



**Purchasing Division**

**Proposal for Community Engagement for Parks and Trails**

Attn: Gary Watahira, Purchasing Manager  
2600 Fresno Street, Room 2156  
Fresno CA 93721

**June 24, 2016**

# **Community Engagement For Parks And Trails**

**Bid # 060916WQS**



3607 W. Magnolia Blvd., Ste. N  
Burbank, CA, 91505  
Phone: (747) 241 8555



## EXECUTIVE SUMMARY

address. 3607 W. Magnolia Blvd., Ste. N  
Burbank, CA 91505

phone. 626.320.8703

June 24, 2016

City of Fresno  
Purchasing Division  
Attn: Gary Watahira,  
Purchasing Manager  
2600 Fresno Street, Room 2156  
Fresno, CA 93721

### Proposal to Provide Community Engagement for Parks and Trails

Dear Mr. Watahira:

Green Media Creations (GMC) is proud to submit its proposal in response to the City of Fresno's (City) Request for Proposals (RFP) to provide Community Engagement for Parks and Trails. Per the RFP, the GMC team will develop a strategic outreach plan that will require community engagement, brand identity/strategy, earned media campaigning, final report and presentation development and event coordination. The City wishes to build public awareness, participation and community support for two of the City's initiatives: Development of a Parks Master Plan and a Trails/Active Transportation Plan (ATP). GMC will aid the City in its efforts to increase accessible green space and increase awareness of existing parks and trails.

For this project, GMC has brought together a team of professionals in the environmental, outreach, marketing and design fields. The proposed team is experienced in implementing programs similar in nature and in scope. The breadth of GMC's experience includes working with local public agencies and municipalities to state-wide projects. That kind of experience is extremely helpful when developing an outreach strategy. Because of that experience, GMC staff will be able to avoid major mistakes in the process, and thus produce excellent results.

The primary goal of this project is to engage at least one-thousand (1,000) of the City's residents and create a residential database based on information collected. GMC intends to work with the City's consultant (Consultant) in the development of the message and outreach campaign in order to generate support for the City's initiatives and the update process.

GMC has reached out to millions of individuals through various methods of outreach. GMC will help the City achieve its goal beginning with the creation of a community communication toolbox. The community communication toolbox will contain print, online, phone, text and social media tools that will facilitate communication between the Consultant and the participants and stakeholders. Also throughout the project, GMC will engage residents by planning a community event such as a family-oriented Outdoor Gear Exchange & Food Truck Event, which will provide an opportunity to encourage participation in the update process for the Parks Master Plan and Trails/ATP. GMC has coordinated and staffed hundreds of outreach events. GMC has coordinated festivals and conferences to promote client services, such as Los Angeles County Waterworks Districts' (LA County).

For LA County, GMC created an outreach campaign to educate the target audience and disseminate information and services. Staff conducted over 9,000 residential water surveys, hundreds of large landscape audits and installed water-saving devices. As the program grew, staff were instrumental in producing video segments for local and national TV programs in English and Spanish. The segments were aired on “Despierta América,” a national Spanish-speaking version of “Good Morning America,” and KTLA’s, “Morning Show.” GMC created flyers, brochures, newsletters and direct mail bill inserts.

Another important feature to its outreach plan will be to host stakeholder meetings with City officials. GMC staff are experienced in providing speaking engagement services and are comfortable with speaking about different topics and in front of audiences of all ages, sizes and professions. For example, staff provided public engagement service to professional landscapers and residents within the service area of Metropolitan Water District’s twenty-six (26) member agencies, which amount to over 19 million people.

In addition to the aforementioned steps that will be taken to fulfill the City’s outreach needs, GMC will also design an informational webpage for updates, design and distribute collateral outreach and marketing materials, integrate a brand identity and logo, create an interactive social media campaign, communicate with key individuals, promote an earned media campaign and provide media relations services. During the process, GMC will garner a broad coalition of support and create a network.

As a creative unit, GMC draws upon the use of both print and digital media to connect with targeted audiences and spread the messages of its clients. For instance, GMC staff designed and printed 400,000 direct mail inserts for an outreach project for the San Diego County Water Authority. The project involved a marketing campaign to promote turf removal in its service area. Social media was an important factor in the campaigning process.

