MAP AND SUBDIVISION.

WE HEREBY DEDICATE TO THE CITY OF COMPTON FOR PUBLIC USE AND ROAD PURPOSES CENTER AVENUE SO DESIGNATED ON THIS MAP.

WE HEREBY IRREVOCABLY OFFER TO DEDICATE TO THE CITY OF COMPTON FOR PUBLIC USE AND ROAD PURPOSES LOT "A" SO DESIGNATED ON THIS MAP AND ALL USES INCIDENT THERETO.

WE HEREBY DEDICATE TO THE CITY OF COMPTON THE RIGHT TO RESTRICT THE ERECTION OF ANY BUILDING OR STRUCTURES WITHIN THE RESTRICTED USE AREA SO DESIGNATED ON THIS MAP AS LOT "A".

FROILAN SANCHEZ, FEE OWNER

BY: _____
NAME: FROILAN SANCHEZ
TITLE: OWNER

MARIA SANCHEZ, FEE OWNER

BY: _____
NAME: MARIA SANCHEZ
TITLE: OWNER

NOTARY ACKNOWLEDGMENT:

STATE OF CALIFORNIA]
COUNTY OF _____] SS

ON_____, BEFORE ME,_____,
PERSONALLY APPEARED_____, WHO PROVED TO ME ON THE BASIS OF SATISFACTORY EVIDENCE TO BE THE PERSON(S) WHOSE NAME(S) IS/ARE SUBSCRIBED TO THE WHITHIN INSTRUMENT AND ACKNOWLEDGED TO ME THAT HE/SHE/THEY EXECUTED THE SAME IN HIS/HER/THEIR AUTHORIZED CAPACITY(IES), AND THAT BY HIS/HER/THEIR SIGNATURE(S) ON THE INSTRUMENT THE PERSON(S), OR THE ENTITY UPON BEHALF OF WHICH THE PERSON(S) ACTED, EXECUTED THE INSTRUMENT.

I CERTIFY UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOREGOING PARAGRAPH IS TRUE AND CORRECT.

WITNESS MY HAND:

SIGNATURE: _____

NAME OF NOTARY: _____

COUNTY IN WHICH COMMISSIONED: _____

DATE COMMISSION EXPIRES: _____

COMMISSION NO.: _____

BENEFICIARY:

AEGIS WHOLESALE CORPORATION, BENEFICIARY UNDER DEED OF TRUST RECORDED MARCH 12, 2003 AS INSTRUMENT NO. 03-0703134 OF OFFICIAL RECORDS.

BY: _____
NAME:
TITLE:

NOTARY ACKNOWLEDGMENT:

STATE OF CALIFORNIA]
COUNTY OF _____] SS

ON_____, BEFORE ME,_____,
PERSONALLY APPEARED_____, WHO PROVED TO ME ON THE BASIS OF SATISFACTORY EVIDENCE TO BE THE PERSON(S) WHOSE NAME(S) IS/ARE SUBSCRIBED TO THE WHITHIN INSTRUMENT AND ACKNOWLEDGED TO ME THAT HE/SHE/THEY EXECUTED THE SAME IN HIS/HER/THEIR AUTHORIZED CAPACITY(IES), AND THAT BY HIS/HER/THEIR SIGNATURE(S) ON THE INSTRUMENT THE PERSON(S), OR THE ENTITY UPON BEHALF OF WHICH THE PERSON(S) ACTED, EXECUTED THE INSTRUMENT.

I CERTIFY UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOREGOING PARAGRAPH IS TRUE AND CORRECT.

WITNESS MY HAND:

SIGNATURE: _____

NAME OF NOTARY: _____

COUNTY IN WHICH COMMISSIONED: _____

DATE COMMISSION EXPIRES: _____

COMMISSION NO.: _____

SIGNATURE OMISSIONS:

PURSUANT TO SECTION 66436 (a)(3)(A)(i-viii) OF THE SUBDIVISION MAP ACT, THE SIGNATURE(S) OF THE FOLLOWING HAVE BEEN OMITTED. THEIR INTEREST IS SUCH THAT IT CANNOT RIPEN INTO FEE TITLE AND SAID SIGNATURES ARE NOT REQUIRED BY THE LOCAL AGENCY:

AN EASEMENT TO CHARLES O. MIDDLETON AND JONATHAN S. DODGE FOR UTILITIES PURPOSES, RECORDED AUGUST 17, 1914, IN BOOK 5869, PAGE 239, OF DEEDS.

PURSUANT TO THE PROVISIONS OF SECTION 66436 (a)(3)(C) OF THE SUBDIVISION MAP ACT, THE SIGNATURE(S) OF THE FOLLOWING HAVE BEEN OMITTED:

JOSEPH C. DENEVAN AND MARY C. DENEVAN, HUSBAND AND WIFE, HOLDERS OF MINERAL RIGHTS PER DEED RECORDED AUGUST 23, 1963 AS INTRUMENT NO. 1792. OFFICIAL RECORDS.

ENGINEER'S STATEMENT:

THIS MAP WAS PREPARED BY ME OR UNDER MY DIRECTION AND IS BASED UPON A FIELD SURVEY IN CONFORMANCE WITH THE REQUIREMENTS OF THE SUBDIVISION MAP ACT AND LOCAL ORDINANCE AT THE REQUEST OF FROILAN SANCHEZ ON DECEMBER 21, 2005. I HEREBY STATE THAT THIS PARCEL MAP SUBSTANTIALLY CONFORMS TO THE APPROVED OR CONDITIONALLY APPROVED TENTATIVE MAP IF ANY. I ALSO STATE THAT THE MONUMENTS OF THE CHARACTER AND LOCATIONS SHOWN HEREON ARE IN PLACE OR WILL BE IN PLACE WITHIN TWENTY-FOUR MONTHS FROM THE FILING DATE OF THIS MAP; THAT SAID MONUMENTS ARE SUFFICIENT TO ENABLE THE SURVEY TO BE RETRACED AND THAT THE NOTES TO ALL CENTERLINE MONUMENTS SHOWN AS "TO BE SET" WILL BE ON FILE IN THE OFFICE OF THE CITY ENGINEER WITHIN TWENTY-FOUR MONTHS FROM THE FILING DATE SHOWN HEREON.

DATED_____

_____
FAUSTIN GONZALES, R.C.E. 31693
LICENSE EXPIRES: 12/31/08

REGISTERED PROFESSIONAL ENGINEER
FAUSTIN GONZALES
NO. 31639
Exp. 12/31/2009
CIVIL
STATE OF CALIFORNIA

CITY ENGINEER'S STATEMENT:

I HEREBY STATE THAT I HAVE EXAMINED THIS MAP; THAT THE SUBDIVISION AS SHOWN IS SUBSTANTIALLY THE SAME AS IT APPEARED ON THE TENTATIVE MAP. AND ANY APPROVED ALTERATIONS THEREOF; THAT ALL PROVISIONS OF THE SUBDIVISON MAP ACT AND THE CITY OF COMPTON SUBDIVISION ORDINANCE APPLICABLE AT THE TIME OF APPROVAL OF THE TENTATIVE MAP HAVE BEEN COMPLIED WITH; AND THAT I AM SATISFIED THAT THE MAP IS TECHNICALLY CORRECT.

DATED_____

_____
ALAN PYEATT, ACTING CITY ENGINEER
R.C.E. 56857, LICENSE EXPIRES 09/30/09

SPECIAL ASSESSMENTS STATEMENT:

I HEREBY STATE ALL SPECIAL ASSESSMENTS LEVIED UNDER THE JURISDICTION OF THE CITY OF COMPTON TO WHICH THE LAND INCLUDED IN THE WITHIN SUBDIVISION OR ANY PART THEREOF IS SUBJECT, AND WHICH MAY BE PAID IN FULL, HAVE BEEN PAID IN FULL.

