

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, January 12, 2010
3:00 PM**

HEARING(S)

3:15 P.M. - PUBLIC HEARING - DECLARING THAT AN APPLICATION HAS BEEN MADE FOR TAXI CAB SERVICES FROM ALL TRANS ENTERPRISE INCORPORATED DBA FUTURA TAXI

**3:20 P.M. - PUBLIC HEARING - WASTE HAULING FRANCHISE
(Reschedule Item #11)**

OPENING

ROLL CALL

INTRODUCTION OF SPECIAL GUESTS

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

REPORTS OF OFFICERS AND COMMISSIONS

CITY FIRE DEPARTMENT

1. RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING AN AGREEMENT AND PURCHASE ORDER WITH THE CITY OF DOWNEY FOR FIRE AND EMERGENCY MEDICAL DISPATCHING

CITY MANAGER

2. 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
3. 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.

COMMUNITY REDEVELOPMENT

4. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON DESIGNATING A REDEVELOPMENT SURVEY AREA FOR STUDY PURPOSES IN CONNECTION WITH THE DETERMINATION OF THE FEASIBILITY OF A PROPOSED NEW REDEVELOPMENT PROJECT AREA PURSUANT TO COMMUNITY REDEVELOPMENT LAW.

HUMAN RESOURCES

5. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH BETTY SMITH FOR SPECIALIZED RESEARCH PROJECTS AND TO EXPEDITE THE RECRUITMENT AND EXAMINATION PROCESS
6. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH WANDA ALLEN FOR SPECIALIZED RESEARCH PROJECTS AND TO EXPEDITE THE RECRUITMENT AND EXAMINATION PROCESS

MUNICIPAL LAW ENFORCEMENT SERVICES

7. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE MUNICIPAL LAW ENFORCEMENT SERVICES' FISCAL YEAR 2009-2010 BUDGET TO ACCEPT AND APPROPRIATE \$299,743.44 IN FUNDING TO CONDUCT SOBRIETY CHECKPOINTS IN THE CITY OF COMPTON

WATER DEPARTMENT

8. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING ENTRANCE INTO A CONTRACT WITH AND ISSUING A PURCHASE ORDER TO JOHN T. MALLOY, INC. FOR THE NORTHWOOD AVENUE WATER MAIN IMPROVEMENTS

APPROVAL OF WARRANTS

9. **Warrant #182919 - Date - 1/6/10 - Name - LA County Sheriff - Description-** Purchase of Equipment - **Amount - \$34,000.00 - Requested by:** MLES

Warrant #182928 - Date - 1/7/10 - Name - Alex H. Beaumont - Description- Professional Services Rendered, Acting Director of Public Works - **Amount-** \$16,937.50 - **Requested by:** Public Works

Total Amount - \$50,937.50

10. **Warrant #182929 - Date - 1/7/10 - Name - Bryan A. Stirrat and Assoc. Inc. - Description-** Professional Services - **Amount-** 5,000.00 - **Requested by:** CRA

Warrant #182934 - Date - 1/7/10 - Name - Oliver Mujica - Description - Professional Services - **Amount - \$6,250.00 - Requested by:** CRA

Total Amount - \$11,250.00

END CONSENT AGENDA

REPORTS OF OFFICERS, BOARDS, COMMISSIONS AND COMMITTEES

CITY MANAGER'S REPORT

CITY ATTORNEY'S REPORTS

CITY TREASURER'S REPORTS

UNFINISHED BUSINESS

NEW BUSINESS

11. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON DECLARING ITS INTENTION TO GRANT A WASTE HAULING FRANCHISE AGREEMENT TO PACIFIC COAST WASTE AND RECYCLING LLC, SETTING A PUBLIC HEARING THEREON FOR TUESDAY, JANUARY 26, 2010 AT 3:20 P.M. AND RESCINDING RESOLUTION NO. 23,008.

COUNCIL COMMENTS

ADJOURNMENT

NEXT REGULAR MEETING: Tuesday, January 19, 2010 @ 7:00 PM.

Visit our website at <http://www.comptoncity.org>

TO: MAYOR AND COUNCIL MEMBERS

FROM: CITY MANAGER

**SUBJECT: RESOLUTION OF THE CITY COUNCIL OF THE CITY
OF COMPTON AUTHORIZING AN AGREEMENT AND
PURCHASE ORDER WITH THE CITY OF DOWNEY FOR FIRE
AND EMERGENCY MEDICAL DISPATCHING**

SUMMARY

This resolution authorizes the City Manager to enter into an agreement and establish a purchase order not to exceed the amount of \$618,999.66 to the City of Downey for the payment of the City's share of a Joint Powers Authority fire and emergency medical dispatching service.

BACKGROUND

For many years, the City of Compton has been a member of a Joint Powers Authority (JPA) that provides fire and emergency medical dispatching for the cities of Compton, Downey, Montebello, and Santa Fe Springs. The service is provided by the Downey Communications Center. The JPA now only dispatches for three cities. The City of Montebello moved to Verdugo dispatch center due to logistical reasons. The JPA dispatch center has also upgraded to pre-arrival instructions which assist callers in addressing certain first aid issues until help arrives. Therefore these additional costs have to be borne by the three remaining cities. Under the JPA, member cities are assessed a portion of the total dispatching cost, based upon the following four factors:

1. Cost for supplies and services.
2. Cost for dispatching personnel.
3. Cost for equipment.
4. Cost direct telephone lines.

SITUATION

The above-mentioned formula has determined that the cost for this year's services amounts to \$618,999.66. City Council approval is needed because the expenditure is in excess of \$25,000.

FINANCIAL IMPACT

There is no further impact to the 2009/10 fiscal year budget. There are reserve fund to be used on account with the JPA and the remaining balance has been budgeted and are allocated in account 10016900004269.

#1.

RECOMMENDATION

Staff recommends that the City Council approves the attached resolution.

JON THOMPSON
FIRE CHIEF

CHARLES EVANS
CITY MANAGER

Attachment

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY
OF COMPTON AUTHORIZING AN AGREEMENT
AND PURCHASE ORDER WITH THE CITY OF DOWNEY
FOR FIRE AND EMERGENCY MEDICAL DISPATCHING
SERVICES**

WHEREAS, the City of Compton has been a member of the Joint Powers of Authority (JPA) with three other cities for Fire and Emergency Medical dispatching; and

WHEREAS, the aforesaid dispatching services are provided by the Downey Communications Center; and

WHEREAS, each member of the JPA share in the cost of providing this service; and

WHEREAS, funds for this payment have been allocated in the Fire Department's 2009/10 Fiscal Year budget.

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 purchase order to the City of Downey in an amount not to exceed \$618,999.66

Section 2. The funds for said services are appropriated in account 1001-69-0000-4269 of the Fire Department's budget for fiscal year 2009/10.

Section 3. That a certified copy of this resolution shall remain on file in the offices of the City Manager, City Clerk, City Controller and the Fire Department.

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

ADOPTED this _____ day of _____, 2010.

MAYOR OF THE CITY OF COMPTON

#1.

RESOLUTION NO. _____
PAGE TWO

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, do hereby certify that the forgoing 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 _____ day of _____, 2010.

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

AYES: Council Members-
NOES: Council Members-
ABSTAINS: Council Members-
ABSENT: Council Members-

CITY CLERK OF THE CITY OF COMPTON

RESOLUTION SIGN-OFF FORM

DEPARTMENT: Fire Department

RESOLUTION TITLE: RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING AN AGREEMENT AND PURCHASE ORDER WITH THE CITY OF DOWNEY FOR FIRE AND EMERGENCY MEDICAL DISPATCHING

Jon Thompson
DEPARTMENT MANAGER’S SIGNATURE

12/24/2009 12:23:01 PM
DATE

REVIEW / APPROVAL

Craig Cornwell
CITY ATTORNEY

12/30/2009 3:38:04 PM
DATE

Willie Norfleet
CITY CONTROLLER

12/31/2009 7:35:39 AM
DATE

Charles Evans
CITY MANAGER

12/30/2009 8:00:22 AM
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.

January 12, 2010

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:

<u>Companies</u>	<u>Proposed Cost (based on proposal submittals)</u>
Just Work, Inc.	\$275,000.00
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

#2.

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:

<u>Activity</u>	<u>Cost</u>
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	
Management of Creative Process and Design Team	
Other deliverables as negotiated	
Total	\$275,000

The total fiscal impact of a professional services agreement with Just Work, Inc. for public relations and marketing services shall not exceed \$275,000.00 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 \$275,000 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 _____, 2010.

MAYOR OF THE CITY OF COMPTON

RESOLUTION NO. _____
PAGE TWO

ATTEST:

CITY CLERK OF THE 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 _____, 2010.

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

Presented by Just Work Inc. (JWI)

TABLE OF CONTENTS

#2.

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BACKGROUND

The City of Compton is filled with potential and Just Work Inc. was #2. tell the world about it!

We already know that Compton is a city in southern Los Angeles County, California, just south-southeast of downtown Los Angeles. Incorporated in 1889, as of the 2000 census, Compton had a total population of 93,493 in its 10.5 square miles. Recently, Compton has seen an increase of middle-class residents due to its affordable housing. Still seen as a primarily African-American city, in recent years, there has been an influx of White, Latino and Asian families moving into the City of Compton 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 remains a viable part of the global economy.

But that's just the beginning of what Compton has to offer. It is a diverse city that is host to several popular cultural events annually, including music events featuring well known jazz, gospel, and hip hop performers. Over the years, Compton has also been the home of many nationally known amateur and professional athletes and entertainers, who return to the city on a regular basis.



#2.

JUST WORK INC.

PUBLIC AFFAIRS & PUBLIC RELATIONS

About Us

A certified MBE/WBE serving a national client base, with a focus on projects in the Southern California region, Just Work Inc.'s headquarter is at 510 S. La Brea Avenue, Inglewood, CA 90301, 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 field 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 community and local stakeholders.

Goals

The City of Compton has requested professional input and expertise **#2.** 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, 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.

Just Work Inc. believes that 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

Just Work Inc. has set out the following objectives for the City of Compton:

- 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 transparency in the public process – Compton residents need to feel like they have input into the matters that affect their lives and that their opinion matters to City Officials.
- Create brand recognition of the term “I ♥ Compton” and increase market awareness of the 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 Designated Market Area for at least 100,000 impressions per hit.

Target Audiences

#2.

Primary – Residents who vote

- African-American residents/homeowners, 60+
- Compton's community activists, tastemakers
- Latino, White and Asian residents/homeowners

Secondary – Business

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



PUBLIC RELATIONS STRATEGY RECOMMENDATION

#2. It 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 Urban Youth 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, Mardi Gras, Gospel Fest, etc.)

Tactics

Media Kit:

In order to launch an effective public relations campaign, the following white sheets would need to be written as part of a comprehensive press kit that would help promote "the Rebirthing 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 collateral materials
- #2.**

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 stories. 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 including Facebook, Myspace, and Twitter.

Implementation

JWI proposes to do the following on behalf of the city of Compton:

Manage, direct and coordinate the activities of the Communications and Public Affairs Department;

#2.

- Serve as the City's spokesperson in highly sensitive, complex or emergency situations;
- Develop and maintain strong working relationships with members of the English and Spanish language media;
- Develop comprehensive plans, strategies and approaches for use in marketing Compton's image to citizens, businesses, industry and media locally, regionally and nationally;
- Develop issues management strategies for the Mayor and City Council and senior management staff;
- Coordinate 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;
- Provide 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;
- Work closely with outside community groups and organizations in coordinating public information, marketing and promotional activities;
- Provide media relations and on-camera training to the Mayor and City Council, senior management staff and other key City spokespersons;
- Prepare and administer the City's communications/public affairs budget;
- Coordinate citizen complaints with appropriate departments or initiates investigations to be conducted to determine correct responses for corrective actions;
- Recommend and advocate 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;
- Consult with management and recommend actions to improve organizational communication and in formulating policies that strengthen community relations;

- Act as a City liaison with other agencies on community relations projects and events;
- Conduct special projects and studies requested by the City Manager and Assistant City Managers;
- Communicate and coordinate regularly with appropriate City staff to maximize the effectiveness and efficiency of interdepartmental operations and activities.



MARKETING PLAN DELIVERABLES

#2. 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)
- Mixer and City Media Tour
- Bi-Weekly, Monthly, and Quarterly Newsletters (Print, Electronic)
- Media Relations
- Public Service Announcement
- Press Releases
- Monthly Calendar of Events

SAMPLE ADVERTISING PLAN

Print

- Hub City News
- 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, Sp **#2**.ne Gospel
- KTYM – Christian
- In addition, submit 30-second Public Service Announcement



#2 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

Dionisio Marquez has more than 15 years of community outreach experience. Mr. Marquez has led workshops both in Spanish and English involving a variety of topics including First-Time Homebuyers workshops, Redevelopment procedure, Relocation Assistance, Development Process. He has served as a recruiter for the University of California Berkeley to encourage under represented students to pursue higher education.

Debbie Dumas – Project Manager

Debbie Dumas has over 15 years of experience in contract management, marketing, management and community outreach.

Ms. Dumas has had a successful career in marketing at several companies. At Associated Production Music, she designed and distributed weekly production analysis reports, developed new business and increased additional revenue sources for company. At Music Sales West Corp and Rudolph Productions Ms. Dumas designed marketing programs and letters for communication with various artists, advertisers, music supervisors and film companies. She also cleared various copyrights for use in a number of film and television projects.

At Walt Disney Company Ms. Dumas developed support teams for various marketing departments, was instrumental in designing marketing presentations and proposals, and interfaced with various department

heads including, Atlas Third Rail, Disney Casting, Walt Disney Records, Joe Roth and Michael Eisner, on financing, budgets and marketing. At Sony Music Ms. Dumas provided support to the marketing department #2. in the execution and analysis of marketing programs, and as a Product Manager for various artists. She implemented and designed marketing CD Extra and Web pages for various artists, oversaw Product Management weekly strategic meetings, artist updates, advertising and promotion.

Ms. Dumas is an AB Mathematics/Licensed Respiratory Practitioner, a Certified/Licensed Respiratory Care Practitioner. She is a graduate of Gettysburg College, Gettysburg PA, the Medical Training Institute, and UCLA-Radiology. Additionally, she completed Basic Loan Sales- World Savings and Principals In Real Estate- Century 21 Real Estate training.

Ms. Dumas is a board member of the California Copyright Conference. She is also a member of Women in Film, St. Jude's Children's Hospital, the Writers Guild Member, the Broadcast Music Industry (BMI), and the Recording Academy.

Steven Holloway- Technical Consultant/Project Manager

Mr. Holloway is a highly experienced consulting professional with over 20 years of experience. He has demonstrated his skills and achieved successes in such areas as operations management, marketing, project management, technical writing, and business systems analysis. Mr. Holloway served as the operations manager for the marketing/lead generation team of a large software manufacturing company. Mr. Holloway was successful in implementing new policies and business strategies within the organization, which reduced lost leads and increased overall lead qualification. Mr. Holloway was the project manager for a large project involving the outsourcing of the Marketing/Lead Generation Department. In that capacity he was responsible for extracting functional requirements from sales and marketing teams, and then translating those requirements into detailed specifications to ensure that all internal and external systems were optimized to capture and deliver the generated leads correctly. Mr. Holloway has also served as both developer and project manager on a number of successful technical documentation development projects covering many industries. He possesses a broad range of "soft" skills that gives him the versatility to be placed in a number of contexts with. Throughout his career Mr. Holloway has strived to keep business issues in the forefront as an experienced consulting professional and business owner allocating resources and prioritizing enhancements to meet strategic objectives. Focusing on business imperatives is a core value of his, one that he brings to every project on which he works.

Amy Malone – Project Manager

#2.

Amy Malone is also a public relations specialist who caters to the needs of clients wishing to generate heightened awareness in the urban community. Her experiences include working as a publicist for GIC Public Relations. For many years Ms. Malone has been a significant force in the world of urban entertainment, working for such industry leaders as Capitol Records, Virgin Entertainment, CBS Entertainment, "It Girl" Public Relations, and BRE Magazine.

Amy attended California State University of Long Beach, where she majored in communications.

Medgar Boston – Technical Consultant

Mr. Boston is a seasoned professional with a focus on program design, financial analysis, budget administration and training. He designs and maintains Del Richardson & Associates, Inc.'s electronic management system. Mr. Boston played a key role in developing the regional concept for the management and training of more than 300 Human Resource professionals on behalf of the Transportation Security Administration.

