

CITY OF NEWPORT BEACH

GENERAL PLAN

RFP# 19-69

April 26, 2019



Proposed by



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PROPOSER BACKGROUND



COVER LETTER





April 26, 2019

Mr. Anthony Nguyen
RFQ Administrator
City of Newport Beach
anguyen@newportbeachca.gov

Dear Mr. Nguyen,

It is with great pleasure that McCormick-Busse Inc., dba MBI Media (MBI) submits our response for the City of Newport Beach Request for Proposal No. 19-69 Community Engagement Related to a Future General Plan Update for your review and evaluation.

OUR COMPANY:

MBI is a 100-percent, woman-owned small business corporation that is certified DBE/SBE/WBE. MBI is a strategic communications firm specializing in all areas of outreach, media, and community relations along with full, in-house, multi-media and graphic design studios that allow us the capability of producing all materials and presentations that may be required in an efficient and timely manner.

Founded in 1989, we have 30 years of experience in providing community outreach and digital media services on hundreds of public agency projects. These projects have covered a vast array of types and sectors.

Over the years MBI has also stepped in to assist our clients, like the City of Long Beach, City of Seal Beach, Orange County Department of Public Works, Los Angeles County Metropolitan Transportation Authority, Riverside County Transportation Commission, Ports of Long Beach and Los Angeles and many others. Our goal is to help the City of Newport Beach in developing effective and comprehensive outreach strategies and generate excitement and buy-in for the General Plan.

We have a diverse staff of professionals along with the tools to assist the City's Community Development Department on a community outreach and education program to help the City determine the course of its next General Plan Update. This being very similar of the services we just provided for the City of Long Beach's 2040 General Plan Update.

I, and the entire team at MBI, look forward to the opportunity to support the City of Newport Beach through a passion for our work. We take strong personal care for our clients and relationships we maintain from decades of collaboration and service. We emphasize messages of clarity born out of experience; we stand prepared for any and all contingencies, utilizing a team approach to implement strategies that meet and exceed our clients' expectations. MBI is proud to be a leader in public outreach, placing human respect and dignity at the forefront of our endeavors.

Please feel free to contact me or Dean Owens (dowens@mbimedia.com), our Development and Client Services Manager, throughout the proposal process at the contact information listed.

Sincerely,

Mary McCormick
President & CEO
MBI Media
mary@mbimedia.com

ORGANIZATIONAL STRUCTURE



PROJECT TEAM

MBI understands that the City of Newport Beach (City) is seeking assistance with Community Engagement Related to a Future General Plan Update. We also recognize the importance of clear and direct messaging and the value of asserting a message through compelling communication channels. Therefore, we are prepared to work in partnership with the City to build a community engagement and outreach program (Outreach Program) that is transparent and easily approachable to stakeholders.

MBI is certified as a 100-percent Woman-Owned Business Enterprise (WBE), Disadvantaged Business Enterprise (DBE), and Small Business Enterprise (SBE). Throughout the years, we have provided services to many high-profile clients on a wide range of projects that have and are continuing to shape the landscape of Southern California.

MBI is also immersed in the environmental process with various agencies on several projects and understand the California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) and the associated requirements for community outreach. Our team of professionals are well-versed at educating the public on transportation initiatives and engaging communities through innovative methods and designs.

Leading MBI's team are Senior Project Manager Matthew Maldonado, Project Manager Elizabeth Michel and Resource Project Manager Brad Jensen. They will be responsible for performing the services described in the Scope of Services with assistance from Graphic Designer Reuben Garcia, Technical Writer/Copywriter Edgar Zuniga, and our support staff of researchers, designers, and photographers.

In particular, Matt and Elizabeth worked on the City of Long Beach – 2040 General Plan, coordinating with the City of Long Beach to lead a successful public outreach program.

As MBI has undertaken more projects, the company has strategically grown to add staff with a diverse set of skills. As the company grows, so does our ability to effectively engage a wider range of stakeholders, as well as offering a unique blend of expertise including implementing social

media campaigns, video production and live streaming, municipal engagement, elected official outreach strategies, and graphics development. This allows MBI to balance multiple projects and deliverables without reducing quality while still meeting client deadlines.

Establish dynamic collaboration between MBI and the City will facilitate the creation of innovative strategies to educate the public and create proactive community engagement, enhancing overall community awareness and ensuring that the Outreach Program will move forward with positive momentum.

More detailed resumes of the MBI team have been included for reference.



ORGANIZATION STRUCTURE



Matt Maldonado II Senior Project Manager



Education

B.S., Business Administration
Concentration on Marketing
Management and Communications
California State Polytechnic University,
Pomona

Capabilities

Community Relations
Event Planning
Digital Media
Web Design
Graphic Design
HTML
SEO
Database Management

Years of Experience

17

Matt has extensive experience in digital marketing and communications, which has provided the foundation for his current work as the Senior Project Manager at MBI. He has led multiple outreach campaigns in a range of industries and now oversees and manages our multi-disciplinary, diverse and dynamic team to deliver integrated solutions for all of our projects. Matt has the ability to manage complex, multi-phased projects. He works with each project manager and supports the project team to make sure every project is a success. Currently, he is handling Senior Project Manager public outreach responsibilities for the California High-Speed Rail Authority's Palmdale to Burbank Project Section and Los Angeles County Metropolitan Transportation Authority's Long Range Transportation Plan.

Relevant Experience

CITY OF LONG BEACH – 2040 GENERAL PLAN UPDATE, SENIOR PROJECT MANAGER

- Manages all meetings, collateral, and outreach staff for the City of Long Beach General Plan Community Workshop Meetings
- Participates in weekly project update conference calls

LOS ANGELES METROPOLITAN TRANSPORTATION AUTHORITY (METRO) – LINK UNION STATION (LINK US), SENIOR PROJECT MANAGER

- Oversees logistics, secures translation services; performs QA/QC on audiovisual equipment, and coordinates vendors
- Handles logistics and assists in facilitation at public meetings
- Assists in budget planning and ensuring tight fiscal controls
- Participates in conference calls with Metro and Caltrans, providing information, updates, perspective and solutions

METRO – LONG RANGE TRANSPORTATION PLAN, SENIOR PROJECT MANAGER

- Manages all meetings, collaterals, and outreach staff for Special Outreach Events held throughout the numerous cities and sub regions of Los Angeles County
- Coordinates Community-Based Organizations (CBO) and Stakeholder Engagement
- Develops engagement strategy for public engagement involving transportation consumers, transportation providers, and jurisdictions
- Participates in weekly project update conference calls

METRO – EMERGENCY SECURITY OPERATIONS CENTER (ESOC), SENIOR PROJECT MANAGER

- Manages all meetings, collaterals, and outreach staff for the City of Long Beach General Plan Community Workshop Meetings
- Participates in weekly project update conference calls

CITY OF LONG BEACH – SHOEMAKER BRIDGE REPLACEMENT PROJECT, SENIOR PROJECT MANAGER

- Developed a community engagement strategy that builds long term relationships to obtain support for the project
- Coordinates with Project Team all logistics of community meetings, public hearings, elected officials' briefings, and town hall meetings
- Utilizes an extensive database for community outreach, with focus on true stakeholders, boots-on-the-ground, clear understanding of the digital divide, media, social media, and community-based media
- Coordinates community meetings and briefings with stakeholders, and identifies key community leaders and advocates to build relationships

CALIFORNIA HIGH-SPEED RAIL AUTHORITY (CHSRA) – TPALMDALE TO BURBANK SECTION, SENIOR PROJECT MANAGER

- Oversees all collateral development, coordinating with CHSRA on copy and design approval
- Directs the development of CHSRA's project deliverables and ensures they are aligned with and meet the project's goals
- Manages team strategy meetings to coordinate open houses and community presentations
- Assists in facilitation and management of all open house community meetings
- Provides strategic insight and direction for the project team to accurately scope work and leverage the appropriate delivery for CHSRA needs
- Manages staffing for project needs and maximizes the efficiency and optimization of the outreach team

CITY OF LONG BEACH – SHOEMAKER BRIDGE REPLACEMENT PROJECT, SENIOR PROJECT MANAGER

- Design and management of project website
- Initiated database management
- Developed process and protocol
- Developed stakeholder communications and community outreach