_____ _____
DOUGLAS SANDERS, CITY TREASURER DATE:
CITY OF COMPTON

CITY CLERK'S STATEMENT:

CITY OF COMPTON)
COUNTY OF LOS ANGELES) SS
STATE OF CALIFORNIA)

I, ALITA GODWIN, CITY CLERK OF THE CITY OF COMPTON, DO HEREBY STATE THAT THIS MAP WAS PRESENTED FOR APPROVAL TO THE COMPTON CITY COUNCIL AT A REGULAR MEETING THEREOF, HELD ON THE _____ DAY OF _____ 20 , AND THAT THEREUPON SAID COUNCIL DID, BY RESOLUTION NO. _____, APPROVE SAID MAP, AND ON BEHALF OF THE PUBLIC:
DID ACCEPT THE OFFER OF DEDICATION OF CENTER AVENUE FOR PUBLIC USE AND ROAD PURPOSES SO DESIGNATED ON THIS MAP.
AND DID REJECT THE IRREVOCABLE OFFER OF DEDICATION ("LOT A") SO DESIGNATED ON THIS MAP.
AND DID ACCEPT THE RIGHT TO RESTRICT THE ERECTION OF ANY BUILDING OR STRUCTURES WITHIN LOT A.

_____ _____
ALITA GODWIN, CITY CLERK DATE
CITY OF COMPTON

CONSULTANT SURVEYOR:

I HEREBY STATE THAT I HAVE EXAMINED THIS MAP, AND THAT I AM SATISFIED THAT THIS MAP IS TECHNICALLY CORRECT.

DATE _____

BY: _____
PLS NO: 5301
EXPIRES: 12-31-09

PROFESSIONAL LAND SURVEYOR
DAVID Q. KNELL
No. 5301
EXP. 12-31-09
STATE OF CALIFORNIA

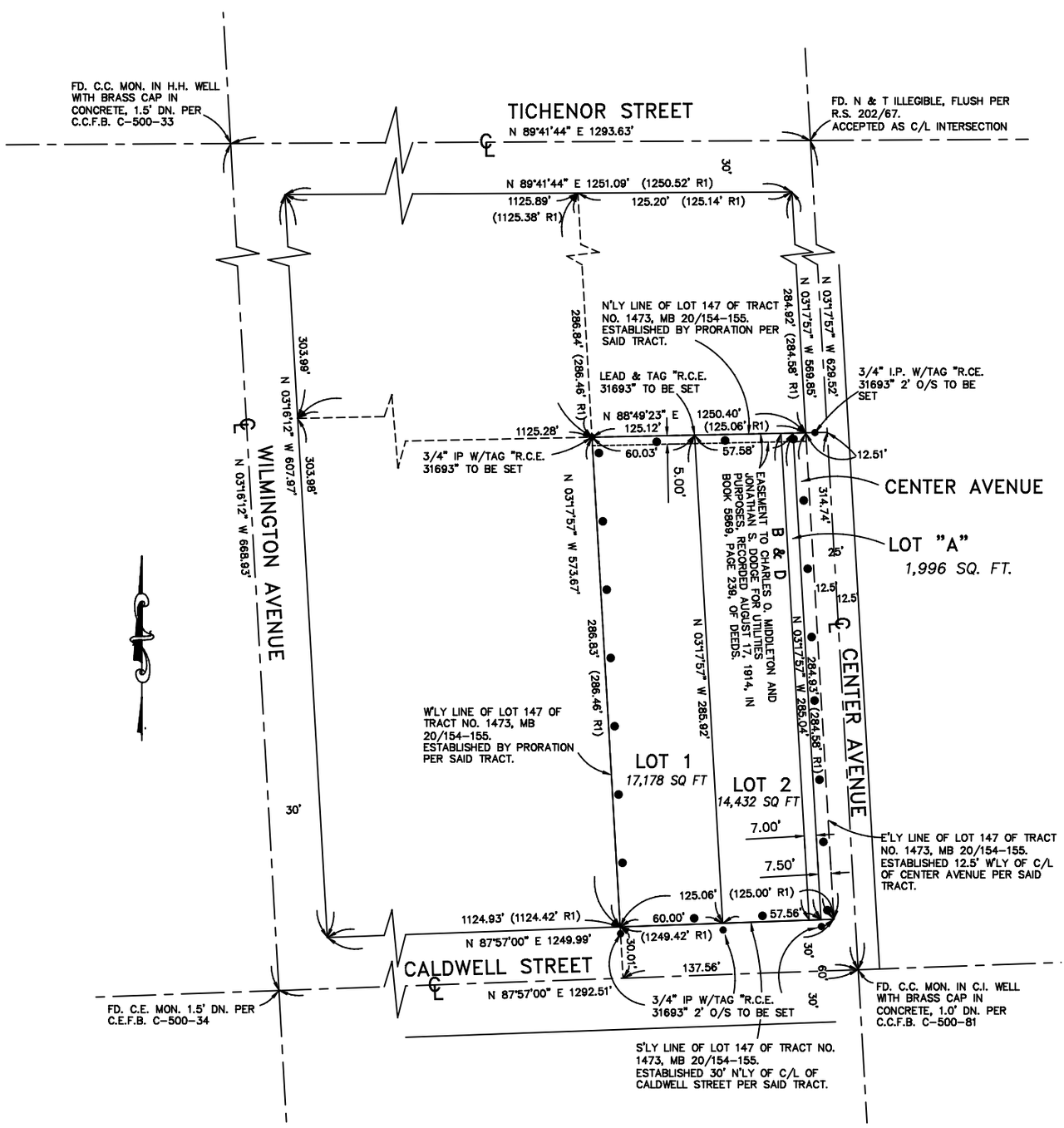
SCALE 1" = 40'

PARCEL MAP NO. 67493

SHEET 2 OF 2 SHEETS

IN THE CITY OF COMPTON STATE OF CALIFORNIA
COUNTY OF LOS ANGELES

BEING A SUBDIVISION OF LOT 147 OF TRACT NO. 1473, AS PER MAP RECORDED IN BOOK 20 PAGES 154 AND 155 OF MAPS, RECORDS OF SAID COUNTY.



LEGEND:

INDICATES THE BOUNDARY OF THE LAND BEING SUBDIVIDED BY THIS MAP.

(XX.XX' R1) INDICATES RECORD DISTANCE PER TRACT NO. 1473, MB 20/154-155.

BASIS OF BEARINGS:

THE BEARINGS SHOWN HEREON ARE BASED ON THE BEARING OF N 87° 57' 00" E FOR THE CENTERLINE OF CALDWELL STREET AS SHOWN ON PARCEL MAP NO. 3755 RECORDED IN BOOK 48 OF MAPS, PAGE 24 LOS ANGELES COUNTY RECORDS.

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **Public Works-Engineering**

RESOLUTION TITLE: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON, CALIFORNIA ACCEPTING TRACT MAP NO. 67493 FOR RECORDATION, BEING A SUBDIVISION OF LOTS 147 OF TRACT 1473, TOWN OF COMPTON, AS PER MAP RECORDED IN BOOK 20, PAGES 154 AND 155 OF MISCELLANEOUS RECORDS, IN THE OFFICE OF THE LOS ANGELES COUNTY RECORDER**

Alan Pyeatt	**11/5/2009 12:00:07 PM**
DEPARTMENT MANAGER'S SIGNATURE	DATE

REVIEW / APPROVAL

Ruth Rugley	**11/12/2009 4:18:19 PM**
CITY ATTORNEY	DATE
Willie Norfleet	**11/12/2009 3:21:26 PM**
CITY CONTROLLER	DATE
Charles Evans	**11/12/2009 2:05:04 PM**
CITY MANAGER	DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.

November 17, 2009

TO: **MAYOR AND CITY COUNCIL MEMBERS**

FROM: **CITY MANAGER**

SUBJECT: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON, CALIFORNIA ACCEPTING TRACT MAP NO. 70915 FOR RECORDATION, BEING A SUBDIVISION OF PARCEL "A" OF LOT 12 OF TRACT NO. 61885, IN THE CITY OF COMPTON, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP FILED IN BOOK 1325, PAGES 50 THROUGH 53, OF MAPS IN THE OFFICE OF THE LOS ANGELES COUNTY RECORDER**

SUMMARY

Staff is requesting that the City Council adopt this resolution accepting Tract Map No. 70915 for recordation, located at 200 and 208 Towne Center Drive in the City of Compton, to subdivide the existing parcel (Lot 12) into two new parcels.