GMC staff have canvassing and street outreach experience for the effort of engaging community members on environmental issues. Currently, staff are patrolling the cities of Camarillo, Sacramento, Whittier, La Mirada and West Covina. Those projects involve communication with residential and commercial customers. For Coachella Valley Water District, GMC outreach staff educates the agency’s commercial customers on safe and efficient ways to help run their businesses.

Staff have also canvassed Spanish-speaking landscapers in Mojave Desert and the City of Valencia to find out knowledge and attitudes about water conservation, a project that relied on resident engagement to promote local water regulations. Both Spanish outreach programs have been successful in helping GMC’s clients figure out ways to close the gap between them, their customers/residents and their landscapers. Information is managed to ensure a client’s desired message is communicated in a way that benefits both the community and the project. When necessary, GMC will translate and deliver materials in an imaginative and culturally-responsive manner to the non-English speaking client.

Providing outreach to disadvantaged communities is one of GMC’s specialities. The Santa Ana Watershed Project Authority (SAWPA) recently selected GMC for its Water-Energy Community Action Network (WECAN) project. GMC is developing and will soon implement an outreach, marketing and customer service campaign. The goal of the project is to replace up to 260,000 square feet of living turf with climate-appropriate landscaping on residences throughout the

counties of Orange, Riverside and San Bernardino. The residences that will be worked on must be disadvantaged communities, which will be confirmed by EnviroScreen 2.0, a state screening tool. The residents of those disadvantaged communities are predominantly Spanish-speakers so GMC staff will be required to exercise their Spanish-speaking skills whilst assisting residents during the application process. GMC's phone operators will use their customer service skills to carry out that task. Throughout the project, GMC will perform data tracking duties to ensure each qualified applicant undergoes the whole process from start to finish.

Additionally, staff will perform on-the-field outreach services for SAWPA such as the distribution of collateral outreach materials, which GMC will design and produce, and speaking engagements in English and Spanish. Water and energy-saving devices may be distributed upon request or interest from the involved agencies.

Respectfully yours,

A handwritten signature in cursive script that reads "Armando Salas".

Armando Salas, Director  
asalas@greenmediacreations.com  
(747) 241-8555

## **PRIMARY VENDOR INFORMATION**

Green Media Creations  
3607 W. Magnolia Blvd., Ste. N  
Burbank, CA 91505  
(747) 241-8555

### Principal

Armando Salas  
asalas@greenmediacreations.com  
(747) 241-8555

### Contact Person

Efrain Esparza  
eesparza@greenmediacreations.com  
(747) 241-8555

GMC is a full-service public relations/outreach, education and marketing company that works specifically with public agencies and private companies to help them spread their desired messages. The GMC principal has been conducting outreach, educational and marketing projects for over twenty-five (25) years, and has successfully communicated messages to the general public, public agency personnel, their customers and project stakeholders.

GMC is currently assisting its clients with their methods of reaching out and educating their target audiences. The teams comes with the experience of reaching out to a population base of over 18 million. Below is a list of some of the services GMC offers to engage audiences:

- Canvassing
- Data tracking
- Direct Mailing
- Media Relations
- Event Coordination
- Workshop Instruction
- Speaking Engagements
- Surveys/Questionnaires
- Social Media Campaigning
- Video Production/Licensing
- Collateral Outreach Material Development

GMC has also created brand identities for companies in the private sector, as well as public agencies, giving the agency the ability to successfully market their programs. Some of GMC's branding clients have been Valencia Water Company, WaterWise Consulting, Inc. and EcoTech Services, Inc. GMC has also designed the logos and developed branding packages for its in-house services such as its educational programs: WaterWELL and GMC Academy, and its Spanish-speaking, outreach spokesperson: Juanito.

GMC is capable of fulfilling the City's needs.

**SUBCONTRACTOR INFORMATION**

GMC does not propose the use of a subcontractor at this time.