NESTLÉ USA – DIGITAL PROJECT MANAGER

- Coordinate and lead the management of all creative projects: packaging, POP/POS, in-store promotional items, digital communications and more for both domestic and international
- Work functionally across multiple departments, from marketing to design, to determine creative recommendations and design objectives while providing oversight across the group
- Work with outside vendors both domestically and international, manage the procurement process for all materials and coordinate all color separation, printing methodologies and pre-press activities
- Manage and report all financials and manage day-to-day business needs for the design group including maintaining and updating procedures and improving processes
- Maintain asset management tool and project management systems
- New product launch, including: evaluating creative strategy, providing feedback to agencies, presenting creative strategy, supervising photo shoots, photo retouching and original illustration development

INDUSTRY HILLS EXPO CENTER – DIGITAL PROJECT MANAGER

- Managed web marketing projects, including website design, e-commerce, social media, email campaigns (response rate of 30 percent) and web traffic (growth of 70 percent)
- Administered e-commerce event sales and marketing resulting in increased sales by 50 percent
- Created and communicated online brand objectives for all levels of the company
- Managed marketing schedules for events, sales and exposure to prospective clients
- Analyzed data on customer demographics, preferences and habits to identify potential markets

Brad Jensen II Project Manager



Education

Business Management Courses
California State University, Fullerton

Capabilities

Plans events, including logistics, setup and tear down

Maintains relationships with government, public, and community stakeholders

Maintains an organized schedule to ensure timely task delivery

Supervises strategic community outreach and public affairs campaigns

Collaborates with project team and consultants on deliverables for complex infrastructure projects in several counties

Years of Experience

15

Brad is a seasoned community outreach project manager with 14 years of experience. His exceptional communication skills allow him to effectively and thoughtfully coordinate and collaborate with a wide range of stakeholders. Flexible, creative, and calm, he can think on his feet in difficult situations, diffusing conflicts before they boil over by guiding parties to equitable solutions. Exceptionally well-organized, he also develops communications strategy plans, coordinates collateral development, plans and facilitates events, oversees and maintains stakeholder databases, and oversees all day-to-day project tasks. He is also well versed in media production and oversees the coordination of all media production projects.

Relevant Experience

ORANGE COUNTY PUBLIC WORKS – SANTA ANA RIVER HOMELESS ENCAMPMENT REMOVAL

- Coordinated and managed all film crew personnel and equipment on site
- Coordinated all scheduling with OC Public Works, County Sheriffs Dept., and Federal Court appointed Judge
- Oversaw all production of the final edits and audio enhancements for final product

RIVERSIDE COUNTY TRANSPORTATION COMMISSION – SR-91 CORRIDOR IMPROVEMENT PROJECT PR/ED, PROJECT MANAGER

- Coordinated with Engineering/Design Team, Environmental Lead, and RCTC to create a Public Communications Plan
- Implemented Public Communications Plan, overseeing all daily tasks
- Oversaw the production of the 3-D animated fly-through video for public information
- Organized public and stakeholder meetings, including special study sessions for local officials
- Managed all special events, including planning, logistics, set up and tear down
- Managed large public toll survey
- Oversaw all collateral development and translation services, including logo and branding, fact sheets, flyers, PowerPoint presentations, brochures, comment cards, project website, 3-D fly-through video, and project video
- Maintained stakeholder database
- Provided project website updates

RIVERSIDE COUNTY TRANSPORTATION COMMISSION – I-15 CORRIDOR IMPROVEMENT PROJECT PA/PD, PROJECT MANAGER

- Created and implemented communications plan in conjunction with RCTC
- Facilitated workshops with local and regional agencies to cultivate project understanding
- Developed stakeholder database

Brad Jensen II Project Manager



- Developed successful strategies that gained community and stakeholder support for the project
- Managed all collateral development, including logo and branding, and project website
- Produced public-access-channel information collateral
- Worked directly with City of Corona staff to update project information

CITY OF RIALTO – PERCHLORATE CONTAMINATION AWARENESS OUTREACH, PROJECT MANAGER

- Worked directly with Outreach Manager on developing multiple strategies
- Managed logistics for public meeting regarding this highly controversial issue
- Worked with MBI graphic designers to create branding, logos and collaterals
- Worked with City to conduct one-on-one interviews with local stakeholders
- Presented city information to local chambers and other community groups

LOS ANGELES METROPOLITAN TRANSPORTATION AUTHORITY – I-710 CORRIDOR PROJECT EIR/EIS, PROJECT MANAGER

- Managed public outreach for the environmental analysis, which included an extensive Health Risk Assessment
- Assisted in building public trust during Major Corridor Study by providing comprehensive information in multiple languages
- Coordinated public feedback about alternatives
- Worked closely with Metro and Caltrans District 7 staff to comply with regulatory environmental requirements and reports

METRO GOLD LINE FOOTHILL EXTENSION CONSTRUCTION AUTHORITY: GOLD LINE FOOTHILL EXTENSION PHASE 1B- PASADENA TO AZUSA, PROJECT MANAGER

- Maintain project schedule
- Manage Photo Documentation Team
- Updated constituent database
- Met with client on deliverable deadlines
- Responsible for project quality control and quality assurance
- Attend client/project meetings

LOS ANGELES METROPOLITAN TRANSPORTATION AUTHORITY – METRO GOLD LINE EASTSIDE EXTENSION, PROJECT MANAGER

- Research for parcel information of houses along extension
- Development of an impacted-community database
- Updated constituent database
- Met with client on deliverable deadlines
- Responsible for project quality control and quality assurance

RIVERSIDE COUNTY TRANSPORTATION COMMISSION (RCTC) – 40TH ANNIVERSARY VIDEO

- Managed the filming and collection of materials for production
- Oversaw all production for the final video product
- Coordinated and scripted all voice-over narration for the video
- Created an archivable library of video product to be used by RCTC at a later date

Elizabeth Michel II Project Manager



Education

B.S., Business Administration
Emphasis: Marketing
Minor in Psychology
Chapman University
Orange, Calif.

Semester Abroad, Fall 2013
Suffolk University
Madrid, Spain

Capabilities

Proven ability to handle meeting logistics and coordination

Collaborates with consultants, vendors, and in-house design studios to deliver tasks for complex projects

Organize, maintain and update databases in order to provide information that is accurate and easily accessible

Proficient with Microsoft Office, including Word, Excel and PowerPoint, and Adobe Acrobat, and web content creation

Years of Experience

3

Elizabeth brings a background of effective client and customer service experience to the table. She is motivated and highly organized, working effectively and efficiently to meet all deadlines. From the beginning of each project, she does extensive research until she understands everything. This allows her to effectively assist the project management team with all tasks throughout the life of a project. As Project Manager, Elizabeth is responsible for handling project-related tasks or activities, ensuring they are completed as requested.

Relevant Experience

CITY OF SEAL BEACH – 2018-2019 PIER REPAIRS, PROJECT MANAGER

- Create and lead comprehensive public outreach campaign regarding repairs to the City's pier
- Create detailed reports and provide updates to City departments and City Council on the project's progress
- Took part in creation and design of project website
- Plan and execute community events for project

CITY OF LONG BEACH – 2040 GENERAL PLAN UPDATE, DEPUTY PROJECT MANAGER

- Facilitate community outreach up to the review/approval of the General Plan
- Implement grassroots outreach including door to door noticing and phone banking
- Take part in creation and distribution of collateral materials
- Manage compiling all public comments into a comprehensive database
- Maintain and update stakeholder database

CITY OF LONG BEACH – CLIMATE ACTION ADAPTATION PLAN (CAAP), PROJECT MANAGER

- Develop effective Community Engagement Strategy as roadmap for public participation process and build project awareness
- Present technical information clearly to increase understanding
- Utilize technology during outreach events to maximize public participation
- Successfully created and executed phone banking campaign to raise awareness and encourage attendance for CAAP events

CALIFORNIA HIGH-SPEED RAIL AUTHORITY (CHSRA) – PALMDALE TO BURBANK SECTION, ACCOUNT COORDINATOR

- Direct the development of CHSRA's project deliverables and ensures they are aligned with and meet the project's goals
- Manages team strategy meetings to coordinate open houses and community outreach events
- Maintain internal stakeholder matrix for outreach efforts