BACKGROUND

The existing parcel (lot 12 of the prior approved Tentative Tract Map No. 061885) is irregularly shaped and approximately 111,513 square feet (2.56 acres) in size. Currently, the parcel contains two commercial buildings. Tract Map No. 70915 will subdivide the existing parcel into two new parcels. Each of the two existing buildings will be on a new, separate parcel with direct access from Towne Center Drive.

The Tentative Tract Map was approved by the City Council following staff recommendation for approval by the Development Review Committee, the Subdivision Committee, the Site Review Committee, and the Planning Committee. The property owner has met all the conditions of the Tract Map and staff is recommending adoption. Attachment A is a reduced copy of Tract Map No. 70915.

FISCAL IMPACT

There is no fiscal impact associated with taking the recommended action.

STAFF RECOMMENDATION

Staff recommends that the City Council adopt the attached resolution.

CHARLES EVANS
CITY MANAGER

L. ALAN PYEATT, P.E.
ACTING DIRECTOR OF PUBLIC WORKS/CITY ENGINEER

CE:AP:js

Exhibit A

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON, CALIFORNIA, ACCEPTING TRACT MAP NO. 70915 FOR RECORDATION, BEING A SUBDIVISION OF PARCEL "A" OF LOT 12 OF TRACT NO. 61885, IN THE CITY OF COMPTON, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP FILED IN BOOK 1325, PAGES 50 THROUGH 53, OF MAPS IN THE OFFICE OF THE LOS ANGELES COUNTY RECORDER

WHEREAS, the Tract Map has been examined by the Office of the City Engineer, and it conforms substantially to the Tentative Tract Map; and

WHEREAS, the City Engineer's certification and seal on the Tract Map confirms that all of the provisions of the City's Subdivision Ordinances and the State's Subdivision Map Act have been complied with; and

WHEREAS, a Tentative Tract Map was approved by the City Council following staff recommendation for approval by the Subdivision Committee, the Environmental Review Committee, the Site Review Committee, and the Planning Commission; and

WHEREAS, it is necessary that the City Council accept the Tract Map.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the City Council hereby adopts this resolution accepting Tract Map No. 70915 located at 200 and 208 Towne Center Drive in the City of Compton to subdivide the existing parcel into two new parcels.

SECTION 2 That copies of this resolution shall be filed in the offices of the City Manager, Planning Department, City Clerk, and Public Works Department.

SECTION 3. That the Mayor shall sign and the City Clerk shall attest to the adoption of this resolution.

ADOPTED this _____ day of _____, 2009.

_____
MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

#15.

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing resolution was adopted by the City Council of the City of Compton, signed by the Mayor and attested by the City Clerk at a regular meeting thereof held on this _____day of _____, 2009.

That said resolution was adopted by the following vote, to wit:

AYES: COUNCIL MEMBERS –
NOES: COUNCIL MEMBERS –
ABSENT: COUNCIL MEMBERS –

_____
CITY CLERK OF THE CITY OF COMPTON

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **Public Works-Engineering**

RESOLUTION TITLE: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON, CALIFORNIA ACCEPTING TRACT MAP NO. 70915 FOR RECORDATION, BEING A SUBDIVISION OF PARCEL "A" OF LOT 12 OF TRACT NO. 61885, IN THE CITY OF COMPTON, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP FILED IN BOOK 1325, PAGES 50 THROUGH 53, OF MAPS IN THE OFFICE OF THE LOS ANGELES COUNTY RECORDER**

Alan Pyeatt	**11/5/2009 11:57:33 AM**
DEPARTMENT MANAGER'S SIGNATURE	DATE

REVIEW / APPROVAL

Ruth Rugley	**11/9/2009 3:42:30 PM**
CITY ATTORNEY	DATE
Willie Norfleet	**11/12/2009 2:55:45 PM**
CITY CONTROLLER	DATE
Dave Hewitt	**11/9/2009 9:02:32 AM**
CITY MANAGER	DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.

November 17, 2009

TO: **MAYOR AND CITY COUNCIL MEMBERS**

FROM: **CITY MANAGER**

SUBJECT: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE FY 2009-2010 ANNUAL BUDGET AND APPROPRIATING SEWER BOND FUNDS**

SUMMARY

This resolution amends the FY 2009-2010 Annual Budget and appropriates Sewer Bond Funds.

BACKGROUND

The City of Compton's sewer system is comprised of approximately 150 miles of pipes. The pipes are connected via 2,899 manholes. Most of the existing system was constructed in 1940's and 1950's, and due to its age, some portions of the system have deteriorated and need to be replaced. Also, some of the pipes are too small to safely convey the current amount of sewage.

STATEMENT OF THE ISSUE

Sewer bond funds were authorized by prior ordinance and resolutions, and these funds shall be used to improve sewer system in accordance with a 10-year capital improvement plan.

Bonds have been sold and the proceeds have been received. However, these proceeds need to be appropriated into the FY 2009-2010 Annual Budget.

FISCAL IMPACT

Revenue (5117-000-000-3963) and expenditures shall increase by $14,646,416.

RECOMMENDATION

Staff recommends the adoption of the attached resolution.

L. ALAN PYEATT
ACTING DIRECTOR OF PUBLIC WORKS/CITY ENGINEER

CHARLES EVANS
CITY MANAGER

LAP/AT/rj

RESOLUTION NO._____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE FISCAL YEAR 2009-2010 ANNUAL BUDGET AND APPROPRIATING SEWER BOND FUNDS

WHEREAS, most of the existing Compton sewer system was constructed in the 1940's and 1950's; and

WHEREAS, a 10-year prioritized capital improvement plan capital improvement plan was developed to repair or replace deficient portions of the sewer system, to improve the system's performance, to save significant costs of the ongoing reactive maintenance, and to improve customer service; and

WHEREAS, Resolution No. 22,734 adopted on December 2, 2008, authorized the issuance of Sewer Revenue Bonds, Series 2008; and

WHEREAS, bonds have been sold and proceeds have been received, and the proceeds need to be appropriated into the budget; and

WHEREAS, Council approval is necessary to appropriate said funds.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the FY 2009-2010 Annual Budget be amended and revenues and expenditures be increased as follows:

Account No.	Description	Amount
5117-000-000-3963	Bond/Loan Proceeds (Sewer)	$14,646,416
5117-710-000-4269	Other Contract Services	$14,646,416

SECTION 2. That copies of this resolution shall be filed in the offices of the City Manager, City Controller, Community Redevelopment Agency, City Attorney, City Clerk, and the Public Works Department.

SECTION 3. That the Mayor shall sign and the City Clerk shall attest to the adoption of this resolution.

ADOPTED this _____ day of _____, 2009.

_____

MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing resolution was passed and adopted by the City Council of the City of Compton, signed by the Mayor and attested by the City Clerk, at a regular meeting thereof, held on the _____ day of _____, 2009, by the following vote:

AYES: **COUNCIL MEMBERS –**
NOES: **COUNCIL MEMBERS –**
ABSTAIN: **COUNCIL MEMBERS –**
ABSENT: **COUNCIL MEMBERS –**

_____
CITY CLERK OF THE CITY OF COMPTON

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **Public Works-Engineering**

RESOLUTION TITLE: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE FISCAL YEAR 2009-2010 ANNUAL BUDGET AND APPROPRIATING SEWER BOND FUNDS**

	10/6/2009 11:09:46 PM
Alan Pyeatt	**11/3/2009 1:07:59 PM**
DEPARTMENT MANAGER'S SIGNATURE	DATE

REVIEW / APPROVAL

Ruth Rugley	**11/5/2009 9:44:28 AM**
CITY ATTORNEY	DATE
Willie Norfleet	**11/5/2009 2:35:57 PM**
CITY CONTROLLER	DATE
Dave Hewitt	**11/4/2009 5:30:14 PM**
CITY MANAGER	DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.