Mr. Boston's experiences include: configuration of Cisco Routers and switches, experience with software installation, and application development, good understanding of database architecture and disaster recovery, experience with planning and implementing LAN and WAN components to include Microsoft BackOffice applications like Exchange Server, IIS and SMS; Experienced with Gold Mine; and Converting Goldmine data to LexisNexis Time Matter 6.0

*Double Major Computer Science / History received B.A ▪ UCLA
Extension – Business Reengineering ▪ Novell CNE ▪ Microsoft
Projects, MCSE ▪ CISCO CCNA ▪ Legato SAN Academy*

Trisha Murakawa – Public Affairs Associate

Trisha Murakawa has more than twenty years of experience in strategic communications, public affairs and project management. She has particular expertise in public relations, marketing, communications, media relations, government relations, legislative advocacy, community relations, construction mitigation, public education and public participation for major public works projects.

Her project experiences include working as project manager for the West Basin Municipal Water District's construction awareness program, project manager for the Watch the Road public education campaign, project manager the Orange County Transportation Authority Rail Master Plan public affairs program; project manager or task leader for public outreach for four bus transit restructuring studies: Los Angeles Department of Transportation Community DASH Needs Assessment Study and South Bay & Gateway Bus Transit Restructuring Study, MTA Southeast Bus Transit Restructuring (SABRE) Study and Orange County Transportation Authority Bus System Restructuring Study – Public Participation Program. Campaign manager for California State Controller John Chiang's November 2006 victorious election. Campaign manager and finance director for California State Assemblymember Warren Furutani's 2006 and 2007 campaigns. Finance director for the Coalition for an Informed California/No on 54 successful campaign during the October 7, 2003 recall election.

Ms. Murakawa was the president and managing partner of Lang & Murakawa, a strategic communications and public affairs firm based in downtown Los Angeles, a public affairs officer for the Los Angeles County MTA where she handled construction mitigation programs, developed and implemented marketing campaigns for small businesses and construction mitigation, as well as coordinated public participation and public affairs strategies for various transportation projects including the Metro Red Line Eastside Extension and the Metro Red Line segment two - Vermont Corridor. She also organized community groups around bus operations, rail planning and heavy rail construction and a variety of events for community organizations, elected and government officials, civic and business leaders and the public.

Ms. Murakawa's professional experience also includes serving as the assistant director of UCLA Community and Governmental Relations where she coordinated advocacy activities for the university and higher education including five statewide ballot initiatives, as legislative assistant to Assemblyman Tom Hayden and as legislative aide to State Senator Diane Watson.

A leader in many professional and community organizations, Ms. Murakawa serves as member of the Redondo Beach Harbor Commission and the Redondo Beach Growth Management and Traffic Committee, board chair for the American Lung Association of California, member of the National Assembly of the American Lung Association, board member for the UCLA Alumni Association and writes a column for a local newspaper. She also served as a public member of the California State

#2.

Bar Examiners Committee, the Redondo Beach Public Works Commission, president of the American Civil Liberties Union of Southern California and as chairman of the board of the WRAP Family Service Agency known today as Pacific Asian Counseling Services.

Ms. Murakawa received a B.A. in sociology from the University of California, Los Angeles.

Shauna Bain Smith – Marketing & Communications

Shauna Bain Smith has extensive experience in Project Planning and Management, Community/Business Outreach, Public Policy, Legislative Analysis, Environmental Compliance, Media Relations, Event Coordination and Strategic Marketing. Ms. Bain Smith was the Deputy Project Manager of the Public Outreach/Environmental Justice Outreach portion for Phase III of the LAX Master Plan and co-authored portions of the Final EIS/EIR. Ms. Bain Smith also worked for the Los Angeles Dept. of Water and Power, Economic Development Group with the Director and Asst. Director to strategically develop and market programs that promote the EDG's goal to support the growth and prosperity of Los Angeles business -particularly to address needs of small businesses.

In 2003 Ms. Bain Smith was a member of the 2003 City of Los Angeles, Mayor's Office and Cultural Affairs Department African American Heritage Celebration ("Celebrate 2003") Committee. There she was responsible for outreach to various corporate sponsors to support more than a month of African American Heritage activities throughout Greater Los Angeles, and she worked closely with the Mayor's office to ensure strategic planning of events. Additionally, Ms. Bain Smith worked for the Los Angeles County Office of Education (LACOE) Teen Passport Program Strategic development for at-risk youth outreach program. She was responsible for management, design and dissemination of marketing materials, as well as development of sponsorship packages to secure major corporate sponsorship.

At the Coca-Cola Company she was responsible for strategic development of new youth initiative program. Ms. Bain Smith developed mentorship curriculum and program application criteria, lead creative development of program marketing and recruitment video.

While at the Los Angeles Department of Water and Power, Ms. Bain Smith was responsible for Owens Lake Project Community outreach and labor recruitment for a \$60 Million construction project. She strategically planned outreach activities to increase participation of minority, women and disadvantaged firms. At Craig & Associates Business Development

#2.

Manager/ Marketing Consultant she was responsible for strategic planning of marketing campaigns for small businesses and the planning and production of special events. Ms. Bain Smith was also the Media Relations Coordinator for the Florida Marlins Major League Baseball Team.

*Juris Doctor, University of Southern California Law School- Hale Moot Court Honors Program Member of the California Bar, 2000
B.A., Psychology, Spellman College, Atlanta, GA
Semester Study Abroad, Instituto Internacional- Madrid, Spain*

Juanita Holcombe-Hamilton – Brand Marketing

Juanita Holcombe-Hamilton is an entrepreneur with over twenty years experience doing business in the Los Angeles area. Ms. Holcombe-Hamilton is a certified mediator and licensed realtor. She leads a team of professional consultants that deliver services across a broad spectrum of industries. She provides process automation, process improvement and workflow management, as well as organizational design and development, training and dispute resolution services. She provides professional real estate services that includes, buying, selling and investing, and is active in the community. A past president of the Friends of the Los Angeles Commission on the Status of Women, she helped raise funds to support awareness regarding issues that affect women, girls and families. She is responsible for the implementation of the YWCA Board's Strategic Plan.

*Business Administration/Business Management- University of Phoenix
Certified Mediator- Los Angeles City Attorney's of Dispute resolution Program
Licensed Realtor- State of California
Certified Anti-Bias Educator/ Trainer – Anti- Defamation League, New York*

Adrienne D. Leary-Jones – Marketing

Responsible for providing the following services to Small Office Home Office (SOHO) and Fortune 500 companies: Human Resources training & recruiting, P&L, B2B & B2C, Sales, Product Marketing, Direct Mail, Advertising and Promotions (concept, design and production), Website/Micro-site Development, Public Relations, Sponsorship Fulfillment, Fundraising, Creative Marketing, Digital Asset/Database Management, Recognition and Rewards Program, Training, Tradeshow, Event Management, and Marketing Collaterals. Client list includes: Xerox, HP, Sage Software, Mutual of Omaha Life Insurance, Hall High Desert Mortuary, Rainbow Ridge Elementary School PTSA, Wood Chip Playing

#2.

Cards, Breakthrough Church of God In Christ, Way Kool Games, Simones' Uniforms, Moreno Valley Pop Warner Football, Swift Performance Track and Field and DreamGirls & Distinguished Gentlemen and Compton High School Class of 79 Reunion Committee.

Stanford Graduate School of Business, Palo Alto, California Graduate School of Business Certificate, Executive Strategic Marketing Management Program 1997

USC, Los Angeles, California Graduate School of Business Certificate, Executive Management Effectiveness Program 1991

California State University Long Beach, Long Beach, California Bachelor of Science in Business Management 1986

Yodit M. Churnet – Public Affairs Associate

Yodit Churnet is a highly effective communications professional with exceptional writing, editing, speaking, and promotional skills. She assisted in the organization of the History Comes Alive in Compton event for the City of Compton. Ms. Churnet organized the McClanney Fundraiser for then candidate Senator Curren Price. While working for Africare, Ms. Churnet assisted in organizing Africare's Bishop Walker Memorial Dinner (which raised over \$1 million dollars for the organization) and other fundraisers and receptions for dignitaries. She assisted the President in managing the African Diplomatic Outreach Program, and liaised with African Ambassadors residing in Washington, D.C. She published the Newsletter for the Africare Board of Directors, and prepared relevant documents for Board meetings.

Ms. Churnet has an extensive background in public health in the District of Columbia. She has managed various programs, organized Neighborhood Advisory Councils for Community Health Centers, written and published newsletters and health education calendars. Ms. Churnet trained medical and administrative personnel, recruited and enrolled patients into programs, created a tracking system for new programs and a database of health care providers.

Ms. Churnet also served as Legislative Assistant for Foreign Affairs for Congresswoman Julia Carson, where she researched and drafted legislative positions on Foreign Affairs and other issues. She was also the principal staffer for the Congressional Black Caucus, and coordinated the Issues Forum on Juvenile Justice.

*Mediation Training Program: The Art of Win-Win Negotiations
University of California, Los Angeles 2005*

B.A., History, University of Virginia, Charlottesville, Virginia 1996

RELATED PROJECTS

#2.

Client: City of Compton
Project: *History Comes Alive In Compton*
Contact: Vince Flowers (310) 605-5585
Date: 2009

A two venue event which consisted of a Celebration at the Jackie Robinson stadium (1101 Cressey Street Compton, CA 90222) and the Luncheon at the Crystal Casino and Hotel (123 East Artesia Boulevard Compton, CA 90220).

History Comes Alive In Compton was a day long event in which Ambassador Andrew Young came to educate the youth about the human rights and to recognize Baseball's contribution to the civil rights movement. It was sponsored by the City of Compton, the Compton Athletic Foundation, the Compton Unified School District, and Reviving Baseball in Inner Cities (RBI). There was a scholarship contest for the students that had a \$5,000 grand prize and three \$1,000 runner-up awards. At the Luncheon, Ambassador Young and several other high profile speakers addressed a capacity crowd of 500 guests.

The speakers included Ambassador Andrew Young, Mayor Eric Perrodin, Major League Baseball legends Al Downing, Frank Robinson Don Newcombe, Los Angeles Dodgers Legend and Director of Community Relations, Dennis Kuhl, President of the Los Angeles Angels of Anaheim, Hubbie Brooks, Tony Reagins, General Manager, Los Angeles Angels of Anaheim, Nichol Whiteman, Regional Director of the Jackie Robinson Foundation, actor Hosea Sanchez, and Reviving Baseball in Inner Cities Los Angeles founder John T. Young, Mark Langill, Los Angeles Dodgers Team Historian, Nichol Whiteman, Regional Director, Jackie Robinson Foundation, and Isadore Hall, III, Assemblymember, 52nd District.

Just Work Inc. was the event planner. Our responsibilities included event including logistics, catering, contracting with vendors, brochures, programs, invitations, mailings, floral arrangements, and set design. We worked with the Departments of Public Works and Recreation to prepare the sites for the event. Additionally, we worked closely with the City of Compton's Safety and Emergency staff to ensure a safe outcome.

We also worked closely with the Compton Unified School District to arrange for students from Centennial, Chavez, Compton, Dominguez high schools to attend the Celebration at Jackie Robinson Stadium and submit essays for a scholarship contest. We prepared the scholarship recipients to address the press at the Luncheon.

Just Work Inc. was responsible for the successful media coverage of the event #2 the print media, radio, internet and television coverage (including ABC, KJLH 89.3, The Los Angeles Sentinel, The Compton Bulletin, The Wave Newspapers and the Los Angeles Dodgers press release).

We also produced a commemorative video of the day's events and follow-up coverage of the scholarship winning students being recognized by the Los Angeles Dodgers at Dodger Stadium on October 3rd 2009.

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 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

The project area was located at Lankershim and Chandler Boulevard for the construction of the Metro Redline Station and the NoHo Commons.

We designed outreach campaign directed towards businesses in an around the project area. During the project we also held community forums to inform businesses of the scope of the relocation activities, timelines and implementation process and to gather feedback on the community's needs. We also served as an intermediary for the CRLA and the affected businesses.

#2.

Client: Salvation Army – Compton Corps.
Project: Basketball Gym Renovations Marketing & Publicity
Contact: Rachel Seward - (818) 531-5439
Dates: 2008-2009

Developed executed marketing and publicity campaign for project.

Client: As One Foundation
Project: Development, Marketing, and Communications
Contact: Cicely Darling - (832) 451-7001
Dates: 2009-Present

Business development, marketing, and communications

Client: Saving Lives with Laughter
Project: Hurricane Katrina Relief – Media and Publicity
Contact: David Camacho
Dates: 2004

Steve Harvey's organization.

SAMPLE CAMPAIGNS

#2.



I ♥ Compton - Campaign

To compliment the City of Compton's ongoing **"Rebirthing A New Compton"** marketing campaign, Just Work Inc. proposes the **"I ♥ Compton"** campaign to further promote city pride among residents, students, and business owners.

JWI believes that the brand isn't only about your logo, tagline and glossy brochure but that your brand extends to your employees, customers, the media, residents, and even the general public.

To that end, JWI believes that the right message for Compton right now is **"I ♥ Compton."**

"I ♥ Compton" is about displaying an outward pride for the City of Compton that extends its border. A message of City pride that is both popular among youth as well as its adults.

Working with an original in-house design that's been market tested among students and adults, JWI would like to trademark and brand the **"I ♥ Compton"** message via the following mediums:

- Online social networking (Facebook, Twitter, Myspace)
- Collateral materials (pens, mouse pads, calculators, calendars, key chains, etc.)
- Clothing (hats, sweatshirts, t-shirts, etc.)

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.

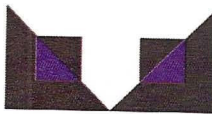
Total Cost of Proposal:

Just Work Inc. proposes a fee of \$275,000.00.

The fee 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
- Management of creative process and design team
- And other deliverables as negotiated

Thank you for your consideration!



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

#2.

- 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

#2

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

#2.

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Example of an Article from an Event
Organized by SCG

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List of References

Company History

Seahorse Communications Group President Samuel Williams, Jr., started his **#2.** 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 Sickie 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 served as 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.

#2 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. where 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 white and 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 advisory group, construct a five-year promotional plan defining where the City of Compton will be moving forward.

Promotional Plan

#2. Seahorse Communications Group (SCG) will provide a variety of promotional services 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 Communications 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

#2.

* 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%) increase in businesses and homeowners with the city yearly.

Future Goals

- 1.) Through Compton resident focus groups and evaluations from other city officials 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 gun violence and have Compton adopt that city to mentor it through its’ problem. This 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.

#2.

City of Compton

Proposal to Provide a Comprehensive
Marketing Plan & Implementation

nostrum, inc.

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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 <i>(economic development)</i>	Print advertising Website design Newsletter Direct mail
	Long Beach Area Convention & Visitors Bureau <i>(tourism and economic development)</i>	Comprehensive brand identity Print advertising Collateral
	Long Beach City College <i>(community college)</i>	Brand identity Website design
	Long Beach City College Foundation <i>(community college philanthropy)</i>	Brand identity Fundraising collateral
	Long Beach Transit <i>(municipal transportation)</i>	Advertising (print and broadcast) Bus design Social media campaigns Online campaigns Promotional campaigns

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
Analytic Services and Customer Insights	Digital Media
	Market Research
	Predictive Modeling
	Segmentation
	Multi-Sales Channel Insights
	Sales Tracking
	ROI Analysis
Public Relations	Proprietary Research
	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

#2.

The Marketing Plan

nostrum, inc.

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

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.

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		Graphic Design	
	1.1	Economic Development summary		
	1.2	Community Services summary		
	1.3	Fact Book		
2.0	Media Placement Plan		Strategy	
	2.1	Yearly advertising calendar		
	2.2	Public Relations plan		
	2.3	Media schedule		
3.0	Development of Media		Graphic Design	
	3.1	"Transformation of Compton" Promotional pamphlet		
	3.2	Seasonal services		
		Promotional pamphlet		
3.3	Digital brochures (PDFs)			
4.0	Design of Standard Design/Logo		Graphic Design	
	4.1	Brand identity graphic standards template and guidelines		
5.0	City logo/moniker Trade Marking		Strategy	
	5.1	Advise and assist with trade marking	Project Management	
			Account Support	
6.0	Mixer & City Media Tour		Project Management	
	6.1	April event		
	6.2	October event		
7.0	Bi-Annual Newsletter		Account Support	
	7.1	April Newsletter		
	7.2	October Newsletter		
	7.3	Newsletter circulation / distribution plan		Strategy
				Project Management
				Account support
8.0	Promotional Print Materials		Project Management	
	8.1	Write and circulate public service announcements		
	8.2	Write and circulate press releases		
	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	2/3 4-color
Newspaper	LB/Compton Times	1/2 4-color
Newspaper	LA Business Journal	1/4 4-color
Newspaper	Hoy fin de Semana Insert	2 Side Insert
Newspaper	Vida Nueva	1/2 4-color
Radio	Metro Tags	:10 sec
Radio	KTWV: The Wave	:30 sec
Radio	Univision: KSCA Spanish Language Station	:30 sec

Proposed Advertising Schedule

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

#2.