## REPRESENTATIVE RESUMES

### Efrain Esparza – Program Manager

#### Education

University of California, Santa Barbara  
B.A Environmental Studies Major

Santa Barbara, CA  
June 2012

Extensions - Project Management Certification

- Project Management - designed a Green Commercial and Residential Project in the City of Chicago.
- Quality and Risk Management
- Southern California Edison's Design Charette at California Higher Education Sustainability Conference
- Designed a Net-Zero Energy building project for educational use with the help of professional Engineers, Architects from Southern California Edison

#### Skills

- Working with stakeholders and creating consensus among various groups.
- Environmental California Planning Law & CEQA law.
- LEED Certification process.
- Public Speaking and Bilingual Spanish Presentation experience.
- Knowledgeable in Salesforce CRM, Outlook, Excel, Word.
- Project management tools such as Work Breakdown Structures, Gant Charts, and Budgets.
- Administrative organizational skills such as planning, commissioning, and purchasing.

#### Experience

Green Media Creations

Burbank, CA

*Environmental/Outreach Specialist*

June 2016

- Event Coordination and Planning
- Santa Ana Watershed Project Authority – Water/Energy Outreach
- City of Camarillo – Water Patrolling/Code Enforcement
- City of Sacramento – Water Patrolling/Code Enforcement
- Suburban Water Systems – Water Patrolling/Code Enforcement
- Energy Marketing Strategist
- Marketing/Outreach
- Program Tracking and Statistics
- Customer Service and Engagement

Western Capital Funding  
*Executive Finance Director*

Calabasas, CA  
December 2014 - July 2015

- Provided excellent customer service and engagement
- Made 80-100 outbound phone calls to business owners
- Utilized Salesforce in combination with outlook to log calls, notes, tasks and meeting with prospective clients.
- Answered 10-20 inbound phone and web inquiries, qualified and conducted need analysis of business owners interested in Business Cash Advance programs.

Ford of Ventura  
*Internet Sales Manager*

Ventura, CA  
April 2014 - July 2014

- Provided excellent customer service and engagement
- Made 10-15 automobile sales of new Ford cars & trucks through answering all internet inquiries and inbound sales calls.
- Provided excellent automobile buying experience for customers
- Created Facebook page, Yelp profile, Google+, Twitter, Instagram and Pinterest
- Designed digital and print advertisements

University of California, Santa Barbara  
*Project Manager*

Santa Barbara, CA  
September 2008 - June 2012

- Coordinated parts of San Clemente Villages LEED EB O+M Gold certification.
- Linked UCSB H&RS with UCSB Facilities to streamline process.
- Assisted LEED Associated Professionals and managed other staff
- Experienced using LEED Pilot Portfolio Program for campus-wide projects and policies.
- Delegated tasks to Graduate UCSB Bren School of Environmental Management students for the documentation of credits.
- Created an Energy Star Portfolio Manager model for SCV energy modeling & certification.
- Composed Erosion and Sedimentation Plan for SCV Operations.
- Tracked sustainable purchasing and use of goods to obtain "Optimize Alternative Materials Credit"
- Generated Erosion and Sedimentation Plan for operations of San Clemente Villages.
- Reduced mercury content in lighting at SCV, and generated a low Mercury Purchasing Policy for H&RS
- Redesigned LEED Tour at SCV to include operations.
- Designed digital information boards educating residents about the LEED project.
- Developed energy conservation campaigns for Earth Day and Sustainability Week
- Outreach and customer engagement; event coordination



## **Efrain Esparza – Bio**

Esparza is a UC Santa Barbara graduate with a B.A. in Environmental Studies, versed in CEQA, EIR's, and other tools used to protect the environment. While obtaining his degree there, he worked for the UCSB Housing & Residential Services Environmental Office that managed the large scale operations for the on-campus and off-campus residence halls. Under the guidance of Mark Rousseau, the UCSB Energy & Environmental Manager for UCSB Housing & Residential Services, he conducted various outreach campaigns for UCSB Housing & Residential Services, managing events like Earth Day and contests such as Recyclemania to educate and motivate fellow students to reduce their carbon footprint. He brings his experience in environmental studies, marketing, outreach and customer service to the GMC team. He is currently involved with various outreach programs and events.