November 17, 2009

TO: MAYOR AND COUNCIL MEMBERS

FROM: CITY MANAGER

SUBJECT: ACCEPTING THE BID OF CLAIREMONT EQUIPMENT FOR THE PURCHASE OF TWO (2) DUMP TRUCKS

BACKGROUND

The Water Department is in need of two (2) Dump Trucks to be used by the Water Department's field crew for regular duties as well as emergency main breaks, fire protection, and other field duties.

To maintain the City's infrastructure the department has to have the equipment needed to perform the task.

The Mayor & Council approved a rate increase and a portion of the funds have been designated for Capital Improvement Projects; therefore, there is a need to purchase two (2) dump trucks.

The Water Department received bids and the results were as follows:

VENDOR	AMOUNT
Clairemont Equipment	$59,995.00
Ford Motor Company	$59,440.00

Although Ford Motor Company submitted the lowest bid this bid reflected a limited time discount, therefore, the department selected Clairemont Equipment as the lowest most responsible bidder.

FINANCIAL IMPACT

The cost for two (2) dump trucks is One Hundred Thirty-three Thousand, Eight Hundred Dollars and Thirty-four Cents, which includes document fees, licensing fees, tire surcharges and taxes and funds are available in the Water Department's fiscal year 2009/10 budget.

RECOMMENDATIONS

It is recommended that the City Council approve the attached resolution.

SUMMARY

Accept the bid of Clairemont Equipment.

KAMBIZ SHOGHI
GENERAL MANAGER

CHARLES EVANS
CITY MANAGER

RESOLUTION NO._____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ACCEPT THE BID OF CLAIREMONT EQUIPMENT FOR THE PURCHASE OF TWO (2) DUMP TRUCKS AND ISSUE A PURCHASE ORDER

WHEREAS, the Water Department is in need of two (2) Dump Trucks to be used by the Water Department's field crew for regular duties, emergency main breaks, fire protection, and other field duties, and

WHEREAS, the Department requested bids from vendors that supplies heavy equipment and the following were received:

VENDOR	**AMOUNT**
Clairemont Equipment	$59,995.00
Ford Motor Company	$59,440.00

WHEREAS, although Ford Motors bid was the lowest their bid indicated that this price was only valid for a limited amount of time, therefore, Clairemont Equipment was selected as the lowest bidder, and

WHEREAS, the City Manager is hereby authorized to issue a purchase order to Clairemont Equipment in the amount of One Hundred Thirty-three Thousand, Eight Hundred Dollars and Thirty-four Cents ($133,800.34) which includes document fees, licensing fees, tire surcharges and taxes; and

WHEREAS, funds are available in the Water Department Fiscal Year 2009-2010 Budget in Account Number 5000-880-000-4334.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the bid of Clairemont Equipment in the amount of One Hundred Thirty-three Thousand, Eight Hundred Dollars and Thirty-four Cents ($133,800.34) for two dump trucks is hereby accepted.

SECTION 2. That funds are available in the Water Department 2009-10 Fiscal Year Budget in Account Number 5000-880-000-4334.

SECTION 3. That the City Manager is hereby authorized to issue a purchase order in the amount of One Hundred Thirty-three Thousand, Eight Hundred Dollars and Thirty-four Cents ($133,800.34) to Clairemont Equipment for the purchase of two (2) dump trucks.

SECTION 4. That a copy of this resolution shall be filed in the offices of the City Manager, City Controller and Municipal Water Department.

SECTION 5. That the Mayor shall sign and the City Clerk shall attest to the adoption of this resolution.

ADOPTED this _____ day of _____2009.

RESOLUTION NO. _____
PAGE TWO

_____
MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing resolution was adopted by the City Council at a regular meeting thereof held on the _____ day of _____2009.

That said resolution was adopted by the following vote, to wit:

AYES: COUNCIL MEMBERS-
NOES: COUNCIL MEMBERS-
ABSENT: COUNCIL MEMBERS-
ABSTAIN: COUNCIL MEMBERS-

_____
CITY CLERK OF THE CITY OF COMPTON

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **Water Department**

RESOLUTION TITLE: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ACCEPT THE BID OF CLAIREMONT EQUIPMENT FOR THE PURCHASE OF TWO (2) DUMP TRUCKS AND ISSUE A PURCHASE ORDER**

Kambiz Shoghi — **10/19/2009 4:12:17 PM**
DEPARTMENT MANAGER'S SIGNATURE — DATE

REVIEW / APPROVAL

Ruth Rugley — **10/21/2009 10:49:17 AM**
CITY ATTORNEY — DATE

Willie Norfleet — **10/22/2009 12:45:20 PM**
CITY CONTROLLER — DATE

Charles Evans — **10/21/2009 8:27:01 AM**
CITY MANAGER — DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.

WARRANT APPROVED BY COUNCIL

Warrant #	Date	Name	Description	Amount
180849	11/03/09	Macro-Z Technology Company	Liquidated Damagers from progress payment	$32,716.86
			Requested by: Water	
180922	11/04/09	Melad and Associates	Plan Check Services	$33,591.28
			Requested by: Building and Safety	
180944	11/05/09	Pacific Coast Waste & Recycling	Waste Management Service	$659,809.85
			Requested by: Water	

I hereby certify that the above demands in the amount of $726,117.99 were approved at a regular meeting of the City Council and reject _____ as of November 17, 2009.

_____ _____ _____

Council Member Council Member City Manager

I hereby certify that the Finance Committee at a regular meeting of the City Council on November 10, 2009, allowed the above demands.

_____

Alita Godwin
City Clerk

WARRANT APPROVED BY COUNCIL

Warrant #	Date	Name	Description	Amount
181033	11/10/09	Gateway Cities Council of Govt.	Professional Services	$40,373.34

Requested by: Public Works

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I hereby certify that the above demand in the amount of $40,373.34 was approved at a regular meeting of the City Council and reject _____ as of November 17, 2009.

_____ Council Member

_____ Council Member

_____ City Manager

I hereby certify that the Finance Committee at a regular meeting of the City Council on November 17, 2009, allowed the above demand.

_____
Alita Godwin
City Clerk

WARRANT APPROVED BY COUNCIL

Warrant #	Date	Name	Description	Amount
181080	11/12/09	Advanced Environmental Services	Maintenance of Gas Tank Monitoring Sys.	$43,969.13
			Requested by: ICMS	
181102	11/12/09	Victory Outreach	Maintenance of Creek Bike, Equestrian Trail Vacant Lots & Alleys	$44,343.72
			Requested by: ICMS	

I hereby certify that the above demands in the amount of $88,312.85 were approved at a regular meeting of the City Council and reject _____ as of November 17, 2009.

_____ Council Member

_____ Council Member

_____ City Manager

I hereby certify that the Finance Committee at a regular meeting of the City Council on November 17, 2009, allowed the above demands.

_____
Alita Godwin
City Clerk

November 17, 2009

TO: MAYOR AND CITY COUNCIL MEMBERS

FROM: CITY ATTORNEY

SUBJECT: CITY ATTORNEY REPORT/CLAIM NO. I-8276

SUMMARY

Council will consider the claim of Jerome Wright (Claim No. I-8276), presented to the City on October 8, 2009, pursuant to Govt. Code §§ 911.2 and 915.

BACKGROUND

On October 8, 2009, Jerome Wright presented the above Claim to the City Controller's for damage to his vehicle which he allegedly sustained when he ran over large pieces of broken asphalt from around a manhole located in the middle the road, causing his front bumper to become dislodged from his vehicle. The incident allegedly occurred at 1416 South Pearl Street, in the City of Compton, on April 9, 2009.

Cases such as this typically turn on whether the City had notice of the existence of a dangerous condition prior to the incident. There are no facts to show that the City had the requisite notice.

FINANCIAL IMPACT

Plaintiff presented two estimates, dated October 6 and 8, 2009, in the amount of $2,044 and $3,828, respectively, for his alleged damages.

RECOMMENDATION

Staff recommends that this claim be denied.