Creative Samples

nostrum, inc.

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



Inside Spread

Cover

Inside Spread

Long Beach Area Convention & Visitors Bureau

Advertising: Meeting Planner/Consumer

TWEET. FAN. VISIT. CALL. ANYTIME.

LONG BEACH

VISIT US

BECOME A FAN

STAY AWHILE

FOLLOW US

CALL US

Spend your vacation along the Pacific Ocean. Long Beach has a 5.5-mile stretch of beach where you can rent a bike, rollerblades, kayak, surrey buggy, or take a romantic gondola ride through the Naples canals. You can tour the historic Queen Mary, visit the Museum of Latin American Art, Aquarium of the Pacific, even take a scenic harbor cruise. It's all right here – become a fan of the ultimate urban, seashore getaway with live music, venues and hundreds of restaurants – all at your mobile fingertips.

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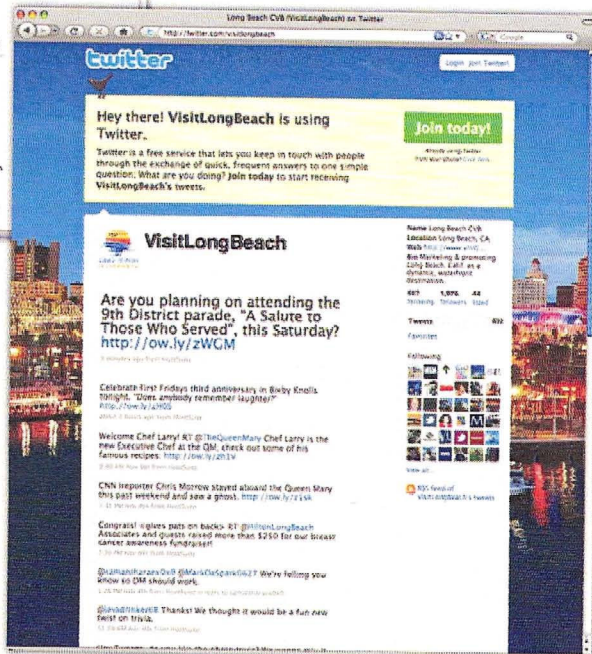
[Print Ad](#)

Long Beach Area Convention & Visitors Bureau

Social Media: Meeting Planner/Consumer



Facebook Wall



Twitter

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

Student Profile: Noah Logan

Rare Victim Finds Solace in Education

When tragedy struck, Noah Logan, a senior at the University of Illinois at Chicago, found solace in his education. He was one of the few students who remained in the city after the shooting. He is now a member of the Chicago Police Department and is working to help other victims of violence.



Logan is a member of the Chicago Police Department and is working to help other victims of violence. He is a member of the Chicago Police Department and is working to help other victims of violence.

Letters from

Dear Sir,

I am writing to you to express my gratitude for the support you have provided to the victims of the Chicago shooting. Your efforts have been instrumental in helping them to heal and move forward.

Sincerely,

Noah Logan

COMMUNITY TO GREATNESS

Organization	Address	Phone
Chicago Police Department	400 North Dearborn Street, Chicago, IL 60610	(312) 343-1000
Chicago Fire Department	121 North Dearborn Street, Chicago, IL 60610	(312) 343-1000
Chicago Police Department	400 North Dearborn Street, Chicago, IL 60610	(312) 343-1000

COMMUNITY TO GREATNESS

Chicago Police Department

Chicago Fire Department

Chicago Police Department

COMMUNITY TO GREATNESS

Chicago Police Department

Chicago Fire Department

Chicago Police Department

COMMUNITY TO GREATNESS

Chicago Police Department

Chicago Fire Department

Chicago Police Department



Long Beach City College Foundation

OOH Advertising

**DISPENSABLE.****INDISPENSABLE.****Long Beach City College | www.DonateToLBCCstudents.org****DISPENSABLE.****INDISPENSABLE.****Long Beach City College | www.DonateToLBCCstudents.org**

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

99 Reasons to Ride | What's Yours?

Riding the bus makes a lot of sense. You can save money on gas - especially with the Monthly Pass or Day Pass. From early morning to late at night, it takes you to all the major locations in Long Beach. You never have to hassle with parking. And, it helps to lower your carbon footprint.

There are 99 reasons to ride the bus. They have their reasons; what's yours?

LONG BEACH TRANSIT
www.lbtransit.com

Print general

99 Razones Para Montar.
Cual Es La Tuya?

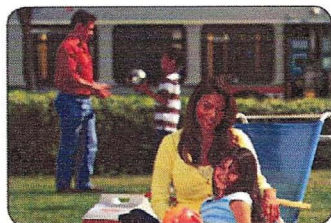
Tomar el bus es una decisión inteligente. Te puede ahorrar dinero en gastos de gasolina. El viaje en bus es bueno para el medio ambiente. Te lleva a donde quieras. Los buses funcionan desde temprano en la mañana hasta tarde en la noche. Y nunca tendrás que molestarte con estacionar. Hay 99 razones para montar en bus. Ellos tienen sus razones; cual es la tuya?

LONG BEACH TRANSIT
562.591.2301
www.lbtransit.espanol.com

Print Spanish

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.

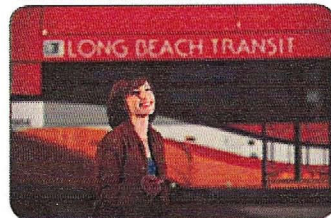
GUY: I can chill out (leans back and pops ear buds in).

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

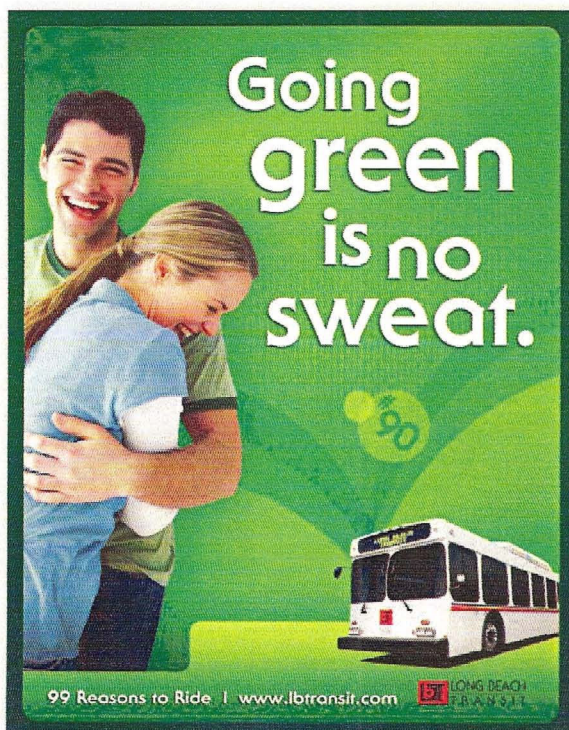
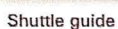
Outdoor advertising



Bus side poster



Outdoor Spanish



Health club poster



Long Beach Transit

Transit product promotion posters

I.D. Requirements For STUDENT FARES

Student Monthly Pass \$31

College/Vocational – Long Beach Transit College/Vocational ID card or Photo Student ID card for C&LE (SCT or U) Adult School. These IDs must have current record "Super Status" attached. Only full-time adult students are eligible.

K – 8th Grade – If student possesses a high school age proof of age, or student ID card must be presented. ID validity not required.

9th – 12th Grade – Long Beach Transit Student ID Card or Local High School ID Card. These IDs must have current "Super Status" attached. High School IDs from approved Long Beach Transit for only.

*All reduced fares and monthly passes require valid identification.

LONG BEACH TRANSIT

For more information: 562.591.2301 www.lbttransit.com

Requisitos Para TARIFA ESPECIAL

Seniors/Medicare – Credencial de Long Beach Transit, AHA, OCA o DMV que tenga sello de "Senior Citizen". Las personas de 62 años o mayores son elegibles. La Tarifa de Medicare, en conjunto con una credencial, se puede usar para pagar la tarifa en efectivo.

Discapacitados/Medicare – La Tarifa de discapacidad del condado de Los Angeles. La Tarifa Medicare, en conjunto con una credencial, se puede usar para pagar la tarifa en efectivo.

Efectiva Tarifa Reducida Day Pass \$1.50
Pase Mensual \$19

*Toda tarifa reducida y pase mensual requieren credencial.

LONG BEACH TRANSIT

Para Más Información: 562.591.2301 www.lbttransit.com

Requirements For SPECIAL FARES

Seniors/Medicare – Senior Citizen Photo ID from Long Beach Transit, AHA, or OCA or DMV ID or Driver's License stamped "Senior Citizen". Persons 62 years and over are eligible. Medicare Card with proper ID valid for reduced cash fare only.

Disabled/Medicare – LA County Disabled ID Card, Medicare Card with proper ID valid for reduced cash fare only.

Reduced Cash Fare 45¢
Reduced Fare Day Pass \$1.50
Special Monthly Pass \$19

*All reduced fares and monthly passes require valid identification.

LONG BEACH TRANSIT

For more information: 562.591.2301 www.lbttransit.com

Long Beach Transit

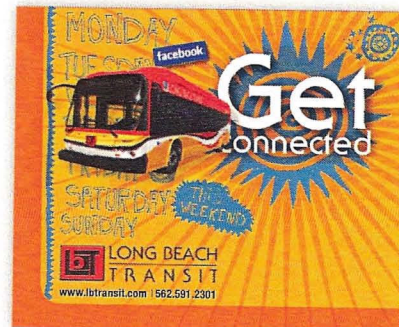
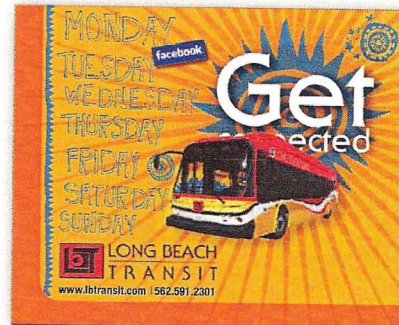
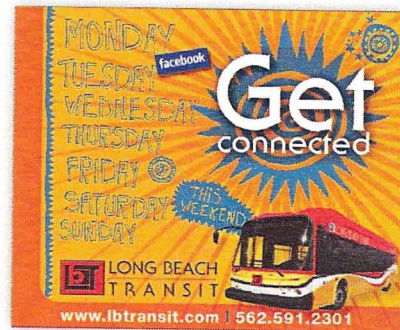
Product campaign: college digital

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



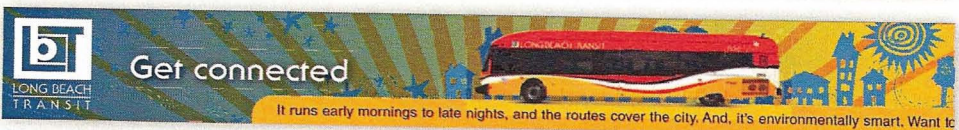
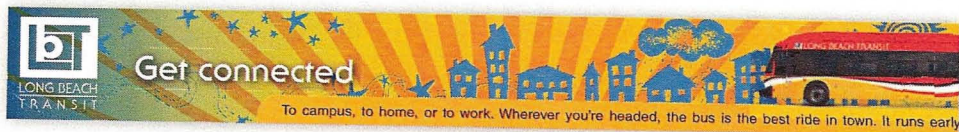
Animated Banner Ad

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



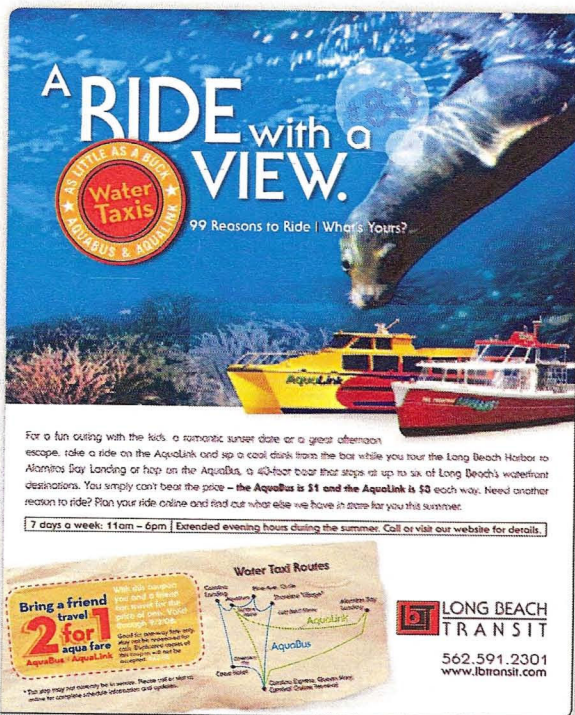
Animated Banner Ad 2

Long Beach Transit

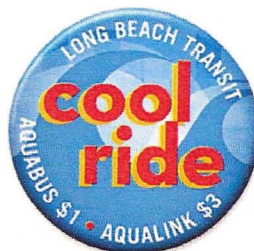
Product campaign: Water Taxi



Outdoor



Print ad



Bus driver button



Coffee sleeve

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

11/5/2009



Response to RFP for the City of Compton

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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:

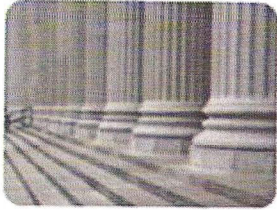
Corporate Communications & Professional Services

- 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, grassroots 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.

Allison & Partners Client References

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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 audiences. 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 involvement 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 inquiries 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.



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

RFP Response to the City of Compton to: Design and Implement a Comprehensive Marketing Plan

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RFP Response to the City of Compton to:
Design and Implement a Comprehensive
Marketing Plan

[I N T R O D U C T I O N

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.

#2.

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.

Compton needs to look inside itself and really determine the image that will best serve it now and in the future, both in terms of growth of the community, and growth of the business sector. Once this is determined, Gonzo Marketers will assist in developing a strategy to communicate this brand to city employees, existing businesses, and Compton residents. Compton has civic pride. What is needed is to shout that civic pride from the highest precipice.

Simultaneously, Compton can also start promoting itself nationally through economic development magazines, websites, consultants, the commercial real estate industry and other venues. **#2.** led at generating interest at this all-too-often overlooked city.

Controlled growth requires a circular relationship. Positive positioning of the community will lead to growth, making Compton attractive to manufacturing and commercial interests. Compton is already the home to many warehousing and manufacturing companies. This message is beginning to be communicated in a manner that attracts additional businesses, including the retail, dining and service sector that thrive in this environment. Sales dollars and sales tax revenue that once went to other cities is now remaining in Compton. Ultimately this means more jobs and a higher quality of life for all.

This is the opportune time for the City to embark upon a new round of communications. A proactive stance allows The City to shape the message and in turn to shape the evolution of Compton as the City and its residents realize their potential.

This RFP offers the first steps in continuing this quest from a communications and marketing perspective.

[S C O P E O F T A S K

#2.

The City of Compton is seeking to assemble a strategic marketing plan as the City embarks in Birthing a new Compton.

Although discussion of the Compton brand was absent from the Request for Proposal, there was considerable discussion at the bidder's conference. Defining the Compton brand is a vital part of "birthing a new Compton."

The first step in preparing a strategic marketing plan is determining your brand. Determining your brand isn't to be confused with branding, which is the look of your marketing materials. A brand will give the City of Compton focus and crystallize your truly unique marketable identity as well as provide a clear separation of messaging from competing communities. And clarity is what an organization wants, and needs.

As you read this, you may think that you and your colleagues have a clear vision of the City of Compton's brand. Decades of experience tells us that this doesn't happen without a formalized and disciplined process. Gonzo Marketers offers that.

At its essence, a brand is an expectation. Toyota's brand is reliability. FedEx is overnight delivery. Starbucks is fancy coffee—affordable luxury. Say any of those names and the mind immediately conjures up an image that can be expressed in just a few words.

Let's look at the brand of a city. Hollywood is film and entertainment. Aspen is skiing. Anaheim is Disneyland (or hockey or baseball, they have actually managed to cover a couple of demographics). Cities have brands.