As program manger, Esparza is overlooking a major outreach event for the Upper San Gabriel Valley Municipal Water District. The event will draw upon the use of local media and is expected to bring together approximately 2,000 residents from all over the San Gabriel Valley.

Esparza is also involved with GMC's code enforcement programs for the City of Camarillo and the City of Sacramento. He assists with the documentation of violations and is prepared to communicate with customers. He also helps track a customer outreach and education campaign for Coachella Valley Water District.

He is also overseeing program tracking for the Santa Ana Watershed Protection Authority's registration of over 1,600 residents for a turf removal service, using a variety of channels and mediums that make up his community communication toolbox. He has spoken to various key community leaders and stakeholders that have led to an increase in the ability for GMC to register so many residents and better achieve the project goals. As the program progresses, Esparza will perform speaking engagements and conduct person-to-person outreach to garner as many participants as possible.

As the proposed Program Manager, Esparza will develop an outreach and marketing plan, develop a brand identity and strategy and work alongside the Outreach Coordinator to plan events for an earned media campaign.

## **Armando Salas – Outreach Advisor**

### **Education/Training**

- University of Southern California  
Minority Business Expansion Network September 2009
- University of La Verne  
College of Law  
Juris Doctorate May 2000
- National University  
Bachelor of Arts - Behavioral Sciences  
Summa Cum Laude June 1994

### **Achievements/Skills**

- Over 25 years in Marketing/Outreach and Education
- Produced 30 instructional videos on green environment and 5 narrative videos
- Produced video ads and short films with foreign filmmakers (Estonia)
- Writes, directs and produces film, video and stage
- Outreach and event coordination; Public speaking; Bilingual (Spanish)
- Licensed to practice law in CA, works in entertainment, art, media industries

### **Experience**

#### Green Media Creations

Burbank, CA  
2011 - Present

##### *Director*

- Heads division on marketing to green companies and public agencies
- Works with stakeholders in environmental industry
- Familiar with public agency structure and protocol
- Works well with all age groups and racial demographics
- Produces marketing material in video, website design, print materials, speaking engagements, radio and event coordination
- Copywriter

#### WaterWise Consulting

Glendora, CA  
2001 - 2011

##### *Principal*

- Oversaw 40+ employees
- Negotiated contractors with public agencies; marketing and promotion to agencies
- Oversaw marketing to other states
- Managed projects; Wrote proposals and grant applications; Planned annual budgets

## **Armando Salas – Bio**

Salas earned a Bachelor of Arts degree in Behavioral Science from National University, where he graduated Summa Cum Laude. He successfully completed the Fast Trac Entrepreneur Business Training Certification course offered by the Business Expansion Network at the University of Southern California and is also licensed to practice law in the state of California. As an attorney, Salas works with clients in the business, art, and entertainment industries.

As the Director of GMC, he heads the company which specializes in assisting “green industry” companies or public agencies with their marketing and outreach needs. Through his leadership, he has employed marketing outlets such as print material, web design, personal speaking appearances, event coordination, radio, television and video. He is familiar with social networking and recently launched social media campaign to promote his company.

Salas’ outreach experience began with working with a non-profit organization which focused on health issues. His role was to conduct street outreach to HIV high-risk populations and facilitate presentations to all age groups. He was instrumental in coordinating events such as health fairs throughout the County of Los Angeles and assisting low-income and disadvantaged families with health education. This program was funded by a grant from the County’s Department of Public Health. Soon after, Salas began working as a consultant with Metropolitan Water District. During that time he learned how to engage stakeholders in public agencies, elected officials, directors of boards and legislative lobbyists. navigate his way through the MWD system of member agencies and local retail agencies, working with elected officials, directors, and lobbyists.

He is most proud of having expanded agency participation in his educational program by over 600 percent. As manager of a leading educational program he was able to network with the powerbrokers in the water conservation industry. His role as program manager was two fold. He was to promote the program to public agencies and to promote the program to other stakeholders outside the water industry.