City of Newport Beach

Community Engagement Related to a Future General Plan Update

- Facilitate the logistics for Community Open House Meetings, Community Working Groups, and Stakeholder Working Groups
- Contribute to the development of the Environmental Justice Outreach
- Provide formatting and quality control to technical reports and presentations

CALIFORNIA HIGH-SPEED RAIL – CONSTRUCTION PACKAGE 4 – COMMUNICATION SUPPORT DEVICES, ACCOUNT COORDINATOR

- Facilitate communication between project team to ensure a quick response, including a last-minute community outreach effort
- Develop weekly progress report to deliver regular updates and pertinent information to the project team
- Support community outreach efforts such as noticing, and community open houses
- Track expenses and progress report activities for monthly project billing

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC WORKS – CONSOLIDATED CORRECTIONAL TREATMENT FACILITY, DEPUTY PROJECT MANAGER

- Management and development of collateral materials and project messaging
- Support the development of a Community Outreach Plan to guide outreach efforts with invested stakeholders and impacted areas
- Participate in project site tours to understand the impact of the project for messaging in collateral materials
- Facilitate logistics for community outreach efforts, stakeholder briefings, and grassroots outreach
- Port of Long Beach – Guidance Documents Integration, Deputy Project Manager
- Participate in bi-weekly team coordination calls
- Coordinate graphic design updates to the guidance documents
- Facilitate logistics in developing the web platform design

LOS ANGELES METROPOLITAN TRANSPORTATION AUTHORITY (METRO) – LINK UNION STATION (LINK US), ACCOUNT COORDINATOR

- Collaborate with planning of grassroots outreach
- Take part in assembly of collateral materials for outreach meetings
- Tracking of door-to-door outreach and document results
- Assist in the coordination of stakeholder mailings

Rachel Burkhardt || Account Coordinator



Rachel comes from a background in customer service and sports media. With a degree in Communication and Rhetorical Studies, she has a particular interest for the diverse communities throughout Southern California and how they interact. As a former NCAA Division I college athlete, Rachel was accustomed to balancing a full-time workload while dedicating extra hours each week to training. Since joining MBI, Rachel has displayed excellent communications skills and is currently the lead Account Coordinator on Metro's Long Range Transportation Plan.

Relevant Experience

Education

B.A., Communication and Rhetorical Studies, Syracuse University

Syracuse, New York

Capabilities

Customer service

Direct Outreach

Written Communications

Social Media

Photography

Survey Distribution

Years of Experience

1

LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY – LONG RANGE TRANSPORTATION PLAN (LRTP), ACCOUNT COORDINATOR

- Help provide outreach materials that are relatable to target audiences
- Assist in the creation and implementation of surveys and other project tools to help gauge LRTP opinions and outlooks
- Assist in reaching out to Metro's nine sub-regions throughout L.A. County
- Conduct grassroots community outreach at LRTP special events

LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY – FARE RESTRUCTURING SUPPORT STUDY, ACCOUNT COORDINATOR

- Assist Metro with the design, evaluation, and adoption of a new fare structure
- Supported Metro in conducting a rider survey to multiple bus and train lines
- Responsible for collecting and analyzing ridership information through direct outreach and survey services during peak traffic windows

METROLINK – ON-CALL OUTREACH SERVICES, ACCOUNT COORDINATOR

- Participate in door-to-door, grassroots outreach for Positive Train Control testing
- Assist with public noticing process throughout Southern California communities

CITY OF SEAL BEACH – 2018 SEAL BEACH PIER IMPROVEMENTS, ACCOUNT COORDINATOR

- Assist with direct outreach to citizens and visitors at special City events
- Help create and maintain project's social media facets, including drafting content for the project's Instagram page

LOS ANGELES METROPOLITAN TRANSPORTATION AUTHORITY – LINK UNION STATION (LINK US), ACCOUNT COORDINATOR

- Assist in preparation of stakeholder database for mailing and e-blasts
- Support Project Manager by conducting outreach at special Link US events

Reuben Garcia II Graphic Designer



Education

B.A., Web Design & Coding
Platt College
Ontario, Calif.

Capabilities

Skilled graphic designer
Website design and coding
3-D modeling and texturing
Photography
Skilled archivist
Software
InDesign
Illustrator
Photoshop
Dreamweaver
Flash
After Effects
HTML 5/JavaScript
PHP and MySQL

Years of Experience

14

Reuben is the graphic artist and information management specialist in charge of MBI's media repositories. He implements, organizes and maintains internal and client project libraries through the use of MBI's management system. Reuben has worked with project managers, IT staff, process owners and subject matter experts for a variety of clients. He has experience in digital libraries, graphic design, digital asset management, web design and coding, and records management. Reuben is a team player who understands the importance of managing today's resources for tomorrow's user.

AREAS OF EXPERTISE

- Creation of detailed infographics representing project stages
- Meticulous updating, designing and creation of detailed project maps showing alignments and alternatives
- Creating project templates for comment cards, fact sheets, and PowerPoint presentations
- Project branding and logo development
- Design and coding websites
- Design catalogs, flyers, advertisements, brochures, and RFPs
- Creation and sending of HTML email blasts
- Responsible for updating and enhancing MBI marketing materials
- Created and managed digital library capable of handling multiple document and multimedia formats for marketing and proposal support
- Optimized search through improved information architecture
- Implemented enhanced version control capabilities
- Photo documentation of construction projects
- Tagged and categorized images to be searchable via keywords and metadata
- Formatted and exported image documentation to client specifications

RELEVANT EXPERIENCE - GRAPHIC DESIGN, WEB AND PHOTOGRAPHY

- OCTA – I-405 Project
- Orange County Transportation Authority (OCTA) – 17th Street Grade Separation
- Metro – Long Range Transportation Plan
- Los Angeles Metropolitan Transportation Authority (Metro) – Link Union Station
- Metro – Emergency Security Operations Center
- Metro – SR-710 Study – Public Outreach & Facilitation of Community Participation
- Los Angeles County Department of Public Works – Consolidated Correctional Treatment Facility
- Metrolink – Van Nuys North Platform Project
- City of L.A. Department of Public Works – Proposition O Clean Water Bond Program: Albion Riverside Park, Coastal Interceptor Relief Sewer, Echo Park, Machado Lake, Penmar Park, Temescal Canyon Park, Wilmington Drain
- California High-Speed Rail Authority – Palmdale to Burbank Section
- Riverside County Transportation Commission (RCTC) – I-15 Express Lanes Project
- RCTC – SR-91 Corridor Improvements Project
- Santa Clara Valley Medical Center – Construction Documentation
- City of Long Beach – Long Beach Civic Center

Marcus Manley || Account Coordinator



Education

B.A., American Studies
Concentration on Race and
Representation in Media
University of California, Berkeley

Capabilities

Supports community outreach with
social media and other communications
platforms

Takes part in grassroots community
outreach support

Participates in canvassing and public
notification processes

Database Management

Years of Experience

2

Marcus comes from a background in customer service and sports media. With a degree in American Studies, he has a particular interest for the diverse communities throughout the Southern California region. Since joining MBI, Marcus has worked on multiple high-profile projects and has displayed excellent communication skills in dealing with the public and additional stakeholders.