For years, organizations have searched to discover their target audiences' wants and needs. They've wanted to know what services they require, what options, features, benefits and colors they like and how much they are willing to pay for it all. Then they've done everything in their power to meet those needs and be the brand the audience wants. Problem is, all the other organizations have conducted the same process.

#2.

The result: A lot of very similar brands. A perception that all brands are alike. One community is the same as another. This causes organizations to spend more than they should on marketing just to be able to try and stand out among the clutter with messaging not that much different from their competitors. The end recipient of all this messaging is unclear on the differences between one choice and another.

Gonzo Marketers offers a unique brand discovery session that is designed to differentiate your brand by "Turning the Telescope."TM This is where we look inside, examine your organization, its history, services, people and culture. In other words, we explore and discover the essence of your brand. Once clarified, we can then develop a truly unique brand identity, one that you can fully bring to life in all its many touch points.

The initial four to five-hour branding session is a process of distilling information. We start with discovery: facts — lots of them. We will spend one and a-half to two hours listing facts about the organization, services and people. After that, we eliminate those that are possibly not unique. And ultimately find those that are absolutely unique to you. Preparation for the session is minimal — it's a very casual day. And for good reason: we want interaction. We want great stories of the past — the glory and the horror stories. We want everyone to be comfortable giving personal accounts and opinions.

Remember, we're looking for the essence of the organization and much of it is hidden in the personalities gathered in the room.

Once three to five unique selling points are established and agreed upon, the creative process begins. This information is used to create a brand franchise from which all external communications flow and reinforcing internal operations are developed. This session is the ideal opportunity for top management, marketing and operations to discover together the organization's brand essence and play a role in the establishment of their brand's communications. In the end, when someone says "tell me about your brand," everyone will have a clear, definitive and scripted answer. We call it *singing with one voice*.

#2.

The branding process also helps to produce the strategic marketing plan. This is the outline, your roadmap of how Compton can get from where it is to where it wants to be. This plan will also help you to crystallize exactly what you need in terms of marketing elements. In the long run defining your brand and developing a strategic marketing plan saves you time and money. You avoid going down dead-end roads and spending unproductive advertising dollars.

#2.

The City has wisely seen that the communications task is two-pronged – internally and externally. Internally, the message of Birthing a New Compton! needs to be communicated to the residents and local businesses as a continuing effort to build community pride and awareness of the changes that are taking place. Then Compton can turn that brand loose on the economic development community.

The following elements have tentatively been identified as part of this effort:

1. A four-color, tri-fold presentation folder focusing on economic development opportunities.
2. A four-color, tri-fold presentation folder focusing on community services.
3. A fact book providing an overview of seasonal services with an attached mailer card. The fact book will be in English and Spanish.
4. Promotional pamphlet on the transformation of Compton. Gonzo Marketers envisions a 16-page booklet utilizing a good deal of photos and graphics, combined with lively copy to convey the message of Birthing a New Compton! It will be designed to fit into the tri-fold presentation folder.
5. A booklet describing seasonal services. The size and shape of this booklet has yet to be determined, however it will be designed to fit into the tri-fold presentation folder. This piece will be in both English and Spanish.
6. Development of a graphics standards guide to insure the standardization and consistency of use of the Compton logos. This process will encompass a fact-finding mission to determine, as much as possible, all the uses for the Compton logos and then develop a standardized format for that use. Booklets will be developed and distributed throughout City Hall and other applicable offices and locations.
7. Trademarking all city logos. Gonzo Marketers can provide a trademark search and report. Actual trademarking needs to be accomplished by the City's legal office.
8. Development and circulation of a bi-annual newsletter in both English and Spanish.

9. Development and circulation of a monthly calendar of City events both in English and Spanish.
10. In addition to these elements, Gonzo Marketers will also suggest developing some other promotional vehicles to develop city pride and awareness. These might include pins, buttons, bumper stickers, t-shirts or out-of home signage such as billboards, bus placards and bus stop signage. Gonzo Marketers will determine the appropriateness of materials as part of the strategic marketing plan and what the budget can afford.

A budget addressing these elements is on page 14. At the request of the City, Gonzo Marketers has also included print prices for these elements that require printing, as well as a suggested budget for branding and media.

In addition to the communications pieces, the City of Compton has also identified public relations services that the chosen agency will need to provide:

1. Develop effective media contacts with local newspapers, including The Los Angeles Times, Daily Breeze, Press Telegram, Los Angeles Sentinel, Wave Newspapers, The Compton Bulletin, Hub City News, Long Beach/Compton Times and other publications that are identified as effective forums to tell the story of Compton.
2. Liaisons with local radio stations, including KJLH-FM, KTYW-AM, KKBT-FM, NPR and other stations. Gonzo Marketers will use these contacts to facilitate positive coverage on the radio, as well and to obtain speaking opportunities for City Council members.
3. Gonzo Marketers also sees the opportunity to market articles on Compton to larger regional and even national magazines and publications, such as Los Angeles Magazine, The Wall Street Journal, various economic development publications, as well as websites addressing these issues. Compton represents a real story that these publications and outlets will be interested in.
4. Gonzo Marketers will also monitor various economic development websites to insure the accuracy of information those sites are making available about Compton.
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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.
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#2.

Project

Project	1X charge	Design	Other	Printing
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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-color 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		
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15 PR Newswire membership		\$ 150		
16 Four press releases a year via PR newswire		\$ 2,600		
17 Quarterly bulk mailing to all businesses 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)				
18 Brand discovery sessions and research			\$150,000 to \$200,000	\$ 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 and reinforced in all marketing efforts, and minor re-evaluation of the brand when necessary.	\$ 800.00
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Total monthly agency service fee	\$ 4,325.00

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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.
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4. Production and printing of the envelopes is not included in the estimate.
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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.

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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.

F a r m e r B o y s

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.

#2.

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.

S i m p l e x I s o l a t i o n S y s t e m s

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.

D o n ' s B i k e S h o p

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 **#2.** 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.

#2.



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.



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

**RFP Response to the City of Compton to:
Design and Implement a Comprehensive
Marketing Plan**

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RFP Response to the City of Compton to: Design and Implement a Comprehensive Marketing Plan

I N T R O D U C T I O N

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.

#2.

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.

Compton needs to look inside itself and really determine the image that will best serve it now and in the future, both in terms of growth of the community, and growth of the business sector. Once this is determined, Gonzo Marketers will assist in developing a strategy to communicate this brand to city employees, existing businesses, and Compton residents. Compton has civic pride. What is needed is to shout that civic pride from the highest precipice.

Simultaneously, Compton can also start promoting itself nationally through economic development magazines, websites, consultants, the commercial real estate industry and other venues, all aimed at generating interest at this all-too-often overlooked city.

Controlled growth requires a circular relationship. Positive positioning of the community will lead to growth, making Compton attractive to manufacturing and commercial interests. Compton is already the home to many warehousing and manufacturing companies. This message is beginning to be communicated in a manner that attracts additional businesses, including the retail, dining and service sector that thrive in this environment. Sales dollars and sales tax revenue that once went to other cities is now remaining in Compton. Ultimately this means more jobs and a higher quality of life for all.

This is the opportune time for the City to embark upon a new round of communications. A proactive stance allows The City to shape the message and in turn to shape the evolution of Compton as the City and its residents realize their potential.

This RFP offers the first steps in continuing this quest from a communications and marketing perspective.

[S C O P E O F T A S K

#2.

The City of Compton is seeking to assemble a strategic marketing plan as the City embarks in Birthing a new Compton.

Although discussion of the Compton brand was absent from the Request for Proposal, there was considerable discussion at the bidder's conference. Defining the Compton brand is a vital part of "birthing a new Compton."

The first step in preparing a strategic marketing plan is determining your brand. Determining your brand isn't to be confused with branding, which is the look of your marketing materials. A brand will give the City of Compton focus and crystallize your truly unique marketable identity as well as provide a clear separation of messaging from competing communities. And clarity is what an organization wants, and needs.

As you read this, you may think that you and your colleagues have a clear vision of the City of Compton's brand. Decades of experience tells us that this doesn't happen without a formalized and disciplined process. Gonzo Marketers offers that.

At its essence, a brand is an expectation. Toyota's brand is reliability. FedEx is overnight delivery. Starbucks is fancy coffee—affordable luxury. Say any of those names and the mind immediately conjures up an image that can be expressed in just a few words.

Let's look at the brand of a city. Hollywood is film and entertainment. Aspen is skiing. Anaheim is Disneyland (or hockey or baseball, they have actually managed to cover a couple of demographics). Cities have brands.

For years, organizations have searched to discover their target audiences' wants and needs. They've wanted to know what services they require, what options, features, benefits and colors they like and how much they are willing to pay for it all. Then they've done everything in their power to meet those needs and be the brand the audience wants. Problem is, all the other organizations have conducted the same process.

The result: A lot of very similar brands. A perception that all brands are alike. One community is the **#2**. as another. This causes organizations to spend more than they should on marketing just to be able to try and stand out among the clutter with messaging not that much different from their competitors. The end recipient of all this messaging is unclear on the differences between one choice and another.

Gonzo Marketers offers a unique brand discovery session that is designed to differentiate your brand by "Turning the Telescope."™ This is where we look inside, examine your organization, its history, services, people and culture. In other words, we explore and discover the essence of your brand. Once clarified, we can then develop a truly unique brand identity, one that you can fully bring to life in all its many touch points.

The initial four to five-hour branding session is a process of distilling information. We start with discovery: facts — lots of them. We will spend one and a-half to two hours listing facts about the organization, services and people. After that, we eliminate those that are possibly not unique. And ultimately find those that are absolutely unique to you. Preparation for the session is minimal — it's a very casual day. And for good reason: we want interaction. We want great stories of the past — the glory and the horror stories. We want everyone to be comfortable giving personal accounts and opinions.

Remember, we're looking for the essence of the organization and much of it is hidden in the personalities gathered in the room.

Once three to five unique selling points are established and agreed upon, the creative process begins. This information is used to create a brand franchise from which all external communications flow and reinforcing internal operations are developed. This session is the ideal opportunity for top management, marketing and operations to discover together the organization's brand essence and play a role in the establishment of their brand's communications. In the end, when someone says "tell me about your brand," everyone will have a clear, definitive and scripted answer. We call it *singing with one voice*.

#2.

The branding process also helps to produce the strategic marketing plan. This is the outline, your roadmap of how Compton can get from where it is to where it wants to be. This plan will also help you to crystallize exactly what you need in terms of marketing elements. In the long run defining your brand and developing a strategic marketing plan saves you time and money. You avoid going down dead-end roads and spending unproductive advertising dollars.

#2.

The City has wisely seen that the communications task is two-pronged – internally and externally. Internally, the message of Birthing a New Compton! needs to be communicated to the residents and local businesses as a continuing effort to build community pride and awareness of the changes that are taking place. Then Compton can turn that brand loose on the economic development community.

The following elements have tentatively been identified as part of this effort:

1. A four-color, tri-fold presentation folder focusing on economic development opportunities.
2. A four-color, tri-fold presentation folder focusing on community services.
3. A fact book providing an overview of seasonal services with an attached mailer card. The fact book will be in English and Spanish.
4. Promotional pamphlet on the transformation of Compton. Gonzo Marketers envisions a 16-page booklet utilizing a good deal of photos and graphics, combined with lively copy to convey the message of Birthing a New Compton! It will be designed to fit into the tri-fold presentation folder.
5. A booklet describing seasonal services. The size and shape of this booklet has yet to be determined, however it will be designed to fit into the tri-fold presentation folder. This piece will be in both English and Spanish.
6. Development of a graphics standards guide to insure the standardization and consistency of use of the Compton logos. This process will encompass a fact-finding mission to determine, as much as possible, all the uses for the Compton logos and then develop a standardized format for that use. Booklets will be developed and distributed throughout City Hall and other applicable offices and locations.
7. Trademarking all city logos. Gonzo Marketers can provide a trademark search and report. Actual trademarking needs to be accomplished by the City's legal office.
8. Development and circulation of a bi-annual newsletter in both English and Spanish.

9. Development and circulation of a monthly calendar of City events both in English and Spanish.

#2.

10. In addition to these elements, Gonzo Marketers will also suggest developing some other promotional vehicles to develop city pride and awareness. These might include pins, buttons, bumper stickers, t-shirts or out-of home signage such as billboards, bus placards and bus stop signage. Gonzo Marketers will determine the appropriateness of materials as part of the strategic marketing plan and what the budget can afford.

A budget addressing these elements is on page 14. At the request of the City, Gonzo Marketers has also included print prices for these elements that require printing, as well as a suggested budget for branding and media.

#2.

In addition to the communications pieces, the City of Compton has also identified public relations services that the chosen agency will need to provide:

1. Develop effective media contacts with local newspapers, including The Los Angeles Times, Daily Breeze, Press Telegram, Los Angeles Sentinel, Wave Newspapers, The Compton Bulletin, Hub City News, Long Beach/Compton Times and other publications that are identified as effective forums to tell the story of Compton.
2. Liaisons with local radio stations, including KJLH-FM, KTYW-AM, KKBT-FM, NPR and other stations. Gonzo Marketers will use these contacts to facilitate positive coverage on the radio, as well and to obtain speaking opportunities for City Council members.
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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.

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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.

F a r m e r B o y s

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.

#2.

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.

S i m p l e x I s o l a t i o n S y s t e m s

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.

D o n ' s B i k e S h o p

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 **#2.**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.



#2.

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.

[A G E N C Y

C A P A B I L I T I E S

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

[U N I Q U E

B U S I N E S S

M O D E L

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.

[S T R A T E G I C F O C U S

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.

[R E S P O N S I V E N E S S

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

#2. 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.

[E X P E R I E N C E

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.

[S T A B I L I T Y

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.

[C R E A T I V E

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. #2.

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.

[O P E R A T I O N S

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.

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

#2.

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.

[R I C H A R D D . S A N D O V A L ,

R D S M E D I A G R O U P

C O N S U L T A N T

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

#2.

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.

E X C E L L E N C E

We **#2**. low your expectations and strive to exceed them strategically, creatively, on-time and within budget.

F U N

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

WHAT WE EXPECT FROM OUR CLIENTS

#2.

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.

T R U S T

G #2.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.

O P E N N E S S

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.

A P P R E C I A T I O N

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.

[R E A D Y T O S T A R T

#2.

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.



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

#2.



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 educate 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.

#2.

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
DEPARTMENT MANAGER’S SIGNATURE

12/23/2009 4:10:51 PM
DATE

REVIEW / APPROVAL

Craig Cornwell
CITY ATTORNEY

12/30/2009 3:39:23 PM
DATE

Willie Norfleet
CITY CONTROLLER

12/31/2009 8:14:58 AM
DATE

Charles Evans
CITY MANAGER

12/30/2009 8:01:50 AM
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.

January 12, 2010

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.

#3.

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 January 2010, or another date mutually agreed to by the parties.

**CHARLES EVANS,
CITY MANAGER**

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 office space, consisting of approximately 10.6 x 10.10 square feet, located in the Office of the City Manager at 205 South Willowbrook Avenue, Compton, California.

SECTION 2. That the lease term shall be from January 2010, or another 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 _____, 2010.

MAYOR OF THE CITY OF COMPTON

ATTEST:

CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

#3.

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 _____, 2010.

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

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
DEPARTMENT MANAGER’S SIGNATURE

12/24/2009 11:59:45 AM
DATE

REVIEW / APPROVAL

Craig Cornwell
CITY ATTORNEY

12/30/2009 3:39:04 PM
DATE

Willie Norfleet
CITY CONTROLLER

12/31/2009 7:42:23 AM
DATE

Charles Evans
CITY MANAGER

12/30/2009 8:01:34 AM
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.

January 12, 2010

TO: MAYOR AND COUNCILMEMBERS

FROM: CITY MANAGER

SUBJECT: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON, CALIFORNIA, AMENDING CITY COUNCIL RESOLUTION NO 16,232 ADOPTED ON MAY 22, 1990 DESIGNATING ADDITIONAL AREA TO THE SOUTH-CENTRAL COMPTON SURVEY AREA FOR STUDY PURPOSES IN CONNECTION WITH THE DETERMINATION OF THE FEASIBILITY OF A PROPOSED NEW REDEVELOPMENT PROJECT AREA PURSUANT TO COMMUNITY REDEVELOPMENT LAW

SUMMARY

Staff is respectfully requesting that the Council approve the resolution designating the attached proposed Redevelopment Survey Area for study purposes to determine the feasibility of a proposed new Redevelopment Project Area in the City of Compton pursuant to the Redevelopment Law.