Salas understands the importance of leadership and working as a team to accomplish a task. He brings many years of working with diverse and disadvantaged communities. As the Principal of GMC, Salas executes the following tasks:

- Heads division on marketing to green companies and public agencies
- Works with stakeholders in environmental industry
- Familiar with public agency structure and protocol
- Works well with all age groups and racial demographics
- Produces marketing material in video, website design, print materials, speaking engagements, radio and event coordination
- Copywriter, copyeditor, proofreader

Salas will bring his many years of outreach experience to assist the Program Manager with various tasks and also be available to assist with creative tasks such as branding and collateral outreach materials.

## **Kimberly Dallmann – Outreach Coordinator**

### **Education**

North Central College  
Bachelor of Arts - Spanish

Naperville, IL  
June 2014

### **Skills**

Microsoft Word, Power Point, Excel; Prezi, Word Press; MAC OS; Bilingual (Spanish)

### **Experience**

Green Media Creations  
*Spanish Outreach Specialist; Recycling Coordinator*

Burbank, CA  
August 2015 - Present

- Coordinates outreach: canvassing, events
- Neighborhood canvassing/surveying
- Assists with administrative work: updates databases, answers phone, project reports
- Recycling workshop development
- Copywriter (newsletters, blog posts, proposals); proofreader
- Social media
- Translator

Instituto Wolfgang  
*Teacher*

Buenos Aires, Argentina  
April - August 2015

- Conversation teacher
- Taught private English lessons
- Facilitated activities to improve English language skills
- Worked with students of all levels/ages

Enactus - North Central College Chapter  
*President*

Naperville, IL  
2010-2014

- Market and target group researcher
- Client relations
- Created & presented marketing ideas/strategies
- Wrote e-mail blasts to coordinate meetings/events
- Wrote grant proposals
- Created posters, brochures, social media posts, etc.
- Translator

### **Kimberly Dallmann – Bio**

Dallmann earned her Bachelor of Arts in Spanish at North Central College. She is passionate about working with disadvantaged communities and is environmentally conscious in both the workplace and in her personal life. While studying in college, Dallmann was president of the club, Enactus, where she gained skills in marketing and market research and expanded her recycling interests. She provided copy for brochures, presentations and social media campaigns. Dallmann coordinated various outreach projects. Some of those projects involved: educating Guatemalan coffee bean farmers on marketing their products, marketing jewelry made out of recycled paper from Africa and marketing paper made out of elephant dung to reduce waste in Sri Lanka.

As a member of the GMC team, Dallmann has brought her outreach experience to canvassing projects. As canvasser of the Valencia Spanish outreach project, she conducted surveys and reported on behavioral attitudes. Now she heads the team of surveyors for a Spanish Outreach project in Mojave Desert. Dallmann also tracks program activity through data collection and analysis, which provides violation information for Suburban Water Systems and the City of Camarillo programs for City Code Enforcement. She also compiles statistical information to write reports based on GMC's findings during the course of its projects. This exercise helps GMC prepare for similar future and ongoing projects.

As the proposed Outreach Coordinator, Dallmann will be in charge of all outreach and marketing plans and will oversee outreach staff.

## **Silvia Gutierrez – Administrative Assistant/Tracker/Translator**

### **Education**

California State University, Northridge  
Bachelor of Arts - Journalism; Collateral in Creative Writing

Northridge, CA  
December 2014

### **Skills**

Newspaper Copywriter/Copyeditor; Communications/PR; Microsoft Word, Power Point, Excel; InDesign, Photoshop; iMovie, Final Cut Pro; Twitter, Facebook, Tumblr, Word Press, Flickr, Instagram; Bilingual (Spanish)

### **Professional Experience**

Green Media Creations  
*Marketing & Education Specialist*

Burbank, CA  
April 2015 - Present

- Outreach program administration for various water agencies
- Administrative support for CFLT program
- Program tracking: monthly reports, invoicing, client contact and communication
- Marketing tactics and collateral material development
- Social media/website monitor; media relations coordinator/monitor
- Copywriter (newsletters, proposals, web articles, blog posts, etc.); copyeditor; proofreader
- Oversees GMC education categories: WaterWELL, GMC Academy and UGoGreen
- Supervision of outreach staff and statistical tracking of activity and numbers
- Translator (Spanish)