/S/
CRAIG J. CORNWELL
CITY ATTORNEY

November 17, 2009

TO: MAYOR AND CITY COUNCIL MEMBERS

FROM: CITY ATTORNEY

SUBJECT: CITY ATTORNEY REPORT/CLAIM NO. I-8279

SUMMARY

Council will consider the claim of Brenda Crozier (Claim No. I-8279), presented to the City on October 19, 2009, pursuant to Govt. Code §§ 915, 912.4(a) and 912.6(a).

BACKGROUND

On October 19, 2009, Brenda Crozier presented the above Claim to the City Controller's Office for damage to her driveway allegedly caused by the overgrowth of City tree roots over the course of the year 2009.

Cases such as this typically turn on whether a taking of property has occurred for which a claimant may recover. The results of staff's investigation found there to be no evidence whatsoever that tree roots caused any damage to Claimant's driveway. The sidewalk adjacent to the tree is in very good, level condition. There appears to be no causal link between the deterioration of Claimant's driveway and the tree roots, therefore, there is no liability on behalf of the City.

FINANCIAL IMPACT

Claimant has provided invoices ranging from Three Thousand, Seven Hundred ($3,700) to Five Thousand, One Hundred dollars ($5,100).

RECOMMENDATION

Staff recommends that this claim be denied.

/S/
CRAIG J. CORNWELL
CITY ATTORNEY

November 17, 2009

TO: MAYOR AND CITY COUNCIL MEMBERS

FROM: CITY ATTORNEY

SUBJECT: CITY ATTORNEY REPORT/CLAIM NO. I-8281

SUMMARY

Council will consider the claim of Magda Marquez (Claim No. I-8281), presented to the City on October 21, 2009, pursuant to Govt. Code §§ 915, 912.4(a) and 912.6(a).

BACKGROUND

On October 21, 2009, Magda Marquez, presented the above Claim to the City Controller's Office for personal injuries which she allegedly sustained when she stepped off of the sidewalk and her foot slipped through some loosely placed grass and into a hole beside a water meter. The incident allegedly occurred at 16108 Atlantic Avenue in the City. Staff has conducted a site inspection of the alleged scene of the incident and did not find evidence of a hole next to a water meter. Furthermore, cases such as this usually turns on whether the City had notice of the dangerous condition. There are no facts to suggest that the City had the requisite notice.

FINANCIAL IMPACT

Claimant is requesting Seven Thousand, One Hundred dollars ($7,500) to settle her claim.

RECOMMENDATION

Staff recommends that this claim be denied.

/S/
CRAIG J. CORNWELL
CITY ATTORNEY

November 17, 2009

TO: **HONORABLE MAYOR AND CITY COUNCILMEMBERS**

FROM: **CITY MANAGER**

SUBJECT: **AUTHORIZING THE CITY MANAGER TO WORK OUT THE TERMS OF AN ADVANCE AGREEMENT BETWEEN THE CITY OF COMPTON AND THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF COMPTON IN CONNECTION WITH THE ADVANCE OF $5 MILLION FROM THE CITY TO AGENCY**

BACKGROUND:

UCDC Resolution Number 1746 authorized the Executive Secretary to work out the terms and conditions of a $6,000,000 Gap Financing Loan Agreement with Prism-IQ Partners, LLC, in connection with refinancing a portion of a construction loan for the Gateway Towne Center. On October 7, 2009, the Compton Redevelopment Agency ("Agency") entered into the loan agreement. The condition precedent to the Agency's obligation to fund the Loan Agreement has occurred. Presently, in order to comply with the Agency's funding obligation under the Loan Agreement, the Agency desires to borrow from the City, $5,000,000, for disbursement by the Agency pursuant to the loan agreement.

This proposal is consistent with Health and Safety Code Sections 33132 and 33133 which allow the Agency to accept assistance from public sources for any redevelopment project within its area of operation or for the Agency's activities, powers and duties. Further, Health and Safety Code Section 33320 provides that for the purpose of aiding and co-operating in the planning, undertaking, construction or operation of redevelopment projects located within the area in which it is authorized to act, the City, may, upon the terms, and with or without consideration, as it determines, enter into an agreement with the Agency.

FISCAL IMPACT:

This Resolution is requesting that the City advance five million dollars to the Community Redevelopment Agency and the Agency will then repay the advancement back to the City by June 30, 2010.

RECOMMENDATION

That the attached Resolution be adopted.

CHARLES EVANS
CITY MANAGER

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING AN ADVANCE OF $5,000,000 FROM THE CITY OF COMPTON TO THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF COMPTON.

WHEREAS, the Community Redevelopment Agency of the City of Compton (the "Agency") is carrying out the Redevelopment Plan for the Compton Redevelopment Project Area, as merged and amended ("Project Area"); and

WHEREAS, the Agency entered into the Compton Subordinate Fund Loan Agreement ("Loan Agreement"), dated as of October 7, 2009, by and between the Agency and CNB New Markets Investment Fund 1, LLC, a Delaware limited liability company ("Borrower"); and

WHEREAS, pursuant to the Loan Agreement, Agency agreed to loan ("Loan") Borrower the principal amount of $6 million ("Loan Amount") in connection with the financing of a multi-tenant retail power center containing approximately 147,030 square feet of retail space, located in the Project Area at 110, 200, 208, 212, and 230 Towne Center Drive and 1633, 1641, and 1725 South Alameda Street, Compton, California and;

WHEREAS, the conditions precedent to the Agency's obligation to fund the Loan pursuant to the Loan Agreement have occurred and;

WHEREAS, the Agency has advanced $1 million of the Loan Amount to an escrow account held by CNB New Market Investment Fund and to be disbursed to Borrower upon the Agency securing sufficient funds to disburse the entire Loan Amount to Borrower and;

WHEREAS, in order to comply with the Agency's funding obligation under the Loan Agreement, Agency desires to borrow from the City, and the City desires to advance to the Agency, $5 million for disbursement by Agency to Borrower pursuant to the Loan Agreement and;

WHEREAS, the Health and Safety Code Sections 33132 and 33133 provide that the Agency may accept assistance from public sources for any redevelopment project within its area of operation or for the Agency's activities, powers and duties, and Health and Safety Code Section 33320 provides that for the purpose of aiding and co-operating in the planning, undertaking, construction or operation of redevelopment projects located within the area in which it is authorized to act, the City may, upon the terms, and with or without consideration, as it determines, enter into an agreement with the Agency.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON, DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the City Council hereby approves an advance from the City to Agency ("Advance") in the amount of $5 million ("Advance Amount"). The Advance Amount shall be a limited obligation of the City and shall be funded from the first monies received by the City from Property Tax, Motor Vehicle License Fees, Sale Tax Revenues and other remittance if necessary, from Los Angeles County received on or before December 28, 2009 following the adoption of this Resolution ("City Revenues"). The City Revenues shall be deposited upon receipt into a separate account of the City's General Fund ("Advance Account") until the amount of City Revenues deposited therein are equal to the Advance Amount. The City Revenues deposited into the Advance Account shall be used only to fund the Advance and for no other purpose, and shall be advanced to the Agency upon its request therefor.

SECTION 2. That the Advance shall be evidenced by an advance agreement between the City and Agency ("Advance Agreement") mutually acceptable to the City and Agency and to be negotiated by the City Manager and Executive Director of the Agency in consultation with the City Attorney and shall contain the following terms and conditions:

(i) City's obligation to make the Advance shall be a limited obligation payable solely from the City Revenues on deposit in the Advance Account;

(ii) The funds advanced to Agency pursuant to the Advance Agreement shall not bear an interest rate;

(iii) Agency shall use the Advance solely for the purpose of disbursing the Loan Amount to Borrower pursuant to the Loan Agreement;

(iv) Agency shall repay the Advance, from all legally available revenues, including tax increment revenues derived from the Project ("Agency Revenues") by June 30, 2010; and

(v) Agency shall not encumber, pledge or place any charge or lien upon any of the Agency Revenues superior to or on a parity with the pledge and lien on the Agency Revenues created pursuant to the Advance Agreement, except as permitted by the Advance Agreement.