BACKGROUND

The Community Redevelopment Law, California Health & Safety Code Section 33000, *et seq.* ("CRL") requires the designation of Survey Area to be studied by the redevelopment agency in connection with feasibility study and analysis of a new redevelopment Project Area. Following its study, staff will prepare a recommendation to the Planning Commission concerning the properties within the Survey Area to be selected by the Planning Commission for inclusion in a proposed Project Area.

STATEMENT OF THE ISSUE

There is no direct fiscal impact resulting from the designation of a Survey Area. However, if the Council adopts the new Project Area, there will be new property tax increment generated from the project area that will be used to continue the revitalization and economic growth of Building a New Compton.

As the Agency begins to implement projects for the new project area, we will provide a report to the Council regarding the future revenues that will be derived from these new project areas. These future revenues (tax increment) will be strategically allocated by the Agency for the implementation of projects that create Jobs, increased property and sales for the City of Compton.

#4.

Upon Council approval of the new Survey Area, the redevelopment agency will present these project areas to the Planning Commission for adoption.

RECOMMENDATION

Staff is respectfully requesting that the Council approve the resolution designating the attached Redevelopment Survey Area to determine feasibility of a proposed new Redevelopment Project Area in the City of Compton.

**KOFI SEFA-BOAKYE
DIRECTOR OF REDEVELOPMENT**

**CHARLES EVANS
CITY MANAGER**

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON, CALIFORNIA, AMENDING CITY COUNCIL RESOLUTION NO 16,232 ADOPTED ON MAY 22, 1990 DESIGNATING ADDITIONAL AREA TO THE SOUTH-CENTRAL COMPTON SURVEY AREA FOR STUDY PURPOSES IN CONNECTION WITH THE DETERMINATION OF THE FEASIBILITY OF A PROPOSED NEW REDEVELOPMENT PROJECT AREA PURSUANT TO COMMUNITY REDEVELOPMENT LAW

WHEREAS, the City Council of the City of Compton (“City Council”) in accordance with the California Community Redevelopment Law, Part 1 of Division 24 of the Health and Safety Code, commencing with section 33000, *et seq.* (“CRL”) has established the Redevelopment Agency of the City of Compton (“Agency”) and has existing redevelopment project area(s) (“Project Area”); and

WHEREAS, the City Council by Resolution No. 16,232 designated the South Central Compton Survey Area; and

WHEREAS, the City Council desires that certain additional areas within the City be studied to determine if a new project area (or an amendment to an existing Project Area) would be feasible pursuant to the CRL (“Redevelopment Survey Area”); and

WHEREAS, the City Council hereby and finds and determines that the additional area described in this resolution requires study to determine if a redevelopment project or projects within said area are feasible; and

WHEREAS, Section 33310 of the CRL permits redevelopment survey areas to be designated by resolution of the City Council.

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

SECTION 1. That the area designated and described in **Exhibit A**, attached hereto and by this reference made a part hereof, is hereby added to the South-Central Compton Survey Area.

SECTION 2. The City Council finds the designated Redevelopment Survey Area requires a study to determine if a new project area would be feasible within all or part of the Redevelopment Survey Area.

SECTION 3. The City Council hereby authorizes and directs staff to conduct such study and to prepare a recommendation to the Planning Commission of the City of Compton of the properties proposed within such Redevelopment Survey Area recommended to be selected by the Planning Commission and included within the boundaries of a new project area.

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

SECTION 5. That certified copy of this Resolution shall be filed in the offices of the City Clerk, City Manager, Community Redevelopment Agency, Planning & Economic Development and the City Attorney.

ADOPTED this _____ day of _____, 2010.

MAYOR OF THE CITY OF COMPTON

RESOLUTION NO. _____
Page 2

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 the regular meeting thereof held on the _____ day of _____, 2010.

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

EXHIBIT A
REDEVELOPMENT SURVEY AREA
(attach map)

CITY OF COMPTON REDEVELOPMENT AGENCY

**GEOGRAPHIC DESCRIPTIONS
FOR
COMPTON REDEVELOPMENT EXPANSION AREAS
(PRELIMINARY)**

Prepared By:



Stevenson, Porto & Pierce, Inc.
1990 West Corporate Way
Anaheim, California 92801
Phone: (714) 490-1500 | Facsimile: (714) 490-1520

#4.

CITY OF COMPTON REDEVELOPMENT AGENCY

**GEOGRAPHIC DESCRIPTIONS
FOR
COMPTON REDEVELOPMENT EXPANSION AREAS
(PRELIMINARY)**

Prepared By:



Stevenson, Porto & Pierce, Inc.
1990 West Corporate Way
Anaheim, California 92801
Phone: (714) 490-1500 | Facsimile: (714) 490-1520

CITY OF COMPTON REDEVELOPMENT AGENCY
GEOGRAPHIC DESCRIPTIONS
FOR
COMPTON REDEVELOPMENT EXPANSION AREAS
(PRELIMINARY)

ALL THAT CERTAIN LAND SITUATED IN THE CITY OF COMPTON, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, DESCRIBED AS FOLLOWS:

SUB-AREA 1

BEGINNING AT A POINT AT THE INTERSECTION OF THE NORTHERLY RIGHT-OF-WAY LINE OF EL SEGUNDO BOULEVARD AND THE EASTERLY RIGHT-OF-WAY LINE OF CENTRAL AVENUE;

THENCE EASTERLY ALONG THE SAID EASTERLY RIGHT-OF-WAY LINE ALONG THE FOLLOWING VARIOUS COURSES:

- (1) THENCE NORTH 00°25'30" EAST, 70.00 FEET;
- (2) THENCE NORTH 88°44'55" WEST, 30.00 FEET;
- (3) THENCE NORTH 00°25'30" EAST, 70.00 FEET;
- (4) THENCE SOUTH 88°44'55" EAST, 30.00 FEET;
- (5) THENCE CONTINUING NORTHERLY ALONG SAID EASTERLY RIGHT-OF-WAY LINE, NORTH 00°25'30" EAST, 140.00 FEET, TO A POINT ON THE WESTERLY PROLONGATION OF THE SOUTHERLY LINE OF TRACT NO. 12991, AS PER MAP RECORDED IN BOOK 248, PAGES 44-46, OF MAPS, RECORDS OF SAID COUNTY;
- (6) THENCE EASTERLY ALONG SAID WESTERLY PROLONGATION, SOUTHERLY LINE AND ITS EASTERLY PROLONGATION, NORTH 89°49'04" EAST, 2,781.22 FEET, TO A POINT ON THE WESTERLY LINE OF TRACT NO. 13115, AS PER MAP RECORDED IN BOOK 251, PAGES 6-8, OF MAPS, RECORDS OF SAID COUNTY;
- (7) THENCE SOUTHERLY ALONG SAID WESTERLY LINE, SOUTH 00°00'30" WEST, 340.38 FEET, TO A POINT ON THE NORTHERLY RIGHT-OF-WAY LINE OF SAID EL SEGUNDO BOULEVARD;

#4.

THENCE WESTERLY ALONG SAID NORTHERLY RIGHT-OF-WAY LINE ALONG THE FOLLOWING VARIOUS COURSES:

- (8) THENCE NORTH 88°49'28" WEST, 1,350.89 FEET;
- (9) THENCE SOUTH 13°07'31" EAST, 20.64 FEET;
- (10) THENCE NORTH 88°49'28" WEST, 102.62 FEET;
- (11) THENCE NORTH 13°07'31" WEST, 20.64 FEET;
- (12) THENCE NORTH 88°44'55" WEST, 236.00 FEET;
- (13) THENCE SOUTH 01°15'05" WEST, 20.00 FEET;
- (14) THENCE NORTH 88°44'55" WEST, 335.95 FEET;
- (15) THENCE NORTH 01°15'05" EAST, 20.00 FEET;
- (16) THENCE NORTH 88°44'55" WEST, 205.47 FEET;
- (17) THENCE SOUTH 01°15'05" WEST, 20.00 FEET;
- (18) THENCE NORTH 88°44'55" WEST, 429.74 FEET;
- (19) THENCE NORTH 00°30'10" EAST, 20.00 FEET;
- (20) THENCE WESTERLY CONTINUING ALONG SAID NORTHERLY RIGHT-OF-WAY LINE, NORTH 88°44'55" WEST, 120.00 FEET, TO THE **POINT OF BEGINNING**.

SUB-AREA 1 CONTAINS 20.5 ACRES MORE OR LESS

SUB-AREA 2

BEGINNING AT A POINT AT THE INTERSECTION OF THE SOUTHEASTERLY CORNER OF TRACT NO. 19808, AND THE WESTERLY RIGHT-OF-WAY LINE OF WILMINGTON AVENUE, AS PER MAP RECORDED IN BOOK 510, PAGES 1-2, OF MAPS, RECORDS OF SAID COUNTY;

- (1) THENCE SOUTHERLY ALONG THE SAID WESTERLY RIGHT-OF-WAY LINE, SOUTH 00°02'20" EAST, 300.00 FEET, TO A POINT ON THE NORTHWESTERLY RIGHT-OF-WAY LINE OF CRESSEY STREET, AS SHOWN ON A RECORD OF SURVEY RECORDED IN BOOK 67, PAGE 10, OF RECORDS OF SURVEY MAPS, RECORDS OF SAID COUNTY;

(2) THENCE SOUTHWESTERLY ALONG THE SAID NORTHWESTERLY RIGHT-OF-WAY LINE, SOUTH $72^{\circ}05'50''$ WEST, 2,085.59 FEET, TO THE MOST SOUTHWESTERLY CORNER OF PARCEL MAP 16132, AS PER MAP RECORDED IN BOOK 176, PAGES 81-82, OF PARCEL MAPS, RECORDS OF SAID COUNTY;

(3) THENCE NORTHERLY ALONG THE WESTERLY BOUNDARY OF SAID PARCEL MAP 16132, NORTH $00^{\circ}46'10''$ EAST, 1,055.14 FEET, TO THE MOST NORTHWESTERLY CORNER OF SAID PARCEL MAP;

(4) THENCE EASTERLY ALONG THE NORTHERLY LINE OF SAID PARCEL MAP 16132, NORTH $89^{\circ}03'07''$ EAST, 449.91 FEET, TO AN ANGLE POINT IN SAID LINE;

(5) THENCE EASTERLY CONTINUING ALONG THE SAID NORTHERLY LINE, SOUTH $88^{\circ}40'21''$ EAST, 249.96 FEET, TO THE MOST NORTHEASTERLY CORNER OF SAID PARCEL MAP 16132, SAID POINT ALSO LYING ON THE SOUTHWESTERLY LINE OF SAID TRACT NO. 19808;

(6) THENCE SOUTHEASTERLY ALONG THE NORTHEASTERLY LINE OF SAID PARCEL MAP 16132 AND SOUTHWESTERLY LINE OF TRACT NO. 19808, SOUTH $35^{\circ}47'15''$ EAST, 180.00 FEET, MORE OR LESS, TO THE SOUTHWESTERLY CORNER OF SAID TRACT NO. 19808;

(7) THENCE EASTERLY ALONG SOUTHERLY LINE OF SAID TRACT NO. 19808, NORTH $89^{\circ}57'40''$ EAST, 1,259.10 FEET, TO THE **POINT OF BEGINNING**.

SUB-AREA 2 CONTAINS 29.1 ACRES MORE OR LESS

SUB-AREA 3

BEGINNING AT A POINT AT THE INTERSECTION OF THE WESTERLY LINE OF TRACT NO. 7243, AND THE NORTHERLY RIGHT-OF-WAY LINE OF ROSECRANS AVENUE (FORMERLY KNOWN AS ORANGE STREET), AS SHOWN ON SAID TRACT NO. 7243, AS PER MAP RECORDED IN BOOK 78, PAGES 15-16, OF MAPS, RECORDS OF SAID COUNTY;

(1) THENCE WESTERLY ALONG THE SAID NORTHERLY RIGHT-OF-WAY LINE FOLLOWING ALL OF ITS VARIOUS COURSES TO A POINT ON THE EASTERLY RIGHT-OF-WAY LINE OF ALAMEDA STREET;

(2) THENCE NORTHERLY ALONG SAID EASTERLY RIGHT-OF-WAY LINE, NORTH $07^{\circ}19'00''$ WEST, 1,900.00 FEET, MORE OR LESS, TO A POINT ON THE WESTERLY PROLONGATION OF THE NORTHERLY LINE OF SAID TRACT NO. 7243;

#4.

(3) THENCE EASTERLY ALONG SAID WESTERLY PROLONGATION, SOUTH $83^{\circ}38'35''$ EAST, 512.58 FEET, TO THE NORTHWESTERLY CORNER OF SAID TRACT NO. 7243;

(4) THENCE SOUTHERLY ALONG SAID WESTERLY LINE OF SAID TRACT NO. 7243, SOUTH $03^{\circ}25'25''$ EAST, 1,850.28 FEET, TO THE **POINT OF BEGINNING**.

SUB-AREA 3 CONTAINS 18.7 ACRES MORE OR LESS

SUB-AREA 4

BEGINNING AT A POINT AT THE INTERSECTION OF THE NORTHERLY LINE OF TRACT NO. 6564, AND THE WESTERLY RIGHT-OF-WAY LINE OF BRADFIELD AVENUE, AS SHOWN ON SAID TRACT NO. 6564, AS PER MAP RECORDED IN BOOK 72, PAGE 9, OF MAPS, RECORDS OF SAID COUNTY;

(1) THENCE WESTERLY ALONG THE SAID NORTHERLY AND ITS WESTERLY PROLONGATION, SOUTH $89^{\circ}54'49''$ WEST, 776.26 FEET, TO A POINT ON THE EASTERLY RIGHT-OF-WAY LINE OF TEMPLE STREET;

(2) THENCE NORTHERLY ALONG SAID EASTERLY RIGHT-OF-WAY LINE, NORTH $03^{\circ}19'05''$ WEST, 660.99 FEET, TO A POINT ON THE SOUTHERLY LINE OF TRACT NO. 10577, AS PER MAP RECORDED IN BOOK 164, PAGES 17-18, OF MAPS, RECORDS OF SAID COUNTY;

(3) THENCE EASTERLY ALONG SAID SOUTHERLY LINE, NORTH $89^{\circ}14'42''$ EAST, 509.41 FEET, TO A POINT ON THE WESTERLY RIGHT-OF-WAY LINE OF ESSEY AVENUE, AS SHOWN ON TRACT NO. 14585, AS PER MAP RECORDED IN BOOK 313, PAGES 12-13, OF MAPS, RECORDS OF SAID COUNTY;

(4) THENCE NORTHERLY ALONG SAID WESTERLY RIGHT-OF-WAY LINE, NORTH $03^{\circ}17'19''$ WEST, 505.88 FEET, TO A POINT ON THE SOUTHERLY RIGHT-OF-WAY LINE OF AN ALLEY, 20.00 FEET IN WIDTH MEASURED AT RIGHT ANGLES, AS SHOWN ON SAID TRACT NO. 14585;

(5) THENCE EASTERLY ALONG SAID SOUTHERLY RIGHT-OF-WAY LINE AND ITS EASTERLY PROLONGATION, NORTH $89^{\circ}14'35''$ EAST, 789.35 FEET, TO A POINT ON THE EASTERLY LINE OF SAID TRACT NO. 14585;

(6) THENCE SOUTHERLY ALONG SAID EASTERLY LINE, SOUTH $03^{\circ}16'15''$ EAST, 479.07 FEET, TO A POINT ON THE NORTHERLY RIGHT-OF-WAY LINE OF PIXLEY STREET, AS SHOWN ON SAID TRACT NO. 14585;

(7) THENCE WESTERLY ALONG SAID NORTHERLY RIGHT-OF-WAY LINE, SOUTH $89^{\circ}14'35''$ WEST, 494.98 FEET, TO A POINT ON THE NORTHERLY PROLONGATION OF THE WESTERLY RIGHT-OF-WAY LINE OF BRADFIELD AVENUE;

THENCE SOUTHERLY ALONG SAID WESTERLY RIGHT-OF-WAY LINE ALONG THE FOLLOWING COURSES:

- (8) THENCE SOUTH 03°15'00" EAST, 130.00 FEET;
- (9) THENCE SOUTH 89°54'21" WEST, 36.16 FEET;
- (10) THENCE SOUTH 10°14'54" EAST, 90.75 FEET;
- (11) THENCE SOUTH 03°15'00" EAST, 69.63 FEET;
- (12) THENCE NORTH 89°54'21" EAST, 25.02 FEET;
- (13) THENCE SOUTH 03°15'00" EAST, 50.00 FEET;
- (14) THENCE SOUTH 89°54'21" EAST, 25.02 FEET;
- (15) THENCE SOUTHERLY CONTINUING ALONG SAID WESTERLY RIGHT-OF-WAY LINE, SOUTH 03°15'00" EAST, A DISTANCE OF 220.47 FEET TO THE **POINT OF BEGINNING**.