Relevant Experience

CITY OF LONG BEACH – 2040 GENERAL PLAN UPDATE, ACCOUNT COORDINATOR

- Assisted with public meetings for City of Long Beach General Plan Community Workshop Meetings
- Participated in the creation and distribution of collateral materials
- Provided public outreach on behalf of the City of Long Beach
- Maintained and update stakeholder database

LOS ANGELES METROPOLITAN TRANSPORTATION AUTHORITY – LINK UNION STATION (LINK US), ACCOUNT COORDINATOR

- Assist with special event outreach, including developing logistics and event details
- Responsible for updating and maintaining the project's stakeholder database
- Coordinate with project team to maintain social media presence

CITY OF LONG BEACH – CLIMATE ACTION AND ADAPTATION PLAN, ACCOUNT COORDINATOR

- Developed social media content to engage users with sustainability tips, climate change facts, etc.
- Assist in preparation of internal stakeholder database

LOS ANGELES METROPOLITAN TRANSPORTATION AUTHORITY – LONG RANGE TRANSPORTATION PLAN (LRTP), ACCOUNT COORDINATOR

- Participate in outreach events throughout Metro's different sub-regions across L.A. County
- Distribute project surveys and explain project details/goals to public stakeholders
- Assist in the coordination and setup of LRTP booth at outreach events

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC WORKS – CONSOLIDATED CORRECTIONAL TREATMENT FACILITY, ACCOUNT COORDINATOR

- Assist with the logistics for community outreach efforts, stakeholder briefings, and grassroots outreach

City of Newport Beach

Community Engagement Related to a Future General Plan Update

Marcus Manley || Account Coordinator



- Update the project team on relevant news articles and social media stories connected to the project
- Stay connected with community group activities and attend events

METROLINK – ON-CALL OUTREACH SERVICES, ACCOUNT COORDINATOR

- Participate in door-to-door grassroots outreach for Positive Train Control testing
- Assist preparation of internal stakeholder database for San Bernardino Line Improvement Plan

EXIDE TECHNOLOGIES – BLOOD LEAD SCREENING PROGRAM, ACCOUNT COORDINATOR

- Assist in the answering of the Exide Community Hotline
- Log calls and document questions and concerns
- Constantly update stakeholder database
- Fill out stakeholder request for documents
- Maintain internal stakeholder matrix for outreach efforts

Connie Mejia || Account Coordinator



Education

B.A., Communication Studies

B.A., Spanish Language

California State University, San Bernardino

Certificate, Spanish for Public Services

California State University, San Bernardino

Capabilities

Bilingual in Spanish

Community Outreach

Event Planning

Social Media

Marketing

Press Release Writing

Administrative Support

Years of Experience

2

Connie comes from a background in the non-profit and entertainment sectors. She has an appreciation for the dialogues that occur at local levels and recognizes the importance of community input. In the past, Connie has been responsible for executing diverse community events while successfully managing and balancing project budgets. Since joining MBI, Connie has shown initiative to become involved on multiple projects and has successfully provided Spanish translations for multiple clients.

Relevant Experience

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC WORKS, EAST SAN GABRIEL VALLEY ACTIVE TRANSPORTATION PLAN, ACCOUNT COORDINATOR

- Conducts grassroots community outreach at special events
- Assists with direct outreach to citizens and visitors at special City events
- Distributes project surveys and explains project details and goals to public stakeholders
- Assists in the coordination and setup of booth at outreach events
- Database collected surveys from outreach events

CALIFORNIA HIGH-SPEED RAIL AUTHORITY (CHSRA), PALMDALE TO BURBANK SECTION, ACCOUNT COORDINATOR

- Responsible for updating and maintaining the project's stakeholder database
- Edits and formats Environmental and Engineering reports
- Provides Spanish translation for project collaterals
- Participates in project outreach meeting and develops meeting minutes

CITY OF SEAL BEACH – 2018 SEAL BEACH PIER IMPROVEMENTS, ACCOUNT COORDINATOR

- Helps create and maintain project's social media facets, including drafting content for the project's official Instagram page
- Assists in maintaining stakeholder database and social media comments and interactions

CITY OF LONG BEACH – CLIMATE ACTION AND ADAPTATION PLAN (CAAP), ACCOUNT COORDINATOR

- Assists with stakeholder engagement and public outreach planning
- Create extensive database of interactive feedback collected at special events

Staff Effort in Hours

Task #	Task Description	Factor (# of Months/Occurrences)	SR. Project Manager	Project Manager	Resource Project Manager	Account Coordinator II	Account Coordinator I	Graphic Design/Web Designer (Blended Rate)	Copy/Technical Writer	Total Hours
		Qty	199	332	75	212	334	116	19.5	1330.5
1	Consultant Familiarization with the General Plan									
1.1	Review of current General Plan/Vision Statement		44	48	2	0	0	0	0	94
1.2	Understanding of required CA General Plan guidelines		4	8	2					14
1.3	Attendance of steering committee meetings		8	8						16
		16	32	32						64
2	Community Engagement and Outreach Program Preparation		123	248	67	194	316	116	18.5	1121.5
2.1	Development of Outreach Program	1	8	24	8	8	8			57
2.2	Preparation and maintenance of webpage/portal	8 Months	4	8	4	2	4	32	4	58
2.3	Development of Educational Materials		8	24	4	8	8	24	4	80
2.4	Workshops – (7 planned in each Council District)	7	56	56	28	56	168	14	7	392
2.5	Individual Stakeholder Meetings	1	4	4	2	2	2	1	0.5	16.5
Innovative Methods for Participation										
2.6	Online Engagement - Virtual Meetings	1	8	8	1	8	4	8		38
2.7	Online Engagement - On-line Surveys	7	4	16	4	8	14	14		67
2.8	Online Engagement - Social Media	8 Months	2	8	2	16	8	2	1	39
Add	Videos & Written Testimonials	8	8	16	8	2	16	16		74
Add	Special Pop-Up Events	7	14	56	4	56	56	4	1	198
Add	Grassroots outreach for District Workshops/Events/Etc	7	7	28	2	28	28	1	1	102
3	Capturing Community Desires		32	36	6	18	18	0	1	115
3.1	Consensus Statement / Summary	1	8	8	2	2	2			23
3.2	Database of Information Collected	1	4	8		4	4			21
	Online Database Tool	8 Months	8	8	4	8	8			36
	Draft Outreach Program Summary	1	8	8		2	2		1	22
3.3	Final Outreach Program Summary	1	4	4		2	2			13
	Total		199	332	75	212	334	116	19.5	1330.5

PROPOSAL METHODOLOGY



As Californians, we take great pride in our social and ecological consciousness, doing our best to preserve our environment for future generations, often setting the standard for the rest of the nation. Reinforcing public awareness of projects, programs and initiatives that are designed to guide the growth and land development of communities allows them to establish goals and prepare for the future.

The Newport Beach General Plan is no different, with the City of Newport Beach (City) set to provide a long-range plan outlining the City's physical development. Although the current General Plan was adopted in 2006 and has been amended several times since, the time has come for a comprehensive update that will reflect changes that have occurred in the community's vision over the last 13 years.

In California, a typical general plan is composed of nine different factors, including: air quality, land use, housing, circulation, conservation, noise, safety, open space, and environmental justice. MBI specializes in facilitating community dialogue about complex issues. Managing outreach for a multitude of projects in various industries has taught us how to successfully implement public relations and community outreach plans that educate audiences, foster increased understanding, and encourage participation.

At the direction of the City, MBI will:

- Review and become acquainted with the current General Plan
- Develop a community engagement and outreach program with the assistance of the General Plan Update Steering Committee (Steering Committee) and City staff
- Engage and educate stakeholders and constituents about the General Plan and gather as much feedback as possible
- Record and document the community's questions, concerns, and suggestions

To maximize participation in outreach programs, MBI has also developed effective outreach tactics that include social media, translated collateral, door-to-door outreach with local stakeholders, and participating in community events to encompass communities large and small, contentious and exuberant, multicultural and multilingual.

MBI Representative

MBI Project Manager Elizabeth Michel will serve as the primary representative and will perform the services described in the Scope of Services. MBI Senior Project Manager Matthew Maldonado will serve as her alternate and will become the primary representative if Elizabeth is unable to continue with the project.

We understand that approval of either of them shall be at the Steering Committee's discretion. More detailed resumes of both have been included for reference in the Project Team section.

Familiarization with the General Plan

To ensure the accuracy of our approach, MBI staff will review and become familiar with the latest version of the Newport Beach General Plan—its elements, goals, and policies—in particular, the Vision Statement. As cities and counties across California develop and put into effect their own General Plans, they are helping to achieve statewide goals.

There are many factors to consider for long-range planning, such as increased migration from Asia and the Middle East, an increase in elderly and middle age residents, and how the rising population and its carbon footprint will influence the ever-growing impact of climate change.

Once thoroughly familiar with the current State requirements for General Plans and current guidelines, we will be in a position to highlight elements of the Newport Beach General Plan that need revision or improvement to adhere to State law.

As requested, MBI will attend all Steering Committee meetings throughout the process to observe, participate, and prepare detailed minutes.