Northridge Review  
*Editor of Layout & Design*

Northridge, CA  
2014 - 2015

- Organized team meetings and presented design ideas and samples
- Designed cover and page layouts
- Edited/proofread works of fiction, creative-nonfiction and drama
- Assisted with product marketing

The Sundial  
*Reporter*

Northridge, CA  
2014

- Contributed to news, features and A&E sections of print + online newspaper
- Covered live events (open forums, celebrity events, performances, screenings, etc.)
- Wrote and edited articles; researched, gathered and interviewed sources
- Captured photo and video; created and edited multimedia projects

### **Achievements**

CSUN Dean's List, 2010, 2014

## **Silvia Gutierrez – Bio**

Gutierrez earned her Bachelor's in journalism and creative writing from California State University, Northridge (CSUN). Gutierrez is skilled in translating, copywriting, copyediting, reporting and PR/media relations support. During her time as a staff member for CSUN's award-winning newspaper, *The Sundial*, Gutierrez wrote and edited articles in the news, features and the arts & entertainment sections of the print/online paper. She provided social media support for the paper's Twitter and Instagram accounts. Additionally, she shot and edited footage for the paper's YouTube channel. While working for the paper, Gutierrez was the layout and design editor for CSUN's literary magazine, *Northridge Review*. She was part of the magazine's marketing team and assisted with event planning.

Gutierrez is currently administering major GMC programs and supervising employees involved in those projects. She assists with the statistical tracking of activity and numbers for several clients such as Metropolitan Water District, Coachella Valley Water District, City of Camarillo, City of Sacramento and Suburban Water Systems. She also develops a monthly newsletter for WaterWise Consulting, Inc., monitors and updates WaterWise's and GMC's social media accounts, and oversees all outgoing outreach and marketing print and digital media. She works closely with GMC's Graphic Designer to develop and provide copy for all types of media. Additionally, Gutierrez coordinates speaking engagements and assists with event planning.

As the proposed administrative assistant, she will provide tracking and translation services.

## Diego Taracena – Graphic Designer

### Education

Woodbury University  
Bachelor of Science - Graphic Design

Burbank, CA  
June 1998

### Skills

- Photoshop, Illustrator, Premiere, After Effects, Final Cut Pro, Avid Media Composer, InDesign, Dreamweaver, Fireworks, Studio, HTML, CSS

### Experience

#### Green Media Creations

*Graphic and Web Designer/Developer; Video Editor*

Burbank, CA  
December 2014 - Present

- Develops and designs materials/videos
- Creates graphic design campaigns/materials
- Writes copy for graphics
- Designs e-mail marketing/newsletters
- Video editing
- Post production: video and print
- Branding and logos

#### Build Media

*Graphic Designer and Web Designer*

Los Angeles, CA  
2013

- E-mail marketing
- Graphic design
- Designed interfaces
- Animated graphics

#### Radius60

*DVD/Blu-Ray/iTunes UX/UI Coordinator*

Los Angeles, CA  
2008 - 2012

- Graphic design - menu interface graphics/menu system
- Clients: Sony, Lionsgate and 20th Century Fox
- Illustrative material and copy
- Layout review
- Quality control



## **Diego Taracena – Bio**

Taracena earned his Bachelor's in Graphic Design from Woodbury University. Taracena has a diverse and impressive background in graphic design. He remains passionate about his work and delivers visually-creative solutions. He has assisted clients by using strong visual designs, concepts, layout and typography skills. Taracena also has experience in working on an Avid Media Composer connected to an Avid Isis Media SAN, Adobe Premiere, After Effects CS6 and Final Cut Pro. Some of his past clients include Sony, Lionsgate and 20th Century Fox. Taracena is most proud of the DVD covers and posters he designed for the concert documentary, "Michael Jackson's: This Is It." He works closely with Gutierrez to design print and digital media.

As GMC's Graphic Designer and Video/Web Developer, Taracena designs print and digital outreach and marketing materials, social media graphics, report and proposal covers, creates and maintains websites/webpages, edits video and manipulates photos.