SUB-AREA 4 CONTAINS 20.8 ACRES MORE OR LESS

SUB-AREA 5

BEGINNING AT A POINT AT THE INTERSECTION OF THE WESTERLY RIGHT-OF-WAY LINE OF SANTA FE AVENUE (FORMERLY KNOWN AS LAUREL STREET) AND NORTHERLY RIGHT-OF-WAY LINE OF LAUREL STREET, AS SHOWN ON TRACT NO. 8150, AS PER MAP RECORDED IN BOOK 110, PAGE 62, OF MAPS, RECORDS OF SAID COUNTY;

- (1) THENCE WESTERLY ALONG THE SAID NORTHERLY RIGHT-OF-WAY, SOUTH 89°47'20" WEST, 1,004.93 FEET, TO THE SOUTHWESTERLY CORNER OF LOT 27 OF BLAKE'S SUBDIVISION, AS PER MAP RECORDED IN BOOK 12, PAGE 158, OF MAPS, RECORDS OF SAID COUNTY;
- (2) THENCE NORTHERLY ALONG THE WESTERLY LINE OF SAID LOT 27 AND ITS NORTHERLY PROLONGATION, NORTH 03°17'30" WEST, 460.19 FEET, TO THE NORTHWESTERLY CORNER OF LOT 11 OF SAID BLAKE'S SUBDIVISION;
- (3) THENCE EASTERLY ALONG THE NORTHERLY LINE OF SAID LOT 11, NORTH 89°48'30" EAST, 200.00 FEET, TO A POINT ON THE EASTERLY RIGHT-OF-WAY LINE OF ROSE AVENUE, AS SHOWN ON SAID BLAKE'S SUBDIVISION;

#4.

(4) THENCE NORTHERLY ALONG SAID EASTELRY RIGHT-OF-WAY LINE , NORTH 03°17'30" WEST, 10.00 FEET, TO THE NORTHWESTERLY CORNER OF LOT 31 OF SAID BLAKE'S SUBDIVISION;

(5) THENCE EASTERLY ALONG THE NORTHERLY LINE OF SAID LOT 31, NORTH 89°48'30" EAST, 140.00 FEET, TO THE NORTHEASTERLY CORNER OF SAID LOT 31;

(6) THENCE SOUTHERLY ALONG THE EASTERLY LINE OF SAID LOT 31 AND ITS SOUTHERLY PROLONGATION, SOUTH 03°17'30" EAST, 165.00 FEET, TO THE SOUTHEASTERLY CORNER OF LOT 33 OF SAID BLAKE'S SUBDIVISION;

(7) THENCE EASTERLY ALONG THE EASTERLY PROLONGATION OF THE SOUTHERLY LINE OF SAID LOT 33, NORTH 89°48'30" EAST, 665.00 FEET, TO A POINT ON SAID WESTERLY RIGHT-OF-WAY LINE OF SANTA FE AVENUE;

(8) THENCE SOUTHERLY ALONG SAID WESTERLY RIGHT-OF-WAY LINE, SOUTH 03°15'45" EAST, 305.12 FEET, TO THE **POINT OF BEGINNING**.

SUB-AREA 5 CONTAINS 8.3 ACRES MORE OR LESS

SUB-AREA 6

BEGINNING AT A POINT AT THE INTERSECTION OF THE SOUTHERLY RIGHT-OF-WAY LINE OF RAYMOND STREET AND THE WESTERLY RIGHT-OF-WAY LINE OF ALAMEDA STREET (FORMERLY KNOWN AS LONG BEACH BOULEVARD);

(1) THENCE SOUTHERLY ALONG THE SAID WESTERLY RIGHT-OF-WAY LINE, SOUTH 07°27'00" EAST, 123.50 FEET, TO A POINT ON THE NORTHERLY LINE OF LOT 15 OF BLOCK 3 OF TRACT NO. 2883, AS PER MAP RECORDED IN BOOK 28, PAGE 97, OF MAPS, RECORDS OF SAID COUNTY;

(2) THENCE EASTERLY CONTINUING ALONG THE RIGHT-OF-WAY LINE OF ALAMEDA STREET AND NORTHERLY LINE OF SAID LOT 15, NORTH 89°41'00" EAST, 11.00 FEET, TO THE NORTHEASTERLY CORNER OF SAID LOT 15;

(3) THENCE SOUTHERLY CONTINUING ALONG THE WESTERLY RIGHT-OF-WAY LINE OF ALAMEDA STREET AND THE EASTERLY LINE OF SAID LOT 15, SOUTH 07°27'00" EAST, 61.00 FEET, TO THE SOUTHEASTERLY CORNER OF SAID LOT 15;

(4) THENCE WESTERLY CONTINUING ALONG THE RIGHT-OF-WAY LINE OF ALAMEDA STREET AND SOUTHERLY LINE OF SAID LOT 15, SOUTH 89°41'00" WEST, 11.00 FEET;

- (5) THENCE SOUTHERLY CONTINUING ALONG SAID WESTERLY RIGHT-OF-WAY LINE OF ALAMEDA STREET, SOUTH 07°27'00" EAST, 537.16 FEET, TO A POINT ON THE SOUTHERLY RIGHT-OF-WAY LINE OF TICHENOR STREET, AS SHOWN ON SAID TRACT NO. 2883;
- (6) THENCE EASTERLY ALONG SAID SOUTHERLY RIGHT-OF-WAY LINE, NORTH 89°41'00" EAST, 11.00 FEET, TO THE NORTHEASTERLY CORNER OF LOT 19 OF BLOCK 7 OF SAID TRACT NO. 2883 AND SAID NORTHERLY RIGHT-OF-WAY LINE OF ALAMEDA STREET;
- (7) THENCE SOUTHERLY ALONG SAID WESTERLY RIGHT-OF-WAY LINE OF ALAMEDA STREET AND THE EASTERLY LINE OF SAID LOT 19, SOUTH 07°27'00" EAST, 63.47 FEET, TO THE SOUTHEASTERLY CORNER OF SAID LOT 19;
- (8) THENCE WESTERLY ALONG THE SOUTHERLY LINE OF SAID LOT 19 AND SAID RIGHT-OF-WAY LINE OF ALAMEDA STREET, SOUTH 89°41'00" WEST, 11.00 FEET;
- (9) THENCE CONTINUING SOUTHERLY ALONG SAID WESTERLY RIGHT-OF-WAY LINE OF ALAMEDA STREET, SOUTH 07°27'00" EAST, 487.33 FEET, TO A POINT ON THE NORTHERLY LINE OF LOT 16 OF BLOCK 8 OF SAID TRACT NO. 2883;
- (10) THENCE EASTERLY ALONG THE NORTHERLY LINE OF SAID LOT 16 AND SAID RIGHT-OF-WAY LINE OF ALAMEDA STREET, NORTH 89°41'00" EAST, 11.00 FEET;
- (11) THENCE SOUTHERLY ALONG THE EASTERLY LINE OF SAID LOT 16 AND WESTERLY RIGHT-OF-WAY LINE OF ALAMEDA STREET, SOUTH 07°27'00" EAST, 62.00 FEET, TO THE SOUTHEASTERLY CORNER OF SAID LOT 16;
- (12) THENCE WESTERLY ALONG THE SOUTHERLY LINE OF SAID LOT 16 AND SAID RIGHT-OF-WAY LINE OF ALAMEDA STREET, NORTH 89°41'00" EAST, 11.00 FEET;
- (13) THENCE SOUTHERLY CONTINUING ALONG SAID WESTERLY RIGHT-OF-WAY LINE OF ALAMEDA STREET, SOUTH 07°27'00" EAST, 426.80 FEET, TO A POINT ON THE NORTHERLY RIGHT-OF-WAY LINE OF BENNETT STREET, AS SHOWN ON SAID TRACT NO. 2883;
- (14) THENCE WESTERLY ALONG SAID NORTHERLY RIGHT-OF-WAY LINE, SOUTH 89°41'00" WEST, 1,419.90 FEET, TO A POINT ON THE EASTERLY RIGHT-OF-WAY LINE OF WILLOWBROOK AVENUE (FORMERLY KNOWN AS WILMINGTON AVENUE), AS SHOWN ON SAID TRACT NO. 2883;

#4.

(15) THENCE NORTHERLY ALONG SAID EASTERLY RIGHT-OF-WAY LINE OF WILLOWBROOK AVENUE, NORTH 03°15'00" WEST, 1,745.00 FEET, TO A POINT ON SAID SOUTHERLY RIGHT-OF-WAY LINE OF RAYMOND STREET;

(16) THENCE EASTERLY ALONG SAID SOUTHERLY RIGHT-OF-WAY LINE OF RAYMOND STREET, NORTH 89°41'00" EAST, 1,279.79 FEET, TO THE **POINT OF BEGINNING**.

SUB-AREA 6 CONTAINS 54.0 ACRES MORE OR LESS

SUB-AREA 7

BEGINNING AT A POINT AT THE INTERSECTION OF THE WESTERLY RIGHT-OF-WAY LINE OF WILLOWBROOK AVENUE (FORMERLY KNOWN AS WILMINGTON STREET) AND THE NORTHERLY RIGHT-OF-WAY LINE OF GREENLEAF BOULEVARD;

(1) THENCE WESTERLY ALONG THE SAID NORTHERLY RIGHT-OF-WAY LINE, SOUTH 87°59'00" WEST, 256.98 FEET, TO A POINT ON THE NORTHEASTERLY RIGHT-OF-WAY LINE OF COMPTON CREEK RIGHT-OF-WAY LINE;

(2) THENCE NORTHWESTERLY ALONG SAID NORTHEASTERLY RIGHT-OF-WAY LINE AND CONTINUING ALONG SAID RIGHT-OF-WAY LINE OF GREENLEAF BOULEVARD, 10.28 FEET;

(3) THENCE WESTERLY CONTINUING ALONG SAID NORTHERLY RIGHT-OF-WAY LINE OF GREENLEAF BOULEVARD, SOUTH 87°59'00" WEST, 114.00 FEET, MORE OR LESS, TO A POINT ON THE SOUTHWESTERLY LINE OF SAID COMPTON CREEK RIGHT-OF-WAY LINE;

(4) THENCE SOUTHEASTERLY ALONG SAID SOUTHWESTERLY RIGHT-OF-WAY LINE AND CONTINUING ALONG SAID RIGHT-OF-WAY LINE FOR GREENLEAF BOULEVARD, 10.28 FEET;

(5) THENCE WESTERLY CONTINUING ALONG THE NORTHERLY RIGHT-OF-WAY LINES OF GREENLEAF BOULEVARD, FOLLOWING ALL OF ITS VARIOUS COURSES, 3,561.00 FEET, MORE OR LESS, TO A POINT ON THE EASTERLY RIGHT-OF-WAY LINE OF WILMINGTON AVENUE;

(6) THENCE NORTHERLY ALONG SAID EASTERLY RIGHT-OF-WAY LINE, NORTH 03°17'00" WEST, 220.00 FEET, TO A POINT ON THE NORTHWESTERLY CORNER OF LOT 222, OF TRACT NO. 1473, AS PER MAP RECORDED IN BOOK 20, PAGES 154-155, OF MAPS, RECORDS OF SAID COUNTY;

(7) THENCE EASTERLY ALONG THE NORTHERLY LINE OF SAID LOT 222 AND ITS EASTERLY PROLONGATION, NORTH 87°57'00" EAST, 2,618.06 FEET, TO THE NORTHEASTERLY CORNER OF LOT 231 OF SAID TRACT NO. 1473, SAID POINT ALSO BEING THE WESTERLY RIGHT-OF-WAY LINE OF OLEANDER AVENUE;

(8) THENCE SOUTHERLY ALONG THE EASTERLY LINE OF SAID LOT 231, SOUTH 03°15'00" EAST, 96.00 FEET, TO A POINT ON THE WESTERLY PROLONGATION OF THE SOUTHERLY RIGHT-OF-WAY LINE OF GLENCOE STREET (FORMERLY KNOWN AS GREENLEAF STREET), AS SHOWN ON TRACT NO. 3789, AS PER MAP RECORDED IN BOOK 41, PAGE 28, OF MAPS, RECORDS OF SAID COUNTY;

(9) THENCE EASTERLY ALONG SAID WESTERLY PROLONGATION AND SOUTHERLY RIGHT-OF-WAY LINE, NORTH 87°59'00" EAST, 1,327.40 FEET, TO A POINT ON THE SAID WESTERLY RIGHT-OF-WAY LINE OF WILLOWBROOK AVENUE;

(10) THENCE SOUTHERLY ALONG SAID WESTERLY RIGHT-OF-WAY LINE, SOUTH 03°15'00" EAST, 112.89 FEET, TO THE **POINT OF BEGINNING**.

SUB-AREA 7 CONTAINS 16.7 ACRES MORE OR LESS

SUB-AREA 8

BEGINNING AT A POINT AT THE INTERSECTION OF THE SOUTHERLY RIGHT-OF-WAY LINE OF ALONDRA BOULEVARD (FORMERLY KNOWN AS OLIVE STREET) AND THE WESTERLY RIGHT-OF-WAY LINE OF DWIGHT STREET, AS SHOWN ON TRACT NO. 13742, AS PER MAP RECORDED IN BOOK 290, PAGES 6-8, OF MAPS, RECORDS OF SAID COUNTY;

(1) THENCE SOUTHERLY ALONG THE SAID WESTERLY RIGHT-OF-WAY LINE, SOUTH 03°18'45" EAST, 1,277.12 FEET, TO THE SOUTHEASTERLY CORNER OF LOT 21 OF SAID TRACT NO. 13742;

(2) THENCE WESTERLY ALONG THE SOUTHERLY LINE OF SAID LOT 21, SOUTH 86°41'15" WEST, 105.20 FEET, TO THE SOUTHWESTERLY CORNER OF SAID LOT 21, SAID POINT ALSO LYING ON THE WESTERLY LINE OF SAID TRACT NO. 13742;

(3) THENCE SOUTHERLY ALONG SAID WESTERLY LINE, SOUTH 03°09'53" EAST, 5.77 FEET, TO THE NORTHEASTERLY CORNER OF TRACT NO. 14170, AS SHOWN ON MAP RECORDED IN BOOK 307, PAGES 13-14, OF MAPS, RECORDS OF SAID COUNTY;

#4.

(4) THENCE WESTERLY ALONG THE NORTHERLY LINE OF SAID TRACT NO. 14170, NORTH 89°54'08" WEST, 618.19 FEET, TO A POINT ON THE EASTERLY RIGHT-OF-WAY LINE OF CLIVEDEN AVENUE, AS SHOWN ON TRACT NO. 15261, AS PER MAP RECORDED IN BOOK 346, PAGES 17-18, OF MAPS, RECORDS OF SAID COUNTY;

(5) THENCE NORTHERLY ALONG SAID EASTERLY RIGHT-OF-WAY LINE, NORTH 03°18'45", 48.06 FEET, TO THE BEGINNING OF A TANGENT CURVE, CONCAVE SOUTHWESTERLY, AND HAVING A RADIUS OF 127.00 FEET;

(6) THENCE NORTHERLY AND NORTHWESTERLY CONTINUING ALONG SAID EASTERLY RIGHT-OF-WAY LINE ALONG SAID CURVE THROUGH A CENTRAL ANGLE OF 46°47'46", AN ARC DISTANCE OF 103.73 FEET, TO THE MOST SOUTHERLY CORNER OF LOT 6 OF SAID TRACT NO. 15261;

(7) THENCE NORTHERLY ALONG THE EASTERLY LINE OF SAID LOT 6 AND ITS NORTHERLY PROLONGATION, NORTH 03°23'35" WEST, 1,154.86 FEET, TO THE SOUTHERLY RIGHT-OF-WAY LINE OF SAID ALONDRA BOULEVARD;

(8) THENCE EASTERLY ALONG SAID SOUTHERLY RIGHT-OF-WAY LINE, NORTH 89°38'37" EAST, 662.89 FEET, TO THE WESTERLY LINE OF SAID TRACT NO. 13742;

(9) THENCE NORTHERLY ALONG SAID WESTERLY LINE, NORTH 03°09'53" WEST, 5.00 FEET;

(10) THENCE EASTERLY CONTINUING ALONG SAID SOUTHERLY RIGHT-OF-WAY LINE, NORTH 89°38'37" EAST, 101.99 FEET, TO THE **POINT OF BEGINNING**.