Community Engagement and Outreach Program Preparation

MBI will meet and work with the Steering Committee and City to discuss a variety of issues, including the preparation of the community engagement and outreach program (Outreach Program) and schedule, establishing program coordination procedures, and to learn about key planning objectives and issues.

We understand that the purpose of the Outreach Program is not to suggest ways the General Plan should be changed, but rather to creatively engage as many stakeholders as possible, encourage participation, and solicit as much feedback as possible. More to the point, we will emphasize areas of concern in the current General Plan and the Vision Statement. We will manage each task's scope and schedule, and designate assignments to highlight the strengths of the diverse and talented team that MBI has assembled for the project.

Our understanding and implementation of the scope of any project is most effective if we have strategic team and stakeholder database management. MBI uses Smartsheet, an online, cloud-based tool that has many uses, including facilitating the tracking of deadlines, tasks, and calendars, in a well-organized system that can be adapted as required for a variety of uses, including stakeholder contact management.

MBI will assist the City in showing Newport Beach residents and stakeholders that the agency is dedicated to community investments and building partnerships with community leaders and civic groups. Since it is critical to ensure a comprehensive stakeholder database is compiled prior to any outreach, MBI will work with the City to ensure the database is inclusive of key stakeholders, such as elected officials, agencies, chambers of commerce, community organizations, and residents, especially those most impacted by mobility barriers and who have been historically marginalized.

MBI has extensive experience in coordinating and planning various types of community meetings, including in-person, on-site, web-based and telephone. To achieve this, we will assist the City by implementing innovative communication tools to identify stakeholders, outreach areas, demographics, and language needs.



This will allow us to involve a wide range of stakeholders and encourage them to participate in meetings and program-related activities. The goal, as always, is to involve stakeholders and maximize the public's participation, stimulate discussion and encourage feedback from diverse stakeholders, being careful to identify local community concerns.

The MBI team is known to meet projects head on and develop solutions that are specific to the demographics of a region. Our team will coordinate with the City as special events or outreach opportunities come up and establish what key messages should be addressed. We will coordinate these special events and participate in staffing the events.

The Outreach Program will be geared in such a fashion that community members can:

- Learn about the current General Plan and make suggestions so it can be updated
- Examine and provide input on the existing General Plan Vision Statement
- Provide input on the various General Plan Elements, Goals and Policies contained therein that may be updated in the future to reflect a refreshed Vision Statement, emerging trends, and State law requirements

Elements of the Outreach Program

An Outreach Program can be elaborated as such that it will include:

- A public noticing and promotional strategy aimed at generating awareness for each program event or activity
 - This strategy will take into consideration communications with target audiences and stakeholders across multiple platforms, such as briefings, presentations, canvassing, mailings, web-based communications, social media and community outreach
 - Eblasts for workshops:
- Save the Dates – three rounds of notices to be sent
- Reminders – six rounds of notices to be sent
- Follow-ups for attendees – three rounds of notices to be sent



- Eblasts with information about the General Plan:
- Work with the City, Chamber of Commerce, and special interest groups to utilize their email databases
- Effective engagement with Newport Beach residents and stakeholders, or those that have been identified by City or Steering Committee
- High-quality written and visual communications that provide an overview of the Outreach Program's purpose, process and anticipated timeline in a manner that can be easily digested and understood by members of the public
- Maximized distribution of information to interested stakeholders

Workshop Strategies

With a minimum of seven visioning workshops scheduled—at least one in each Council District—gathering as much feedback from stakeholders is fundamental. In anticipation of the workshops, MBI has prepared a set of strategies, including:

- Stations labeled to encourage participation, such as:
 - Have your voice heard
 - What do you want your future Newport Beach to be?
- Tablets for stakeholders to utilize for online surveys via SurveyMonkey
- Comment cards for written statements that will be added to a comment database
- Listening workshops designed for all involved parties to listen to each other
- Interactive activities, such as:
 - Sticky dot tallying, where each colored dot has a different weight (blue = 5, yellow = 3, red = 1)
 - Monopoly Money to vote on goals most important to the community
 - Employing The Sketch Effect to add visualization to the summary report (www.thesketteffect.com)
 - Live polling

Grassroots Outreach

Relying entirely on digital-based media is not always the best way to reach all stakeholders, especially some long-term residents located within the region. This is where traditional outreach methods such as community meetings, neighborhood gatherings and piggybacking

on already established community events will help our team connect with many more stakeholders, including those that have yet to bridge the digital divide.

First, we must determine which events will be productive and constructive toward the goals of the General Plan. Collecting group email addresses and adding them to our stakeholder database will allow us to send periodic e-blast updates and inform stakeholders about upcoming activities, such as special pop-up events. Two examples of upcoming events that could be beneficial are the 16th Annual Art in the Park (September) and Concerts on the Green (August).

Special events such as these allow for an additional level of one-on-one interaction and allow us to grow our stakeholder database.

Furthermore, the grassroots outreach can be tailored to spotlight workshops in each Council District by way of:

- Flyer drops in designated areas
 - Flyers will include a link to the online survey
- Email outreach to local businesses
- Inserts included with utility bills
- Visit businesses and designated areas essential to outreach, dropping off flyers at these locations
 - Providing tablets to stakeholders so they can take the online survey

Online Engagement

When required, MBI will implement online engagement strategies, including meeting webcasts, podcasts, online surveys, webinars, discussion boards, and social media tools. We will build awareness about the General Plan and encourage conversations within target stakeholder audiences.

MBI can set up the following:

- Online surveys via SurveyMonkey with links to the survey posted on social media platforms and through City website blogs
 - For individuals that fall in the “technology divide” we suggest working with libraries and schools to give access to computers so that all stakeholders can participate in online surveys

PROPOSAL METHODOLOGY



- Virtual meetings – MBI can provide top-of-the-line live video streaming equipment to facilitate the set-up of live webinars that can be posted on the Project website
- Online comment forms through a dedicated webpage

The intention is to enhance distribution of information to stakeholders and offer an outlet for feedback while monitoring for misinformation that can go viral. To manage this process, we will develop implementation plans to guide the team on proper maintenance and usage of social media accounts (Instagram, Facebook, Twitter, YouTube, etc.).

In addition, MBI can establish and maintain a database of stakeholder involvement that contains survey results, meeting notes, comment summaries, and comments registered via emails, social media and other means of communication.

Social Media Implementation

MBI will also support the City by establishing a social media presence for Outreach Program-related activities

on Facebook, Twitter, Instagram, YouTube, and Snapchat. This social media strategy would include implementing consistent and constant posting across all social media platforms, enhancing the overall look of each social media account by uploading high-quality imagery and posting live webcasts of program activities, and the option of hosting online Q&As with various City representatives regarding the General Plan.

In addition, our team is prepared to assist the City with the creation of unique and innovative social media content such as utilizing the story feature on mediums such as Snapchat and Instagram to share outreach engagement activities and events with followers.

MBI shall maintain the established online platforms with up-to-date content to keep the public informed on the latest information, generate interest and grow the number of likes and followers. MBI is prepared to develop General Plan-specific digital engagement tools, as necessary, and will provide regular analytical measurements to monitor and document online activity on dedicated social media sites during key events.



City of Newport Beach

Community Engagement Related to a Future General Plan Update

Videos and Written Testimonials

We have decades of award-winning experience in reaching diverse audiences through informational videos and documentaries, which are crafted creatively and always tailored to the demographics of the community, to engage the public on a deeper visual level.

We can set up public testimonial videos, interviewing 20-40 Newport Beach residents during our grassroots outreach and presentations. We can also include written testimonials about diverse community concerns gathered at special interest group presentations or during grassroots outreach.

MBI has a full-service, in-house video studio and can provide a complete line of high-definition cameras to satisfy any video requirements. This includes Steadicam, broadcast-quality, and point-of-view cameras for mounting anywhere. We also have a full inventory of portable lighting kits and audio support gear to supplement our studio equipment.

We use Final Cut Pro and Adobe Premier, industry-standard professional video-editing software programs that accommodate all digital formats. We will sort, label and log all footage and create a rough-cut of the video, which will include a temp audio track, if needed. MBI has access to a full music library for final sound mixing.