As the proposed graphic designer, he will create engaging materials to fulfill outreach and marketing needs.

## **SCOPE OF WORK**

### **Purpose Statement**

GMC will provide outreach and marketing services to the City in a collaborative environment with City staff, consultant teams and Fresno residents to meet the objectives for citywide community engagement during the City's updating process for the Parks Master Plan & Trails/ATP (initiatives). The outreach and marketing campaigns, along with the events proposed by GMC, are interactive and will aim to reach the City's goal of obtaining a database of at least 1,000 residents over the age of 18 who have participated or who are interested in participating in the update process for the City's initiatives.

GMC will accomplish this by partnering with key community individuals and creating a community communication toolbox that will allow residents all over the City to be able to communicate with key officials during the updating process of the initiatives. This community communication toolbox shall include but not be limited to print, online, phone, text, and social media tools that will allow the consultant team conducting the update for the City to easily communicate and garner citywide attention for stakeholder meetings from active participants.

The launch and community engagement events will not only help to increase awareness of the updating process but will also aid in generating active participants that are highly interested in the outdoors and open spaces that will provide better guidance for key officials and the Consultant conducting the updating process for the initiatives.

The project shall be completed once GMC presents a database with a minimum of 1,000 residents who have participated or who are interested in participating in the update process for the initiatives. Lasting brand recognition shall be accomplished by the creation of signage at Fresno Parks and Trails locations that will continue to engage the community long after the events of this project are over.

### **Scope of Work**

GMC shall create and provide a presentation for the first stakeholder meeting with Fresno city officials.

#### Website

GMC shall create an online webpage where residents who have participated or are interested in participating shall register for news or updates regarding the updating process in order to be informed and to increase participation in the process.

#### Branding

GMC shall design and create a brand identity with a simple message for the City's parks, trails, and open spaces that will include a logo and collection of other graphics that will easily convey a link to the City of Fresno and the updating process for the initiatives.

#### Community-Based Organizations

GMC shall identify and contact key organizations within the City from local colleges, schools, and other community centers and identify the key individuals, messengers and ambassadors that will be integrated into a broad coalition of support and active participants able to fully engage their communities

### Network

GMC shall lead the broad coalition of support and network of suitable canvass staff to conduct email, phone banking, texting, and social media campaigns to promote registration for database and participation in community engagement events.

### Earned Media Campaign

GMC will promote and create an earned media campaign for the public launch of the updating process with fun events that would include an interactive family-oriented community engagement Outdoor Gear Exchange & Food Truck Event to be held at the Fresno Regional Sports Complex Park. This event will allow GMC and its broad coalition of support the opportunity to register and encourage participation in the updating process for the initiatives. GMC will contact local English and Spanish TV news stations to not only obtain coverage of this event but also conduct pre and post event interviews in order to generate as much media attention as possible. GMC will also heavily market and promote the event online through the use of social media (Facebook pages, Twitter, Instagram, YouTube) using posts, graphics and short videos to engage the audience.



*Fresno Regional Sports Complex Park*

*(<http://www.fresno.gov/Government/DepartmentDirectory/ParksandRecreation/ParksandFacilities/Regional+Parks/RegionalSportsPark.htm>)*

GMC will also create and provide a presentation for the Second Stakeholder Meeting with Fresno city officials.

### Optional

GMC will promote and garner earned media for a 5k Fun Walk/Run community engagement event with donations & sponsor proceeds going towards the installation of Hydration Station(s) (optional) that would be put up and designed with the brand identity and message to create a sustainable long-term strategy for during and after the updating process. This proposed event would take place at the Lewis Eaton Trail that is about four (4) miles long and has all of the necessary facilities for a successful community engagement event that will be sure to not only be enjoyable for attendees but also increase the amount of residents registered for the database and participation in the updating process.



*Lewis Eaton Trail*

<http://www.readyhiker.com/?p=920>



*Hydration Station at Park  
with Brand Identity &  
Message*

[http://www.cityoforlando.net/  
mayor/2015/09/new-  
hydration-stations-promote-  
reusable-water-bottles/](http://www.cityoforlando.net/mayor/2015/09/new-hydration-stations-promote-reusable-water-bottles/)

Lastly, GMC shall turn over the registration database containing a minimum of 1,000 Fresno residents along with a separate list of key individuals, organizational messengers and ambassadors that were integrated into the broad coalition of support over to the City's initiatives.