SECTION 3. That in consultation with, and upon the advice of the City Attorney, the officers of the City are hereby authorized and directed, jointly and severally, to do any and all things and to execute and deliver any and all documents which they may deem necessary or advisable in order to effectuate the purposes of this Resolution, and any such actions previously taken by such officers are hereby ratified and confirmed.

SECTION 4. That a certified copy of this Resolution shall be filed in the offices of the City Clerk, City Manager, City Attorney, City Controller and City Treasurer.

SECTION 5. That the Mayor shall sign and the City Clerk shall attest to the adoption of this Resolution.

ADOPTED this _____ day of _____, 2009.

_____
MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing resolution was adopted by the City Council, signed by the Mayor, and attested by the City Clerk at a regular meeting thereof held on the _____ day of _____, 2009.

That said resolution was adopted by the following vote:

AYES: COUNCIL MEMBERS -
NOES: COUNCIL MEMBERS -
ABSENT: COUNCIL MEMBERS -
ABSTAINS: COUNCIL MEMBERS -

_____
CITY CLERK OF THE CITY OF COMPTON

November 17, 2009

TO: HONORABLE MAYOR AND COUNCIL MEMBERS

FROM: CITY MANAGER

SUBJECT: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO DIRECT JOSEPH T. ROUZAN, JR. ALONG WITH NECESSARY STAFF PERSONNEL TO PREPARE AN ADDITIONAL COST FEASIBLITY REPORT**

SUMMARY

Council will consider approving a resolution authorizing the City Manager to direct Joseph T. Rouzan, Jr. as well as necessary staff to prepare and submit an additional Cost Feasibility Report regarding potential costs and related matters for City-operated law enforcement services.

BACKGROUND

Since 2000, the City has contracted general law enforcement services from the Sheriff's Department. In November of 2009, the City entered into an agreement with the Los Angeles County Sheriff's Department to continue providing general law enforcement services for an initial term of five years.

Beginning in 2004, the City has authorized feasibility studies regarding City-operated law enforcement services. Resolution No. 22,575 authorized Joseph T. Rouzan, Jr. ("Consultant") to prepare a feasibility analysis report relating to City law enforcement services. Consultant has submitted the Phase I Report regarding the general feasibility of establishing a City-operated law enforcement service. More information is desired regarding any potential costs of implementing the City's return to City-operated law enforcement services.

FINANCIAL IMPACT

There is no fiscal impact.

RECOMMENDATION

That the attached Resolution be adopted.

CITY MANAGER
CHARLES EVANS

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO DIRECT JOSEPH T. ROUZAN, JR. ALONG WITH NECESSARY STAFF PERSONNEL TO PREPARE AN ADDITIONAL COST FEASIBLITY REPORT

WHEREAS, since 2000, the City has contracted general law enforcement services from the Los Angeles County Sheriff's Department; and

WHEREAS, the City, in November 2009, entered into an agreement with the Los Angeles County Sheriff's Department to continue providing general law enforcement services for an initial term of five years; and

WHEREAS, since 2004 the City has authorized certain reports to determine the feasibility for the City to return to a City-operated and maintained police department; and

WHEREAS, Resolution No. 22,575 authorized Joseph T. Rouzan, Jr. ("Consultant") to prepare a feasibility analysis report relating to City-operated law enforcement service; and

WHEREAS, Consultant has submitted its Phase I Report regarding the general feasibility of establishing a City-operated law enforcement service; and

WHEREAS, the City Council is desiring to receive more information as to the potential costs of implementing a return to City-operated law enforcement services; and

WHEREAS, the existing contract between the City and the Consultant provides for such additional studies at no additional costs.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON, DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the City Manager shall direct the Consultant to assist in the preparation of a report for the Mayor and Council concerning the following:

A. The steps necessary to develop recruiting programs aimed at attracting viable candidates considering careers in law enforcement and candidates already serving as peace officers.

B. The time lines for recruiting, processing and certifying different levels of staffing police officers, both newly recruited and those already serving as peace officers.

C. The estimated cost of recruiting officers including the cost of background reports required by California POST and the City.

D. The availability and estimated cost of equipment, including weapons, uniforms, fully equipped vehicles and related materials that would be required for a City-operated police department.

E. The availability, cost and issues involved in locating a facility to process, house and train police officer candidates

SECTION 2. That the City Manager shall direct necessary staff personnel to assist with this Cost Feasibility Report which he may deem necessary or advisable in order to effectuate the purpose of this Resolution.

SECTION 3. That a copy of this resolution shall be filed in the office of the City Manager, City Attorney and City Clerk.

SECTION 4. That the Mayor shall sign and the City Clerk shall attest to the adoption of this Resolution.

ADOPTED this _____ day of _____, 2009.

_____
MAYOR OF THE CITY OF COMPTON

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing resolution was adopted by the City Council, signed by the Mayor, and attested by the City Clerk at a regular meeting thereof held on the _____ day of _____, 2009.

That said resolution was adopted by the following vote:

AYES: COUNCIL MEMBERS -
NOES: COUNCIL MEMBERS -
ABSENT: COUNCIL MEMBERS -
ABSTAINS: COUNCIL MEMBERS -

_____
CITY CLERK OF THE CITY OF COMPTON

November 17, 2009

TO: **MAYOR AND COUNCIL MEMBERS**

FROM: **CITY MANAGER**

SUBJECT: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF COMPTON AND WOODS CONSULTANTS FOR VIDEO AND CABLE SERVICES**

SUMMARY

The City Council will consider a resolution authorizing the City Manager to execute a professional services agreement with Woods Consulting for video and cable services.

STATEMENT OF THE ISSUE

The City of Compton has weekly City Council meetings and sponsors a variety of community events that it wishes to inform and display to the public. The Office of the City Manager has received bid submittals from various video and cable production agencies for the video production, editing and showing of City Council meetings and City events through the Government Access Channel. Each bid submittal outlines the aforementioned services, not to exceed a period of ninety (90) days. During the ninety (90) day interim period, the Office of the City Manager plans on commencing a Request for Proposal process for video and cable services.

The bid submittals and cost associated thereof are as follows:

Video and Cable Production Agencies	Associated Costs
Ironhog Motion Pictures	$18,500.00 a month
Woods Consultants	$4,600.00 weekly or $18,400.00 a month
Seven Pictures Film and Video Production	$14,975.00 per month +$2,435.00 per event
Ron Roberson	$10,000.00 not to exceed 90 days (Non responsive)

Upon further consideration, the Office of the City Manager recommended Woods Consultants to provide said professional services. Woods Consultants has the background and experience in providing media production services for the dissemination of information regarding City events and City Council meetings. Inasmuch, authorizing a professional services agreement between the City of Compton and Woods Consulting will ensure continual public information disbursement regarding City events and activities.

FISCAL IMPACT

The financial impact to execute a professional services agreement with Woods Consulting not to exceed an interim period of ninety (90) days shall not exceed $4,600 per week or $18,400 per month. The account number for the associated costs thereof is 7002-510-000-4262. The professional services agreement between the City of Compton and Woods Consultants shall commence on a date mutually agreed to by the parties.

RECOMMENDATIONS

Staff recommends that the City Council approve the attached resolution authorizing the execution of the professional services agreement with Wood Consulting.

CHARLES EVANS,
CITY MANAGER

ATTACHMENTS: **BID SUBMITTALS FROM VARIOUS VIDEO AND CABLE PRODUCTION AGENCIES**

RESOLUTION NO._____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF COMPTON AND WOODS CONSULTANTS FOR VIDEO AND CABLE SERVICES

WHEREAS, the City has determined the need to retain an experienced professional to provide cable and video services to the City via the government access channel; and

WHEREAS, to that end, the Office of the City Manager requested various cable and video production agencies to submit bids for the video production, editing and showing of City Council meetings and City events on the Government Access Channel; and

WHEREAS, said video and cable services will be provided on an interim basis not to exceed ninety (90) days; and

WHEREAS, the companies that responded to request for bid submittal include Ironhog Motion Pictures, Woods Consultants, Seven Pictures Film and Video Production, and Ron Roberson; and

WHEREAS, a cable and video services provider who has familiarity with the equipment and needs of the City is desirable; and

WHEREAS, Woods Consulting has rendered media consulting and management services for the City and has the technical expertise to accomplish said outcomes.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COMPTON DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the City Manager, upon the advice and consent of the City Attorney, is hereby authorized to execute a professional services agreement with Woods Consulting for video and cable recording services on a fixed-rate basis of $18,400.00 per month to be paid from Account No. 7002-510-000-4262.