SUB-AREA 8 CONTAINS 22.5 ACRES MORE OR LESS

SUB-AREA 9

COMMENCING AT A POINT AT THE INTERSECTION OF THE EASTERLY RIGHT-OF-WAY LINE OF WILMINGTON AVENUE AND THE NORTHERLY RIGHT-OF-WAY LINE OF ALONDRA BOULEVARD, AS SHOWN ON TRACT NO. 22011, AS PER MAP RECORDED IN BOOK 805, PAGES 7-10, OF MAPS, RECORDS OF SAID COUNTY;

(1) THENCE NORTHERLY ALONG THE SAID EASTERLY RIGHT-OF-WAY LINE, NORTH 03°20'20" WEST, 28.46 FEET, TO THE TRUE POINT OF BEGINNING;

(2) THENCE CONTINUING NORTHERLY ALONG SAID EASTERLY RIGHT-OF-WAY LINE, NORTH 03°20'20" WEST, 2,370.66 FEET, TO THE NORTHWESTERLY CORNER OF LOT 10 OF SAID TRACT NO. 22011;

(3) THENCE EASTERLY ALONG THE NORTHERLY LINE OF SAID LOT 10, TO THE NORTHERLY CORNER OF SAID LOT 10, SAID POINT ALSO LYING ON THE SOUTHWESTERLY RIGHT-OF-WAY LINE OF COMPTON CREEK, AS SHOWN ON SAID TRACT NO. 22011;

(4) THENCE SOUTHEASTERLY ALONG SAID SOUTHWESTERLY RIGHT-OF-WAY LINE OF COMPTON CREEK, SOUTH $41^{\circ}53'50''$ EAST, 381.59 FEET, TO THE BEGINNING OF A TANGENT CURVE, CONCAVE SOUTHWESTERLY, AND HAVING A RADIUS OF 4,950.00 FEET;

(5) THENCE CONTINUING SOUTHEASTERLY ALONG SAID SOUTHWESTERLY RIGHT-OF-WAY LINE AND CURVE THROUGH A CENTRAL ANGLE OF $07^{\circ}11'54''$, AN ARC DISTANCE OF 621.89 FEET, TO THE BEGINNING OF A TANGENT LINE;

(6) THENCE CONTINUING SOUTHEASTERLY ALONG SAID TANGENT LINE AND SOUTHWESTERLY RIGHT-OF-WAY LINE, SOUTH $34^{\circ}41'56''$ EAST, 226.42 FEET, TO AN ANGLE POINT IN SAID LINE;

(7) THENCE CONTINUING SOUTHEASTERLY ALONG SAID SOUTHWESTERLY RIGHT-OF-WAY LINE, SOUTH $34^{\circ}42'53''$ EAST, 1,651.35 FEET, TO THE BEGINNING OF A TANGENT CURVE, CONCAVE SOUTHWESTERLY, AND HAVING A RADIUS OF 1,950.00 FEET;

(8) THENCE CONTINUING SOUTHEASTERLY ALONG SAID SOUTHWESTERLY RIGHT-OF-WAY LINE AND CURVE THROUGH A CENTRAL ANGLE OF $02^{\circ}25'47''$, AN ARC DISTANCE OF 82.69 FEET, TO THE SOUTHEASTERLY CORNER OF LOT 5 OF SAID TRACT NO. 22011, SAID POINT ALSO LYING ON SAID NORTHERLY RIGHT-OF-WAY LINE OF ALONDRA BOULEVARD;

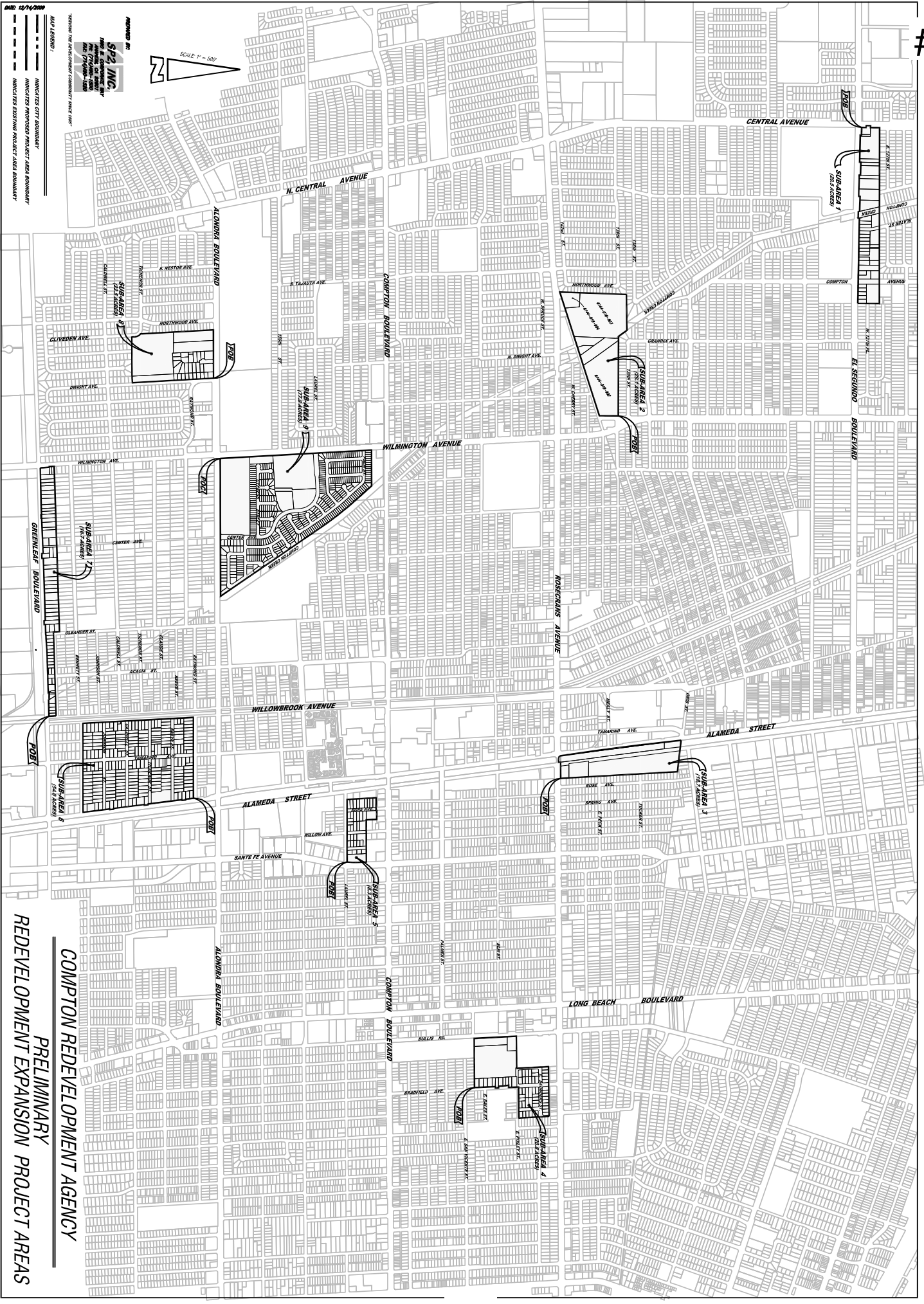
(9) THENCE WESTERLY ALONG SAID NORTHERLY RIGHT-OF-WAY LINE, SOUTH $89^{\circ}38'10''$ WEST, 2,152.38 FEET, TO THE BEGINNING OF A TANGENT CURVE, CONCAVE NORTHEASTERLY, AND HAVING A RADIUS OF 30.00 FEET;

(10) THENCE NORTHWESTERLY LEAVING SAID NORTHERLY RIGHT-OF-WAY LINE ALONG SAID CURVE THROUGH A CENTRAL ANGLE OF $87^{\circ}01'30''$, AN ARC DISTANCE OF 45.57 FEET, TO THE TRUE POINT OF BEGINNING.

SUB-AREA 9 CONTAINS 77.8 ACRES MORE OR LESS

TOTAL ACREAGE CONTAINS 268.40 ACRES MORE OR LESS

#4.



COMPTON REDEVELOPMENT AGENCY

PRELIMINARY
REDEVELOPMENT EXPANSION PROJECT AREAS

RESOLUTION SIGN-OFF FORM

DEPARTMENT: Community Redevelopment

RESOLUTION TITLE: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON DESIGNATING A REDEVELOPMENT SURVEY AREA FOR STUDY PURPOSES IN CONNECTION WITH THE DETERMINATION OF THE FEASIBILITY OF A PROPOSED NEW REDEVELOPMENT PROJECT AREA PURSUANT TO COMMUNITY REDEVELOPMENT LAW.

Kofi Sefa-Boakye
DEPARTMENT MANAGER’S SIGNATURE

12/31/2009 8:52:10 AM
DATE

REVIEW / APPROVAL

Craig Cornwell
CITY ATTORNEY

1/6/2010 7:59:08 PM
DATE

Willie Norfleet
CITY CONTROLLER

1/6/2010 7:40:17 PM
DATE

Charles Evans
CITY MANAGER

1/6/2010 7:46:50 AM
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.

January 12, 2010

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 WITH BETTY SMITH FOR SPECIALIZED RESEARCH PROJECTS AND TO EXPEDITE THE RECRUITMENT AND EXAMINATION PROCESS

SUMMARY

The attached resolution authorizes the City Manager to execute a Professional Services Agreement with Betty Smith for professional services to expedite the recruitment and examination process in the Human Resources Department.

BACKGROUND

Betty Smith possesses the experience and knowledge to perform advanced professional and technical administrative assistance in assignments which include—but are not limited to—conducting recruitment and examination activities within the Human Resources Department.

STATEMENT OF FACT

There is a continuous need for an experienced consultant to assist with the conduct of numerous examination projects which have been assigned to the Human Resources Department during Fiscal Years 2009/2011.

In order to accomplish these goals, it is necessary to authorize the City Manager to execute a contract with Betty Smith to provide consultant services for the City of Compton.

FISCAL IMPACT

Total estimated cost of the contract for the Fiscal Years 2009/2011 is Fifty-Five Thousand (\$55,000.00) Dollars. Funds are budgeted in the Non-Departmental 2009/2011 Fiscal Years budget in Account No. 1001-610-000-4269.

#5.

PROFESSIONAL SERVICES AGREEMENT
BETTY SMITH
PAGE 2

RECOMMENDATION

It is recommended that the City Council approve the attached resolution authorizing the City Manager to enter into a Professional Services Agreement with Betty Smith for specialized research projects and to expedite the recruitment and examination process.

CHARLES EVANS
CITY MANAGER

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 BETTY SMITH FOR
SPECIALIZED RESEARCH PROJECTS AN TO EXPEDITE THE
RECRUITMENT AND EXAMINATION PROCESS**

WHEREAS, there is a need for consulting services with experienced consultants to provide services that include—but are not limited to—research projects associated with general law enforcement practices and applications as assigned by the City Manager and/or his designee during fiscal years 2009/2011; and

WHEREAS, Betty Smith is experienced and highly qualified to meet the current requisites to provide the consulting services depicted herein.

**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 enter into a services contract, upon advice of the City Attorney, with Betty Smith to provide services, under the direction of the City Manager’s Office, to include but not be limited to, specialized research projects an assistance in expediting recruitment and examination activities.

SECTION 2. That the duration of the contract shall be from July 1, 2009 through June 30, 2011 for a total cost not to exceed Fifty-Five Thousand Dollars (\$55,000.00), payable at an hourly rate of Thirty-Five Dollars (\$35.00) for each fiscal year.

SECTION 3. That the funds are and will be available in the Non-Departmental 2009/2011 Fiscal Year Budgets in Account Number 1001-61-0000-4269.

SECTION 4. That a certified copy of this resolution shall be filed in the offices of the City Clerk, City Manager and 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 _____, 2010

MAYOR OF THE CITY OF COMPTON

ATTEST:

CITY CLERK OF THE CITY OF COMPTON

**STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON**

RESOLUTION NO. _____
Page 2

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 _____, 2010.

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: 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 BETTY SMITH FOR SPECIALIZED RESEARCH PROJECTS AND TO EXPEDITE THE RECRUITMENT AND EXAMINATION PROCESS

<DepartmentManager>
DEPARTMENT MANAGER’S SIGNATURE

<DepartmentDate>
DATE

REVIEW / APPROVAL

<LegalName>
CITY ATTORNEY

<LegalDate>
DATE

<ControllerName>
CITY CONTROLLER

<ControllerDate>
DATE

Dave Hewitt
CITY MANAGER

10/1/2009 2:46:42 PM
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.

January 12, 2010

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 WITH WANDA ALLEN FOR SPECIALIZED RESEARCH PROJECTS AND TO EXPEDITE THE RECRUITMENT AND EXAMINATION PROCESS

SUMMARY

The attached resolution authorizes the City Manager to execute a Professional Services Agreement with Wanda Allen for professional services to expedite the recruitment and examination process in the Human Resources Department.

BACKGROUND

Wanda Allen possesses the experience and knowledge to perform advanced professional and technical administrative assistance in assignments which include—but are not limited to—conducting recruitment and examination activities within the Human Resources Department.

STATEMENT OF FACT

There is a continuous need for an experienced consultant to assist with the conduct of numerous examination projects which have been assigned to the Human Resources Department during Fiscal Year 2009/2011.

In order to accomplish these goals, it is necessary to authorize the City Manager to execute a contract with Betty Smith to provide consultant services for the City of Compton.

FISCAL IMPACT

Total estimated cost of the contract for the Fiscal Year 2009/2011 is Fifty-Five Thousand (\$55,000.00) Dollars. Funds are budgeted in the Non-Departmental 2009/2011 Fiscal Year budget in Account No. 1001-610-000-4269.

#6.

PROFESSIONAL SERVICES AGREEMENT
WANDA ALLEN
PAGE 2

RECOMMENDATION

It is recommended that the City Council approve the attached resolution authorizing the City Manager to enter into a Professional Services Agreement with Wanda Allen for specialized research projects and to expedite the recruitment and examination process.

CHARLES EVANS
CITY MANAGER

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 WANDA ALLEN FOR
SPECIALIZED RESEARCH PROJECTS AND TO EXPEDITE THE
RECRUITMENT AND EXAMINATION PROCESS**

WHEREAS, there is a need for consulting services with experienced consultants to provide services that include—but are not limited to—research projects associated with general law enforcement practices and applications as assigned by the City Manager and/or his designee during fiscal years 2009/2011; and

WHEREAS, Wanda Allen is experienced and highly qualified to meet the current requisites to provide the consulting services depicted herein.

**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 enter into a services contract, upon advice of the City Attorney, with Wanda Allen to provide services, under the direction of the City Manager’s Office, to include but not be limited to, specialized on-going research projects associated with general law enforcement practices and applications.

SECTION 2. That the duration of the contract shall be from July 1, 2009 through June 30, 2011 for a total cost not to exceed Fifty-Five Thousand Dollars (\$55,000.00), payable at an hourly rate of Thirty-Five Dollars (\$35.00) for each fiscal year.

SECTION 3. That the funds are and will be available in the Non-Departmental 2009/2011 Fiscal Year Budgets in Account Number 1001-61-0000-4269.

SECTION 4. That a certified copy of this resolution shall be filed in the offices of the City Clerk, City Manager and 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 _____, 2010

MAYOR OF THE CITY OF COMPTON

ATTEST:

CITY CLERK OF THE CITY OF COMPTON

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON

RESOLUTION NO. _____
Page 2

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 _____, 2010.

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: 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 WANDA ALLEN FOR SPECIALIZED RESEARCH PROJECTS AND TO EXPEDITE THE RECRUITMENT AND EXAMINATION PROCESS

<DepartmentManager>
DEPARTMENT MANAGER’S SIGNATURE

<DepartmentDate>
DATE

REVIEW / APPROVAL

<LegalName>
CITY ATTORNEY

<LegalDate>
DATE

<ControllerName>
CITY CONTROLLER

<ControllerDate>
DATE

Dave Hewitt
CITY MANAGER

10/1/2009 2:46:42 PM
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.

January 12, 2010

TO: MAYOR AND CITY COUNCIL MEMBERS

FROM: CITY MANAGER

SUBJECT: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE MUNICIPAL LAW ENFORCEMENT SERVICES' FISCAL YEAR 2009-2010 BUDGET TO ACCEPT AND APPROPRIATE \$299,743.44 IN FUNDING TO CONDUCT SOBRIETY CHECKPOINTS IN THE CITY OF COMPTON

SUMMARY

Staff would like Council to consider amending the Municipal Law Enforcement Services' Fiscal Year 2009-2010 Budget to accept and appropriate \$299,743.44 in grant funding from the State of California, Office of Traffic Safety, to conduct sobriety checkpoints in the City of Compton.