Project Webpage

Before commencing the whole process, we will confer with the City to ensure that all development and design will be in conformance with their design or branding standards. In addition, MBI will make sure to coordinate with the City's communications staff regarding technical logistics, such as web hosting, testing and troubleshooting, post-launch maintenance, and archiving.

Our web designer will then visit websites that are user-friendly and "pull apart" and analyze them to determine what factors make them more accessible. If a client already has a website, he reviews the existing site to ascertain what factors need to be improved or added

or are difficult to find. At this step, it is also important to establish what the end user (visitor to the client's website) is looking to accomplish or learn with a visit to the website.

Based on the purpose of the website or that intended by the City, our web designer uses Adobe Photoshop or Illustrator to draft possible layouts for the website, making each one as comprehensible as possible. For example, he implements the use of infographics to break up the monotony of a wall of text. Employing a bright and captivating design makes a website more palatable to end users.

Once our web designer is done, he will offer three design compositions and request feedback from the City. Once the City approves a design, our web designer will begin the website buildout, using our standard program Adobe Dreamweaver, and implementing HTML5, jQuery, JavaScript, and CSS 3.

The website buildout is carried out on a testing site located on either the MBI server or the City's server, which ensures that the coding being used is compatible. During the buildout, careful consideration will be given to staying within the City's branding guidelines or themes. If desired by the City, the website can also include tracking and statistical tools, such as Google Analytics, Facebook pixels, and third-party advertising pixels.

Typically, four weeks (more or less) are allocated for the buildout. During that time, a sub-folder is used for testing, while a main/public folder is used for the live site.

If everything is approved, MBI will purchase a domain for the new website (unless the City is already in possession of one) and continue to manage the website for the City, posting updates as directed by the City.

In the case of a hand-off, provided the City already has a developer, MBI will package the files used and transfer them to the City. Otherwise, MBI will continue to manage the website for the City but add a content management system (CMS) that grants the City limited access to publish updates on the website.

Outreach Program Review and Approval

We understand that the Outreach Program will need to be reviewed and approved by the Steering Committee prior to kickoff. Schedules will clearly outline all activities, their duration, and their relationship with other service requests.

To accomplish efficient and productive events for the City, we will also provide end-to-end management handling of all logistics, planning, volunteer recruitment, staff support, permits, event layout, rentals, partner recruitment, audio/visual and other coordinator roles. With the City's approval, MBI will:

- Arrange for meetings
- Prepare agendas, materials, content and speaking points for meetings
- Attend meetings as needed
- Develop notes and follow-up action items from meetings

In addition, MBI will maintain a record of stakeholder meetings/events/sign-in lists, as well as meeting notes and comment summaries.

With three decades of facilitating and managing outreach meetings and events, we have refined our approach to meeting logistics. As part of our public meeting protocol, we have established a checklist that ensures all materials needed are accounted for prior to, tracked during, and checked back in after each meeting. This mitigates the possibility of materials or items going missing, allowing the cost of materials needed for meetings to be managed appropriately.

Capturing Community Desires

We specialize in reaching a diverse audience through a variety of communications methods, including PowerPoint presentations, informational videos and documentaries, which are crafted creatively and always tailored to the demographics of the community, to engage the public on a deeper visual level. Members of our project management team are well-versed and excel at public speaking and maintaining the

appropriate amount of decorum during presentations, as well as effectively handling disruptive behavior if necessary. MBI's goal is to work with the City to ensure a comfortable and engaging environment for the public that encourages participation.

MBI can establish public inquiry/response protocol, and maintain a record of stakeholder involvement, as well as meeting notes, comment summaries, and comments registered via phone calls and emails. We will also monitor social media platforms for comments and draft responses to comments.

MBI will submit a comprehensive report, including a complete overview of the Outreach Program efforts, with narrative documenting the community's comments and suggestions for change throughout the Listen and Learn process.

MBI will deliver to the City an accurate, organized resource that will be easy to understand and is structured in a manner that clearly chronicles:

- Detailed discussions with a consensus statement, summary of desired changes to the Vision Statement, and any other potential changes to the General Plan or issues to be addressed through other means
- Systematic record of all the voices and thoughts expressed
- Up-to-date, user-friendly online portal maintained throughout the project

MBI will present a draft of the report and corresponding information to the community at a Steering Committee meeting. MBI can deliver copies of all corresponding information, including email and social media communication logs and any other relevant documents to support the Outreach Program-related activities completed. MBI has produced these documentation reports in the past for other projects.

We understand that the Steering Committee may direct changes to the draft document and MBI will be responsible for producing a final document

City of Pasadena SRTS
Proposed Work Schedule[illegible]

PROPOSER EXPERIENCE



PROPOSER EXPERIENCE



2040 GENERAL PLAN – LAND USE AND URBAN DESIGN ELEMENTS

CLIENT

City of Long Beach

ROLE

Community Outreach

REFERENCE:

Christopher Koontz, Advance Planning Officer
333 West Ocean Blvd., 5th Floor
Long Beach, CA 90802
(562) 570-6288
christopher.koontz@longbeach.gov

APPROACH:

- Worked in cooperation with the City to maximize attendance at community workshops
- Tallied surveys and comment cards and provided a database for each
- Created a presentation providing assessment of survey results and comments provided
- Grassroots outreach included flyer drops in designated areas, phone and email outreach to businesses, and providing online surveys via iPads
- Collected written testimonials that included diverse community concerns
- Creation of collateral in Spanish and other languages
- Sent out e-blasts to provide noticing for the community workshops, a Planning Commission meeting, and information about the General Plan
- Attended presentation briefings
- Developed a media calendar
- Provided weekly updates on Facebook

SITUATION:

- In California, cities and counties are required by State law to have a General Plan
- A General Plan is a broad, long-range policy document that is the local government's long-term blueprint for future development.

- While State law requires Long Beach to update the General Plan, the City of Long Beach must also be prepared to manage industry changes and population growth.

CHALLENGE:

- California requires seven elements within the General Plan: Land Use, Circulations (Mobility), Housing, Conservation, Open Space, Noise, and Safety. The City has also adopted Scenic Routes, Public Safety, and Historic Preservation.
- The City is conducting numerous community engagement events regarding the Land Use and Urban Design Elements of the General Plan. These meetings and workshops provide valuable feedback from residents and business owners. The City plans to make important changes to the Plan based on this feedback.



City of Newport Beach

Community Engagement Related to a Future General Plan Update

PROPOSER EXPERIENCE



Metro

LONG RANGE TRANSPORTATION PLAN (LRTP)

CLIENT

Los Angeles County Metropolitan Transportation Authority

ROLE

Public Outreach Consultant

REFERENCE:

Robert Calix, Senior Manager – Transportation Planning
1 Gateway Plaza
Los Angeles, CA 90012
(213) 922-5644
calixr@metro.net

APPROACH:

MBI has lead the information gathering and dissemination effort in coordination with Metro utilizing some of the following methods during the LRTP project:

- Project branding (Our Next LA Campaign)
- Grassroots outreach
- Public surveys
- Video interviews
- Special event coordination
- Website and Graphic design
- Collateral design and production
- Online engagement tool(s)
- Video and Photo imagery

SITUATION:

- Metro is required to comply with federal and state laws and develop a Long-Range Transportation Plan (LRTP)
- Metro dictates when the new plan will be set in place and made the decision to obtain input from the public about Metro transportation before concluding its new plan



- MBI is taking part in acquiring information needed for the transportation investments that are comprehensive and thoughtful

CHALLENGE:

MBI's involvement in the LRTP project presents the challenges associated with obtaining a large amount of information in a short period of time.

Los Angeles County has a growing population, with approximately 88 cities and 140 unincorporated areas. MBI has made it a mission to target as many cities and sub-regions as possible, including all nine of Metro's officially designated sub-regions within Los Angeles County.



City of Newport Beach

Community Engagement Related to a Future General Plan Update

PROPOSER EXPERIENCE



ON-CALL PUBLIC RELATIONS SERVICES

CLIENT

RCTC / Caltrans

ROLE

Public Outreach Consultant

REFERENCE:

Shannon Widor, Strategic Communications Officer – OC Public Works

300 N. Flower St.

Santa Ana, CA 92703

(714) 667-9759

shannon.widor@ocpw.ocgov.com

SITUATION:

- Orange County Public Works solicited the services of a qualified firm to provide on-call public relations services
- While recent reports on the state of Orange County's infrastructure place it above the national average, there is still work to be done
- Future improvements will make Orange County a leader in infrastructure quality

CHALLENGE:

It is vital to stress the importance and impact of infrastructure to the communities in the region. This would include encouraging stakeholders to stay informed on infrastructure issues through newsletters, newspapers, and online media.