SECTION 2. That said serves shall be on an interim basis not to exceed ninety (90) days, commencing on a date mutually agreed to by the parties.

SECTION 3. That certified copies of this Resolution shall be sent to and copies filed with the Offices of the City Clerk, City Manager, City Attorney, City Controller, and Woods Consulting.

SECTION 4. That the Mayor shall sign and the City Clerk shall attest to the adoption of this Resolution.

ADOPTED this _____ day of _____, 2009.

_____

MAYOR OF THE CITY OF COMPTON

#24.

ATTEST:

_____
CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

I, Alita Godwin, City Clerk of the City of Compton, hereby certify that the foregoing resolution was adopted by the City Council, signed by the Mayor, and attested by the City Clerk at a regular meeting thereof held on the _____ day of _____, 2009.

That said resolution was adopted by the following vote, to wit:

AYES: **COUNCIL MEMBER –**
NOES: **COUNCIL MEMBER –**
ABSENT: **COUNCIL MEMBER –**
ABSTAINS: **COUNCIL MEMBER –**

_____
CITY CLERK OF THE CITY OF COMPTON

Ryan Combs
Ironhog Motion Pictures
7950 W. Sunset #604
West Hollywood California 90046

City Of Compton

I was born and raised in Compton, and very proud of it. I have gone on to start a career in filmed entertainment, I have written and directed over ten feature films that ranges from thousands to millions of dollars in budgets. My travels have put me up close and personal with some of Hollywoods' biggest names including Julia Roberts, Ving Rhames and Blair Underwood ect. One of my biggest attributes is that I never go over budget and this is one of the reasons I've worked in this business since the mid 90's.

As one of Compton's prodigal sons, not only would this be a most fulfilling full circle milestone, it would also be an honor to have a part in showing the community and the outside world that Compton's home to not only to diverse thinkers, but to people who want change for the better in their community and society. To put it bluntly, I want to show off my city's positive attributes.

OBJECTIVE:

To paint Compton in a positive light, keep the community informed in a way that will broaden and entertains the citizens of Compton.

SCOPE OF SERVICES:

a. Film council meetings

b. Covering special events

c. Anti-drug and gangs PSA's

d. Record unforeseen occasions deemed film worthy by the city council and/or the other powers that be.

CITY OF COMPTON'S RESPONSIBILITIES:

a. Provide a calendar with the working schedule. This calendar will assure a better pre-production.

b. We know and understand that there'll be unexpected unscheduled events, in this cases we ask that as much details as possible be given to ensure the best visuals possible.

c. Inform Ironhog Motion Pictures of any changes in the schedule as soon as possible.

d. To provide Ironhog Motion Pictures with the scheduled financial backing.

BENEFITS:

The citizens of Compton will be better informed on the intricacie the on going works of the city council. The people will also be entertained by a more complete coverage of the special events tha surround their community. Having well known actors participate ir Compton's anti gang and drug crusade.

#24.

PROFESSIONAL FEES:

For this interim period eighteen thousand five hundred will be the monthly fee to accomplish the goals here within. We will not incur any additional hours or costs without prior written approval.

CLOSING:

W appreciate the opportunity of being a part of making Compton a p itive city of the future that it's citizens can be proud of.

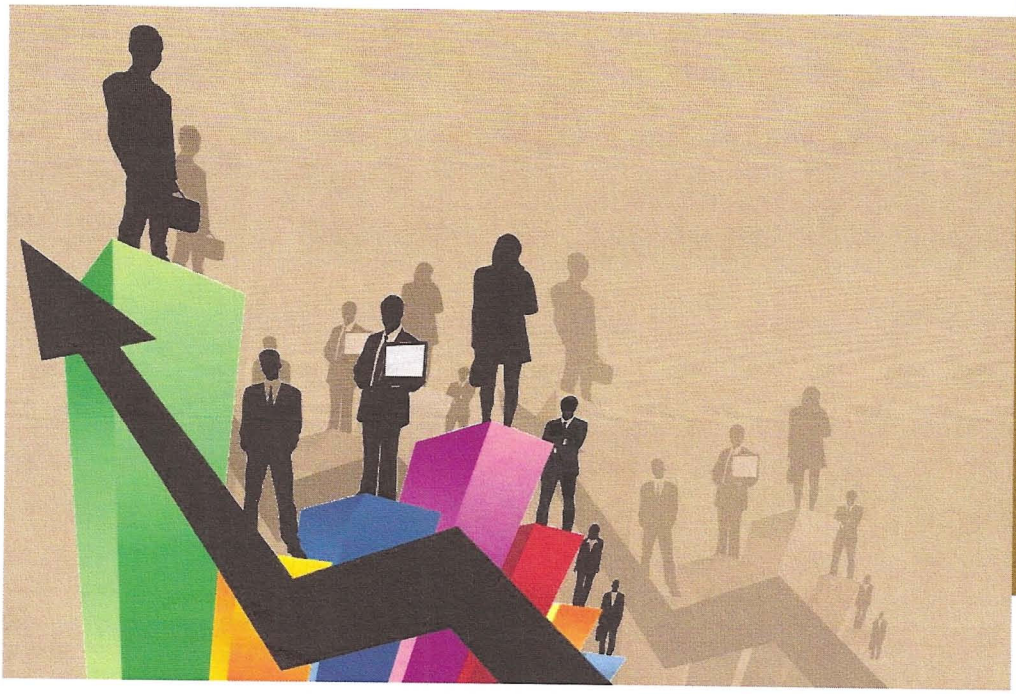
Sincerely,

Ryan Combs

Ironhog Motion Pictures

If there are any questions or concerns don't hesitate in contacting me directly.
323-440-8745 / ironhogmp@aol.com

Media Production Services Proposal



Prepared by Woods Consultants

Presented To:

Charles Evans
City Manager
5 S. Willowbrook Ave
Compton, CA. 90220

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Executive Summary

Woods Consultants will provide media production services for the City of Compton public access cable channel 36. This includes video equipment, professional personnel and scheduled maintenance of city equipment. These services will be provided as an independent contractor to the city limiting the liability to the city.

Company Experience

- Woods Consultants has provided media production services for the city of Compton since 2003. With a successful track record with the city, Woods Consultants designed and installed the new state of the art media facilities in the council chambers. In addition to adding seven robotic cameras, a new control room, lighting and a new sound system was added.

- The CABLE HEAD IN was re-designed and brought up to today's media standards. A computer automated playback system, patch bays and a full monitoring of the cable signal was also installed. Post-production facilities were added, using the latest in industry standards, both audio and video.

- In production, we have produced hundreds of hours of the city council meetings, and with our expertise, we have now switched from 'tape delay to live broadcasting' of the city's weekly meetings. We created and produced four successful original TV shows for the city: A new Compton, These Changing Times, An Evening of Empowerment, and Your Health-Your Life. In addition, we have video taped numerous specials, Winter Wonderland, Breakfast with Santa, the Mayor Pastoral Breakfast, and the Cesar Chavez Parade, and many others.

- Aside from media production services, I have assisted and overseen other projects such as, the paintings in the city hall, neighborhood pole banners, the murals, and monumental signs throughout the city.

The range of work that we offer, I am very confident that we will provide a very productive product for the City of Co[illegible]. The following is a 'SCOPE OF WORK' that we hope to give the city.

Scope of Work

#24.

Woods Consultants will also render medial consulting and management services to include:

- Provide pre-production and post-production services to the video recording of the City Council meetings, Council addresses and Public hearings, City Press Conferences, Town Hall meetings, Community Special Events, and also provide audio for Boards and Commissions

- Maintain all city equipment and facilities to accordance with the manufactures' recommended maintenance program.