BACKGROUND

In September 2009 the City was awarded a \$299,743.44 Sobriety Checkpoint grant. The grant was received from the State of California, Office of Traffic Safety through the University of California, Berkeley Traffic Safety Center. The goal of the Sobriety Checkpoint Program is to reduce the number of victims killed and injured in alcohol involved crashes. The Los Angeles County Sheriff's Department, Compton Station, would be responsible for carrying out the program, which would include up to 24 checkpoint operations to be conducted beginning as early as October 1, 2009 and the last checkpoint ending in September 2010. All of the grant funds would go to pay for overtime personnel costs.

FISCAL IMPACT

The Municipal Law Enforcement Services' 2009-2010 Fiscal Year Budget would increase by \$299,743.44.

Account Number	Description	Amount
2774-000-000-3569	Other State Grants	\$299,743.44
2774-670-000-4269	Other Contract Services	\$299,743.44

RECOMMENDATIONS

Staff recommends that Council adopt the attached resolution.

**JULIUS DAVIS, DIRECTOR
MUNICIPAL LAW ENFORCEMENT SERVICES DEPARTMENT**

**CHARLES EVANS
CITY MANAGER**

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE MUNICIPAL LAW ENFORCEMENT SERVICES’ FISCAL YEAR 2009-2010 BUDGET TO ACCEPT AND APPROPRIATE \$299,743.44 IN FUNDING TO CONDUCT SOBRIETY CHECKPOINTS IN THE CITY OF COMPTON

WHEREAS, the City of Compton shares the State of California’s goal of reducing the number of victims killed and injured in alcohol involved crashes; and

WHEREAS, the City was awarded a \$299,743.44 grant from the State of California through the University of California, Berkeley Traffic Safety Center, to conduct sobriety checkpoints in Compton over the period of October 1, 2009 through September 2010; and

WHEREAS, the Los Angeles County Sheriff’s Department, Compton Station, would be responsible for conducting the checkpoints; and

WHEREAS, the Municipal Law Enforcement Services’ 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 \$299,743.44 grant from the University of California, Berkeley Traffic Safety Center.

Section 2: That the City shall amend the Municipal Law Enforcement Services’ Fiscal Year 2009-2010 Budget in the amount of \$299,743.44 to appropriate these funds.

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

Account Number	Description	Amount
2774-000-000-3569	Other State Grants	\$299,743.44
2774-670-000-4269	Other Contract Services	\$299,743.44

Section 4: That a copy of this resolution shall be filed in the office of the City Manager, City Controller, City Clerk, Municipal Law Enforcement Services, and 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 _____, 2010

MAYOR OF THE CITY OF COMPTON

RESOLUTION NO. _____
Page 2 of 2

ATTEST:

CITY CLERK OF THE CITY OF COMPTON

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

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 _____, 2010.

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

#7.

RESOLUTION SIGN-OFF FORM

DEPARTMENT: Law Enforcement

RESOLUTION TITLE: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE MUNICIPAL LAW ENFORCEMENT SERVICES' FISCAL YEAR 2009-2010 BUDGET TO ACCEPT AND APPROPRIATE \$299,743.44 IN FUNDING TO CONDUCT SOBRIETY CHECKPOINTS IN THE CITY OF COMPTON

Julius Davis
DEPARTMENT MANAGER’S SIGNATURE

12/9/2009 3:38:19 PM
DATE

REVIEW / APPROVAL

Craig Cornwell
CITY ATTORNEY

1/6/2010 7:59:56 PM
DATE

Willie Norfleet
CITY CONTROLLER

1/6/2010 7:46:08 PM
DATE

Charles Evans
CITY MANAGER

12/23/2009 4:12:34 PM
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.

January 12, 2010

TO: MAYOR AND CITY COUNCIL MEMBERS

FROM: CITY MANAGER

SUBJECT: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE WATER DEPARTMENT FY 2009-2010 ANNUAL BUDGET AND AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH AND ISSUE A PURCHASE ORDER TO JOHN T. MALLOY, INC. FOR THE CONSTRUCTION OF THE NORTHWOOD WATERLINE REPLACEMENT PROJECT

BACKGROUND AND STATEMENT OF THE ISSUE

Much of the City's extant water-main infrastructure is antiquated, having been constructed in the 1940's and 1950's.

Subsequent to a review of system conditions, a multi-year prioritized capital improvement project (CIP) plan of action was developed. The program shall be financed through the issuance of water revenue bonds.

Replacement of water pipeline along Northwood Avenue is one of the CIP projects. The existing 2,672-foot 6-inch main is undersized and outdated. It runs north and south between 163rd St. and Greenleaf Blvd. and Harlan Ave. connecting 166th St. and Northwood Ave.

Accordingly, the Water Department conducted a sealed bidding process for contractors to conduct the needed rehabilitation work.

The project was advertised on November 11, 18 and 25, 2009.

A mandatory pre-bid conference was held on November 30, 2009 and bids were due on December 7, 2009 at 10:00 am. On the latter date, the following responses were received:

John T. Malloy, Inc.	\$459,017
Porrero McLaughlin, Inc.	\$471,610

#8.

Since, its bid was lower, staff recommends accepting the bid of John T. Malloy. The work shall include the following:

- Removal and disposal of extant Asbestos Cement pipeline
- Replacement with 10" Class 52 ductile iron pipeline
- Replacement of all house connections
- Installation of new meters and meter boxes

FINANCIAL IMPACT

Revenue will be increased in Account No. 5003-000-000-3980 and expenditures shall increase by \$459,017. The funds for the project shall come from Account No. 5003-850-000-4334 (Bonds Funds).

RECOMMENDATION

Staff recommends the adoption of the attached resolution.

KAMBIZ SHOGHI
GENERAL MANAGER

CHARLES EVANS
CITY MANAGER

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AMENDING THE WATER DEPARTMENT FY 2009-2010 ANNUAL BUDGET AND AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH AND ISSUE A PURCHASE ORDER TO JOHN T. MALLOY, INC. FOR CONSTRUCTION OF THE NORTHWOOD WATERLINE REPLACEMENT PROJECT

WHEREAS, much of the City’s water infrastructure system was built more than 50 years ago and it is antiquated and needs improvements, and

WHEREAS, pursuant to a review of system conditions, a multi-year prioritized capital improvement project (CIP) plan of action was developed that shall be financed via issuance of water revenue bonds; and

WHEREAS, replacement of water pipeline along Northwood Avenue is one of the CIP projects; and

WHEREAS, a sealed bidding process for contractors to conduct the needed rehabilitation work and two (2) bids were received; and

WHEREAS, the bid submitted by John T. Malloy, Inc. was the lower more responsive one; and

WHEREAS, the Water Department’s FY 2009-2010 Annual Budget should be amended and bond-revenue funds be appropriated.

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

SECTION 1. That the bid of John T. Malloy, Inc., in the amount of Four Hundred Fifty-Nine Thousand Seventeen Dollars and No Cents (\$459,017.00) for construction of the Northwood Avenue Waterline Replacement Project is hereby accepted.

SECTION 2. That all other bids are rejected.

SECTION 3. That the City Manager, upon advice of the City Attorney, is authorized to execute a contract with, and issue a purchase order in an amount not to exceed Four Hundred Fifty-Nine Thousand Seventeen Dollars and No Cents (\$459,017.00)) to John T. Malloy, Inc..

SECTION 4. That FY 2009-2010 Annual Budget shall be amended and revenues expenditures shall be increased as follows:

<u>ACCOUNT NO.</u>	<u>DESCRIPTION</u>	<u>AMOUNT</u>
5003-000-000-3980	Miscellaneous Revenue	\$459,017
5003-850-000-4334	Machinery & Equipment	\$459,017

SECTION 5. That the funds shall come from Account No. 5003-850-000-4334.

SECTION 6. That copies of this resolution shall be filed in the offices of the City Manager, City Controller, City Attorney, City Clerk, and the Municipal Water Department.

SECTION 7. That the Mayor shall sign and the City Clerk shall attest to the adoption of this resolution.

ADOPTED this _____ day of _____, 2010.

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 _____ 2010.

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: Water Department

RESOLUTION TITLE: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON AUTHORIZING ENTRANCE INTO A CONTRACT WITH AND ISSUING A PURCHASE ORDER TO JOHN T. MALLOY, INC. FOR THE NORTHWOOD AVENUE WATER MAIN IMPROVEMENTS

<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.

WARRANT APPROVED BY COUNCIL

<u>Warrant #</u>	<u>Date</u>	<u>Name</u>	<u>Description</u>	<u>Amount</u>
182919	1/06/10	LA County Sheriff	Purchase of Equipment	\$34,000.00

Requested by: MLES

182928	1/07/10	Alex H Beanum	Professional Services Rendered/Acting Director of Public Works	\$16,937.50
--------	---------	---------------	--	-------------

Requested by: Public Works

I hereby certify that the above demands in the amount of \$50,937.50 were approved at a regular meeting of the City Council and reject _____ as of January 12, 2010.

Council Member_____
Council Member_____
City Manager

I hereby certify that the Finance Committee at a regular meeting of the City Council on January 12, 2010, allowed the above demands.

Alita Godwin
City Clerk

WARRANT APPROVED BY COUNCIL

<u>Warrant #</u>	<u>Date</u>	<u>Name</u>	<u>Description</u>	<u>Amount</u>
182929	1/07/10	Bryan A. Stirrat & Assoc. Inc	Professional Services Rendered	\$5,000.00
Requested by: CRA				
182934	1/07/10	Oliver Mujica	Professional Services Rendered	\$6,250.00

Requested by: CRA

I hereby certify that the above demands in the amount of \$11,250.00 were approved at a regular meeting of the City Council and reject _____ as of January 12, 2010.

Council Member

Council Member

City Manager

I hereby certify that the Finance Committee at a regular meeting of the City Council on January 12, 2010, allowed the above demands.

Alita Godwin
City Clerk

January 12, 2010

TO: MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: CITY MANAGER

SUBJECT: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON DECLARING ITS INTENTION TO GRANT A WASTE HAULING FRANCHISE AGREEMENT TO PACIFIC COAST WASTE AND RECYCLING LLC, SETTING A PUBLIC HEARING THEREON FOR TUESDAY, JANUARY 26, 2010 AT 3:20 P.M. AND RESCINDING RESOLUTION NO. 23,008.

SUMMARY

The City Charter requires that a request for a public hearing for the granting of a franchise be set out in a resolution of intention. Staff is requesting that a public hearing be set regarding the granting of a franchise agreement to Pacific Coast Recycling LLC in order to authorize a five year exclusive waste hauling agreement.

BACKGROUND

Section 1501 of the Compton City Charter authorizes the City to grant franchises for entities providing public services such as water, light, heat, power and waste hauling. The City Council is empowered to grant such franchise to any such person, firm or corporation, whether operating under an existing franchise or not. The City Council may prescribe the terms and conditions of any such grant. Pacific Coast Waste and Recycling LLC have been providing exemplary waste hauling services for the City of Compton since September 2007. Staff is recommending that a five year exclusive waste hauling agreement be established in order to contain costs and improve services rendered to the citizens. In order to enter into such an agreement a public hearing must be held to receive persons interested in commenting as well as any objection to the granting of this franchise. Furthermore, the setting of service rates authorized over the life of the proposed agreement will be established.

**Staff Report Re Resolution of Intention
Grant Waste Hauling Franchise/Set Public Hearing
January 12, 2010, page 2**

STATEMENT OF ISSUE

On December 22, 2009, the City Council adopted Resolution No. 22,008, which set a public hearing on the matter of granting an exclusive waste hauling and disposal franchise to Pacific Coast Waste and Recycling LLC on Tuesday, January 12, 2010 at 3:20 p.m. Through inadvertence, Resolution No. 22,008 was not published in the City's official newspaper at least ten (10) days prior to the initial scheduled hearing date of January 12, 2010, as required by Section 1502 of the Compton City Charter, thus Resolution No. 22,008 should be rescinded.

FISCAL IMPACT

The cost of waste hauling services for the City of Compton is recouped through Compton rate payers. The overall budget for waste hauling is approximately nine million dollars per year.

CONCLUSION

Staff requests that the City Council adopt the attached Resolution declaring its intention to grant a five (5) year exclusive waste hauling and disposal franchise to Pacific Coast Waste and Recycling LLC, and set a public hearing thereon on **Tuesday, January 26, 2010 at 3:20 p.m.** in the City Council Chambers at 205 South Willowbrook Avenue, Compton, California.

**CHARLES EVANS
CITY MANAGER**

Attachmt: Proposed Resolution

CJC:CE:RAR:rar

RESOLUTION NO. _____**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON DECLARING ITS INTENTION TO GRANT A WASTE HAULING FRANCHISE AGREEMENT TO PACIFIC COAST WASTE AND RECYCLING LLC, SETTING A PUBLIC HEARING THEREON FOR TUESDAY, JANUARY 26, 2010 AT 3:20 P.M. AND RESCINDING RESOLUTION NO. 23,008.**

WHEREAS, Section 1501 of the Compton City Charter authorizes the City to grant franchises to any person, firm or corporation furnishing the City or its inhabitants with transportation, communication, terminal facilities, water, light, heat, power, refrigeration, storage or any other public utility or service; and

WHEREAS, the collection of waste materials, recycling materials and green waste are considered a public service within the definition of Section 1501 of the Compton City Charter; and

WHEREAS, Pacific Coast Waste and Recycling LLC has been providing exemplary waste hauling and disposal services for the City of Compton since September 2007; and

WHEREAS, the City desires to hold a public hearing pursuant to Section 1502 of the Compton City Charter on January 26, 2010 at 3:20 p.m. to receive public comment on a proposed five year exclusive waste hauling and recycling agreement; and

WHEREAS, the purpose of the public hearing is to also set waste hauling and disposal rate ceilings for the life of the proposed franchise agreement; and

WHEREAS, pursuant to Resolution No. 22,008, adopted by the City Council on December 22, 2009, the public hearing on this matter was set for January 12, 2010 at 3:20 p.m.; and

WHEREAS, through inadvertence Resolution No. 22,008 was not published in the City's official newspaper at least ten (10) days prior to the initial scheduled hearing date of January 12, 2010, as required by Section 1502 of the Compton City Charter, thus Resolution No. 22,008 should be rescinded.

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

Section 1. That Resolution No. 22,008, adopted by the City Council on December 22, 2009, is hereby rescinded.

Section 2. That the City Council declares its intention to grant a five (5) year exclusive waste hauling and disposal franchise to Pacific Coast Waste and Recycling LLC.

Section 3. That a public hearing regarding the granting of a franchise waste hauling and disposal agreement to Pacific Coast Waste and Recycling LLC and establishing waste and disposal rate ceilings is set for **Tuesday, January 26, 2010 at 3:30 p.m.** in the City Council Chambers at 205 South Willowbrook Avenue, Compton, California.

Section 4. That persons having interest or any objection to the granting thereof may appear before the City Council and be heard thereon.

Section 5. That the City Clerk shall publish this Resolution at least once, within fifteen (15) days of its adoption, in the official newspaper at least ten (10) days prior to the date of the hearing.

Section 6. That a certified copy of this Resolution shall be filed in the offices of the City Clerk, City Attorney, Water Department and City Manager.

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

ADOPTED this _____ day of _____, 2010.

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 of the City of Compton, signed by the Mayor and attested by the City Clerk at a regular meeting thereof held this ____ day of _____, 2010.

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

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

CITY CLERK OF THE CITY OF COMPTON

RESOLUTION SIGN-OFF FORM

DEPARTMENT: City Attorney

RESOLUTION TITLE: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COMPTON DECLARING ITS INTENTION TO GRANT A WASTE HAULING FRANCHISE AGREEMENT TO PACIFIC COAST WASTE AND RECYCLING LLC, SETTING A PUBLIC HEARING THEREON FOR TUESDAY, JANUARY 26, 2010 AT 3:20 P.M. AND RESCINDING RESOLUTION NO. 23,008.

Ruth Rugley
DEPARTMENT MANAGER’S SIGNATURE

1/6/2010 2:07:39 PM
DATE

REVIEW / APPROVAL

Craig Cornwell
CITY ATTORNEY

1/6/2010 8:00:16 PM
DATE

Willie Norfleet
CITY CONTROLLER

1/6/2010 7:48:21 PM
DATE

Charles Evans
CITY MANAGER

1/6/2010 5:43:10 PM
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.