It is also important to remind stakeholders of the importance of getting involved and supporting bonds and measures that would specifically work to improve the state of Orange County's infrastructure and meet the needs of the region.

The main goal is to show that community and stakeholder investment in infrastructure issues increases the quality of life for everyone.



PROJECTS:

Santa Ana River Homeless Encampment Removal

- MBI was asked to provide video documentation of the existing conditions and subsequent clearing of a large homeless encampment along the Santa Ana Riverbed, between Ball Road and Interstate 5 in Anaheim, Calif.
- Being a high-profile, sensitive issue, MBI worked alongside OC Public Works, OC Parks, Orange County Public Health Services, Orange County legal staff, and the Orange County Sheriff's Dept., Anaheim Police Dept., and Orange Police Dept.
- Documented the interaction of U.S. District Court Judge David O. Carter with homeless population along the riverbed
- The project is being observed by other agencies as a model for implementation of similar programs to deal with the issue of homelessness in their cities



City of Newport Beach

Community Engagement Related to a Future General Plan Update

PROPOSER EXPERIENCE



POSITIVE TRAIN CONTROL OUTREACH

CLIENT:

Orange County Transportation Authority

ROLE:

Public Outreach Consultant
Photo/Video Documentation

REFERENCE:

Noelle Afualo, Kleinfelder-Simon Wong Engineering
2280 Market St., #300
Riverside, CA 92501
(951) 972-2581
nafualo@kleinfelder.com

APPROACH:

- Photo documentation of existing conditions of specific areas, bridge structures, and building structures to be impacted by the project
- Photographic documentation of the project
- Designed photo archival library, which is currently maintained and updated

CHALLENGE:

The purpose of the proposed improvement is to improve travel conditions by increasing freeway capacity, improving traffic and interchange operations, and enhancing road safety to meet state and federal standards.

SITUATION:

- The San Diego Freeway (I-405) is one of the most congested freeways in Orange County, with more than 300,000 vehicle trips in some sections each day
- Traffic volumes on the I-405 are expected to increase significantly as the population is expected to grow 11 percent by 2040
- Caltrans, in cooperation with OCTA, is proposing to widen the I-405 between SR-73 and I-605



PROJECT HIGHLIGHTS:

- The Caltrans Project Development Team met on July 24, 2014 and OCTA was informed that Caltrans recommended building Alternative 3, using a phased approach
- OCTA is to construct one general-purpose lane on the I-405 in each direction between Euclid Street and the I-605



PROPOSER EXPERIENCE



SEAL BEACH PIER IMPROVEMENTS PROJECT

CLIENT:

City of Seal Beach

ROLE:

Community Outreach

REFERENCE:

Patrick Gallegos, Assistant City Manager
211 Eighth Street, Seal Beach, CA 90740
(562) 431-2527 Ext. 1308
PGallegos@sealbeachca.gov

David Spitz, P.E., QSD Associate Engineer
211 Eighth Street, Seal Beach, CA 90740
(562) 431-2527 Ext. 1331
DSpitz@sealbeachca.gov

APPROACH:

- MBI leads public outreach and any enquiries regarding the project
- Provides grassroots outreach for the Pier at civic & community events
- Created interactive project website for stakeholders to visit and follow progress
- Implemented Seal Beach Pier's first ever Instagram account to help keep the community informed of visual construction progress
- Creates and maintains project hotline number

SITUATION:

- In May 2016, an electrical fire damaged the end of the pier. Due to the fire, several small structures, utility infrastructure and charred portions of the pier were removed
- Additional structural and utility repairs were required, which included: replacement of fire damaged utility



lines, reinforcement and repair of damaged piles and pile caps, new stringers, decking and handrails

CHALLENGE:

- Major coastal construction projects like this one take many years of planning, designing, submitting for and receiving numerous state and federal permits, and obtaining environmental clearance
- The proposed project is to upgrade aged and damaged utility lines and restore structural stability of the Seal Beach Municipal Pier. The objective is to restore the City Pier for public use and access as well as prepare the end of the pier for a potential tenant



PROPOSER EXPERIENCE



CLIMATE ACTION AND ADAPTATION PLAN

CLIENT

City of Long Beach

ROLE

Community Outreach

REFERENCE:

Alison Spindler
333 West Ocean Blvd., 5th Floor
Long Beach, CA 90802
562.570.6946
alison.spindler@longbeach.gov

PROJECT GOALS:

- Implementation of mitigation and adaptation strategies
- Measurement and verification / monitoring project benefits
- Reporting
- Stakeholder engagement and public outreach
- Strategy development and evaluation

SITUATION:

- The City of Long Beach expressed its concern with the impacts of climate change, recognizing it will impact social, cultural and natural resources
- Long Beach wishes to be equipped to deal with the challenges of climate change and be prepared through sustainability planning
- Through the Climate Action and Adaptation Plan (CAAP), Long Beach aims to address climate change, meeting obligations while improving the quality of life and economic prospects of residents

CHALLENGE:

- As extreme climate events, such as heat waves, floods, fires, and droughts, are becoming more frequent and destructive, it is imperative that Long Beach prepare for such developments
- CAAP is meant to educate Long Beach residents about the challenges to come and to galvanize them to take an active role in the City's preparation for possible ecological crises, such as rising seas and eroding beaches and shorelines that will affect port operation areas, damaging property and affecting ecosystems



PROPOSER EXPERIENCE-REFERENCES



CITY OF LONG BEACH – 2040 GENERAL PLAN – LAND USE AND URBAN DESIGN ELEMENTS

MBI coordinated with the City of Long Beach to lead public outreach, public surveys, and numerous community engagement events regarding the Land Use and Urban Design Elements of their 2040 General Plan Update project. The City of Long Beach plans to make important changes to their updated General Plan based on the public's feedback that MBI gathered throughout this civic long-term planning project.

CONTACT:

Christopher Koontz, Advance Planning Officer
City of Long Beach
333 West Ocean Blvd., 5th Floor
Long Beach, CA 90802
(562) 570-6288
christopher.koontz@longbeach.gov



ORANGE COUNTY DEPARTMENT OF PUBLIC WORKS – ON-CALL PUBLIC RELATIONS

MBI has provided Orange County Public Works with on-call public relations services since 2017, including extensive outreach services to the DPW, such as mailings, public notices, and public meetings. We also put boots on the ground and provided successful video documentation throughout the highly publicized Santa Ana River Homeless Encampment Removal project, in 2018.

CONTACT:

Shannon Widor, Strategic Communications Officer
OC Public Works
300 N. Flower St.
Santa Ana, CA 92703
(714) 667-9759
shannon.widor@ocpw.ocgov.com



CITY OF SEAL BEACH – 2018-2019 PIER IMPROVEMENTS

In May 2016, an electrical fire damaged the end of Seal Beach's Municipal Pier. Due to the fire, several infrastructure fixtures had to be removed. The proposed project is to upgrade aged and damaged utility lines and restore structural stability of the Pier. MBI is currently leading all public outreach components of the project including pop-up events, the Pier's first ever Instagram page, as well as the creation and maintenance the project website: <http://sealbeachpier.org/index.php>

CONTACT:

Patrick Gallegos, Assistant City Manager
City of Seal Beach
211 Eighth St.,
Seal Beach, CA 90740
(562) 431-2527 Ext. 1308
pgallegos@sealbeachca.gov



LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY – LONG RANGE TRANSPORTATION PLAN

Metro dictates when a new Long Range Transportation Plan will be set in place and made the decision to obtain input from the public before concluding its new plan. Throughout the past 18 months, MBI has led outreach and worked closely with Metro's Planning and Design departments to help gather a large amount of information from all nine of their respective sub-regions of Los Angeles County. MBI has assisted Metro with project branding (Our Next LA Campaign), public surveys, grassroots outreach, and a brand-new online engagement tool where stakeholders can participate in the survey in more than 10 different languages. The goal of this project is to involve all stakeholders, through traditional and innovative digital outreach techniques. <https://ournext.la/>

CONTACT:

Robert Calix, Senior Manager – Transportation Planning/Communications
Metro
1 Gateway Plaza
Los Angeles, CA 90012
(213) 922-5644
calixr@metro.net

PROPOSAL ATTACHMENTS



ATTACHMENT A: STATEMENT OF COMPLIANCE

Instructions: Each proposal must be accompanied by a signed Statement of Compliance. The Proposer must sign one, and only one of the declarations stated below and remit as part of your Proposal as Attachment A.