- Respond to and, were possible, resolve complaints or technical problems forwarded by the city manager regarding reception, production or issues stemming from service coverage provided by the consultant within 5 working days of notification of problems. As requested, provide consultation and technical expertise to advise the city during its negotiations with Time Warner Cable.

- Provide technical expertise and advise the city regarding the staging, formatting and production of televised media events as required.

Conduct televised activities and events to include:

- State of the City Address
- Press Conferences (as requested by the city manager or designee)
- Public Service Announcements (as requested by the city manager or designee)
- Special Community Events, including dedications and historical events (as requested by the city manager or designee)
- Department Presentations/Community Service Announcements
- Emergency Service/Disaster Communications

Provide production services including:

- Studio Productions
- Editing/Post-production activities
- ENG Productions
- Provide video/media of covered events to the press or other media outlets (as requested by the city manager or designee)
- Live On-Air productions from council chambers or remote locations
- Maintain all aspects of Government Channel Operations in accordance with applicable laws and regulatory requirements

Cost Comparison

Woods Consultants has been contracted by the City of Compton for the past eight (8) year, providing excellent service without rate increase. Below is a cost comparison for the some of our surrounding cities.

Media Production	Cost of Services
City of El Segundo	$ 505,000.
City of Torrance	$ 688,136.
City of Lakewood	$ 500,000.

Cost of Services

Woods Consultants will provide the said services, including use and maintenance of company equipment i.e.; cameras, cables, recording decks, etc. professional personnel, tape stock and other miscellaneous production materials.

Media Provider	**: Woods Consultants**
Total Cost of Services	**: $4,600. weekly**
Duration of Services	**: 3 years**

In closing, Woods Consultants primary concern is to provide professional services to the City of Compton. We will continue to update our facilities and equipment to mirror the constant cha[illegible] media production. We look forward to continuing the positive relationship we have with the city and citizens.

#24.

November 3, 2009

Charles Evans
Compton City Manager
205 South Willowbrook Ave.
Compton, CA 90220

Dear Mr. Evans:

Re: Event Videography Services for City of Compton

Seven Pictures, Inc. is grateful to you for the privilege of submitting this proposal to provide the City of Compton with video services for an initial period of 90 days, beginning on or about November 7th, 2009 and continuing through Tuesday, January 12th, 2010, with an option to renew.

We have already successfully been through the process of registering as a vendor for City Hall when we were commissioned by City Planner, Mr. Derek R. Hull to record the Creek Clean-Up Project. While there, we had the pleasure of meeting Councilman Dr. Willie O. Jones who requested that we subsequently record his Children's Fall Festival. This has been edited and is available for your viewing consideration at:

http://sevenpictures.com/client/compton/oct24.php

Today we had the opportunity to survey the audio/visual equipment owned by the City of Compton for use during the recording of weekly council meetings, when Natalie Champion from your office, was kind enough to give us a tour of the facility. Our proposal is based on the equipment you already have. Based on what we observed personally, the existing equipment is in good condition for the continued recording of in-house meetings. However, before recording the first meeting, we would require a full day to more carefully examine and test the equipment to ensure everything is functioning properly. We would also require passwords be retrieved for access to editing equipment.

There did not seem to be any field equipment available. As such, we are prepared to use our own cameras and recording equipment for field events in a limited capacity. We learned that there is an upcoming event this weekend, and we are available to record this.

Unless requested in writing otherwise, Seven Pictures Inc. is prepared to record the following:

Monthly

- Weekly City Council Meetings (4 monthly)

Individual City Events

- Special City Events as Scheduled

We propose a monthly fee for the recording of Council Meetings, under a contract price of $14,975.00 per month.

Separately we propose a per-event fee of $2,435.00 per event, to be billed as the events occur. This includes editing the footage to a final product, as we delivered with the Children's Fall Festival.

This would greatly benefit the City of Compton, in that it would save costs by only using public funds for an actual service delivered. In the month of December there are several events, so the majority of the budget would be spent in the Holiday season to record these events. Conversely, during other months of the year where there are fewer events, the city would incur no costs.

We hope you will find this proposal agreeable to your needs, and look forward to a successful relationship with the City, where we can assist you in "Birthing a New Compton."

Cordially,

Leslie M. Brown

Leslie M. Brown
Coordinating Producer

Ron Roberson
#24. ...ewood blvd.
..., CA 90762
Cell: (562) 896-0599 - ron.roberson@twcable.com

CITY OF COMPTON
205 S. Willowbrook Avenue
Compton, California 90220

To Whom It May Concern:

This correspondence outlines the complete scope of work requested, including objectives, procedures, identification of responsibilities, and Bid fees.

OBJECTIVE

Produce City Council meetings and local civic events. Elements include interviews, photos, music, animated logo package, local Official and Citizens testimonials, location b-roll, custom post edit and broadcast quality master (DVD, Beta, DV cam, Mini DV).

SCOPE OF SERVICES

1. Procedures

a. Compose video script and storyboard for on location productions.

b. Interviews: Elected Officials, Department Heads and Citizens.

c. Capture remainder of the year City Council Meetings and edit for broadcast.

BENEFITS

When the productions are complete, you will have a broadcast quality presentation for local television broadcast.

COSTS AND PROFESSIONAL FEES

For 90 days of service of said events we submit a bid of: **$10.000 (Ten thousand dollars)**

CLOSING

We appreciate the opportunity to service your City with the best in television production.

Sincerely,

[Your Name]
[Title]

Enclosure

RESPONSE

This letter correctly sets forth the understanding of the neighborhood group.

Accepted by Title Date

[Recipient Name]
r 4, 2009

#24.

COMPANY NAME
STREET ADDRESS
CITY, ST ZIP CODE

PROPOSAL

DATE: TO: Rebecca Laszlo

SOFTWARE: Model 60

SOFTWARE COST:

Library Multi-Record Including Report Master	$1,255
General Ledger	850
Accounts Payable	850
Import Master	645
TOTAL SOFTWARE	$3,600

PROFESSIONAL FEE ESTIMATE:

	HOURS
Installation Plan	9
Identify Responsibilities	
Establish Schedule	
Select Conversion Date	
Installation of Software	5
Install Model 60 Modules on Network	
Set Terminal ID's and Preferences	
Set Printers and Defaults	
Establish Security	
Implementation of Modules	9
Establish Parameter and Master Files	
GL, AP, and Custom Financial Statements	
Training: All Modules and Backup	9
Document Procedures	
Demonstrate Hands-On Entry Reporting	
Conversion	9
Define Conversion Tasks and [illegible]ods	
Build Import from Trey Research and Contoso, Ltd.	18

Coordinate Bridge to/from Trey Research and Contoso, Ltd. Software	18
Meet with Neighborhood Group to Establish Coordination Specifications. Meet with Representatives from Trey Research and Contoso, Ltd. to Establish Responsibilities.	
TOTAL HOURS	77
TOTAL FEES	$6,930

#24.

11/12/2009 3:28:33 PMCharles Evans

RESOLUTION SIGN-OFF FORM

DEPARTMENT: **City Management**

RESOLUTION TITLE: **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF COMPTON AND WOODS CONSULTANTS FOR VIDEO AND CABLE SERVICES**

Charles Evans — **11/12/2009 2:15:23 PM**
DEPARTMENT MANAGER'S SIGNATURE — DATE

REVIEW / APPROVAL

Craig Cornwell — **11/12/2009 5:41:10 PM**
CITY ATTORNEY — DATE

Willie Norfleet — **11/12/2009 5:49:19 PM**
CITY CONTROLLER — DATE

Charles Evans — **11/12/2009 5:35:58 PM**
CITY MANAGER — DATE

Use when:	
Public Works:	When contracting for Engineering Services.
City Attorney:	When contracting for legal services; contracts that require City Attorney's review.
Controller/Budget Officer:	Amending Budget; appropriating and/or transferring funds; adding and/or deleting positions; any resolution having account numbers.
Asst. City Manager/OAS:	All personnel actions.