No Exceptions. The undersigned declares that the Proposal submitted by (Name of Firm) MBI Media to prepare and execute a community outreach program with the goal of receiving and documenting the community's desire for change with respect to its General Plan as described in the RFP was prepared in strict compliance with the instructions, conditions, and terms listed in the RFP, Scope of Services and Draft Agreement with no exceptions taken.



Signature

4/26/19

Date

Mary McCormick - President & CEO

Printed Name and Title

Exceptions. By signing below, the Proposer acknowledges that the Proposal submitted by (Name of Firm) _____ has been prepared in consideration of and with exception to some of the terms of the RFP, Scope of Services and Draft Agreement. By signing below, the Proposer declares that the Proposal includes a statement that identifies each item to which the Proposer is taking exception or is recommending change, includes the suggested rewording of the contractual obligations or suggested change in the RFP, and identifies the reasons for submitting the proposed exception or change. The City reserves the right to reject any declarations that are not accompanied with the required documentation as described above.

Signature

Date

Printed Name and Title

[Attach a separate sheet(s) detailing each exception being taken]

ATTACHMENT B: PROPOSER INFORMATION FORM

Instructions: Complete the form below and remit as part of your Proposal as Attachment B.

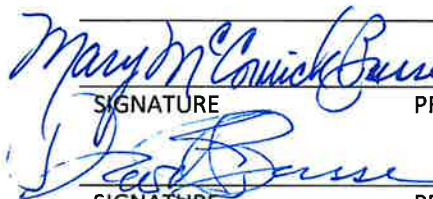

CONSULTANT INFORMATION

CONSULTANT/FIRM NAME:	MBI Media		
ADDRESS FOR NOTICES:	957 S. Village Oaks Dr.		
	Covina, CA 91724		
MAIN CONTACT (NAME AND TITLE):	Mary McCormick-Busse	Title: President	
CONTACT NUMBERS:	TELEPHONE: (626) 967-1510	FAX:	(626) 967-1718
E-MAIL ADDRESS:	mary@mbimedia.com		

FIRM SIGNATURE AUTHORIZATION AND CERTIFICATION

Per the California Corporations Code, Business and Professions Code, the Consultant's Bylaws/Operating Agreement and/or the attached Board Resolution (if applicable), I/we hereby verify that I/we am/are (an) authorized signatory(ies) for the aforementioned Consultant and as such am/are authorized to sign and bind the Consultant in contract with the City of Newport Beach.

1. CONSULTANT AUTHORIZED SIGNATORY(IES):

	Mary McCormick-Busse	President	4/26/19
SIGNATURE	PRINT NAME	TITLE	DATE
	David R. Busse	Secretary	4/26/19
SIGNATURE	PRINT NAME	TITLE	DATE

2. SIGNATURE AUTHORIZATION IS PROVIDED IN ACCORDANCE WITH:

- | | | |
|---|---------------|--|
| <input type="checkbox"/> Proposer's Bylaws/ Operating Agreement | Section _____ | <input type="checkbox"/> Copy Attached |
| <input type="checkbox"/> Board Resolution | | <input type="checkbox"/> Copy Attached |
| <input checked="" type="checkbox"/> Corporations or Business and Professions Code** | | |

**If Consultant is a corporation, two (2) authorized signatories will be required on all documents submitted, unless specified in the organization's Bylaws or corporate resolution.

IMPORTANT NOTE: If the signature authorization status of any individual changes during the term of the contract, it is the responsibility of the Consultant to contact the City Administrator for the Consultant regarding the change and to complete and submit a new Signature Authorization Form. Incorrect information on file may delay the processing of any of the documents submitted.

ATTACHMENT C: PROPOSAL REQUIREMENTS CHECKLIST

Instructions: This checklist is provided as a guide for Proposers to assemble Proposals. As closely as possible, please adhere to the following format and order when assembling proposals. Please note that part of the evaluation criteria takes into consideration the responsiveness of a proposal; proposals missing any required attachments shall be evaluated accordingly. Submittals should follow the same order and sections indicated below:

PART 1: TECHNICAL PROPOSAL SECTION

SECTION A: PROPOSER BACKGROUND

☒ **COVER LETTER**

A cover letter not to exceed two (2) pages in length shall summarize key elements of the proposal and demonstrate an understanding of the Project as requested. The cover letter shall be signed by a representative able to submit a formal offer and bind the Proposer to contractual obligations.

☒ **ORGANIZATIONAL STRUCTURE**

Provide identification of the project team, including organizational chart and resumes of each team member. The consultant's primary representative shall be available on all occasions for discussion with City staff. Specific responsibilities of each team member, along with their anticipated total effort in the projects, shall be detailed in a matrix of total hours of work for each task versus each job classification on the project. Identify key personnel from your firm, including specific personnel that would be assigned to this Project, if any. Any and all Prime Contractor and Subcontractor relationships and responsibilities must be detailed.

SECTION B: METHODOLOGY

☒ **PROPOSAL – METHODOLOGY**

Provide your proposed work plan, which shall address every point listed in the scope of services. The ideal work plan should provide an overview of the processes that would be utilized by your firm in facilitating this Project and demonstrate familiarity with developing similar plans. If your firm offers additional services not specifically described in the Scope of Services, provide a description of these services and the benefit they serve to the City.

☒ **ANTICIPATED WORK SCHEDULE**

Provide a comprehensive proposed project schedule, including proposed start and completion dates for each task.

SECTION C: PROPOSER EXPERIENCE

☒ **MINIMUM REQUIREMENT: EXPERIENCE**

Demonstrate experience with at least three (3) projects of a similar scope and nature by providing a synopsis of each project, as well as relevant exemplary work produced for each project.

☒ **REFERENCES/RECENT PROJECT HISTORY**

Provide at least three (3) references for whom your firm has performed similar services. Provide a brief synopsis of the services performed, and contact information for each reference. Emphasis will be placed on references that are local government entities. The City reserves the right to contact any references provided.

SECTION D: PROPOSAL ATTACHMENTS

☒ **ATTACHMENT A: STATEMENT OF COMPLIANCE**

Proposers must submit a signed Statement of Compliance with proposals. The Statement of Compliance is separated into two sections, only one of which is to be signed. The first section states that the Consultant agrees with all terms and conditions as indicated in this RFP document and/or Draft Agreement; the second section states that the Consultant intends to take exception to certain terms and conditions within the RFP document and/or Draft Agreement.

☒ **ATTACHMENT B: PROPOSER INFORMATION FORM**

☒ **ATTACHMENT C: PROPOSAL REQUIREMENTS CHECKLIST**

☒ **OTHER INFORMATION**

Include any other information you consider to be relevant to the proposal.

PART 2: COMPENSATION PROPOSAL SECTION

☒ **COST/FEE PROPOSAL**

Provide a not-to-exceed fee for the services to be provided and current fee schedule for each job classification. **These items shall be submitted in a separate submittal.** The fee shall be broken down showing hours for each job classification for each task, fee for each task, and shall include miscellaneous costs such as travel, duplication, clerical support, etc. The City reserves the right to eliminate any tasks from the scope of work, and reduce the not-to-exceed fee by the cost of the task eliminated.

SUBMISSION INSTRUCTIONS

☒ **ELECTRONICALLY TRANSMIT ONE (1) COPY OF THE TECHNICAL PROPOSAL SECTION TO RFP ADMINISTRATOR**

Proposals must be e-mailed to: anguyen@newportbeachca.gov

☒ **ELECTRONICALLY TRANSMIT ONE (1) COPY OF THE COMPENSATION PROPOSAL SECTION TO RFP ADMINISTRATOR**

Proposals must be e-mailed to: anguyen@newportbeachca.gov