City of Fresno Parks and Trails

A. FEE SCHEDULE

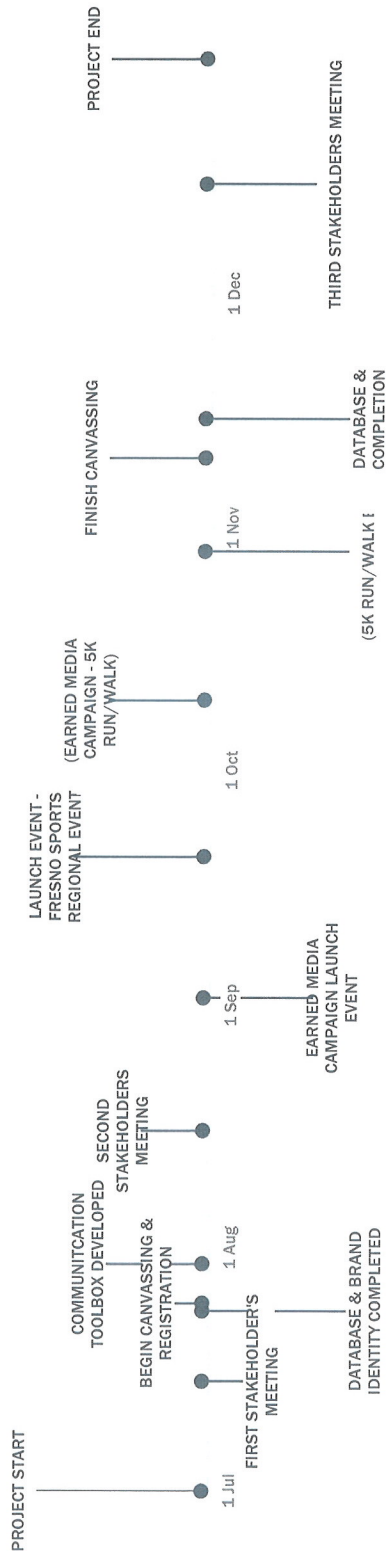
I. POSITION	Manager	Coordinator	Advisor	Designer	Admin	Translations	Outreach	Task Subtotal	Quantity	TOTAL
II. NAME	Efrain	Kimberly	Armando	Diego	Silvia	TBD	TBD			
III. RATES	\$ 90.00	\$ 75.00	\$ 125.00	\$ 75.00	\$ 65.00	\$ 90.00	\$ 50.00			
IV. TASKS										
<b>Stageholders Meetings</b>										
Stakeholder 1	3	3								
Presentation	5	1		8						
Stakeholder 2	3	3								
Presentation	5	1		8						
Stakerholder 3	3	3								
Presentation	5	5		8						
Strategy	5	5	5							
Technical Review			5							
<b>Subtotal</b>	<b>\$ 2,610.00</b>	<b>\$ 1,575.00</b>	<b>\$ 1,250.00</b>	<b>\$ 1,800.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 7,235.00</b>	1	\$ 7,235.00
<b>Data Collection</b>										
Strategy	5		5							
Management	25									
Coordination		30								
Administrative Asst.					80					
Technical Review	5									
<b>Subtotal</b>	<b>\$ 3,150.00</b>	<b>\$ 2,250.00</b>	<b>\$ 625.00</b>	<b>\$ -</b>	<b>\$ 5,200.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 11,225.00</b>	1	\$ 11,225.00
<b>Webpage</b>										
Strategy	5	5								
Creative Direction			5							
Design/Revisions				40		5				
Technical Review				5						
<b>Subtotal</b>	<b>\$ 450.00</b>	<b>\$ 375.00</b>	<b>\$ 625.00</b>	<b>\$ 3,375.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 4,825.00</b>	1	\$ 4,825.00
<b>Branding</b>										
Creative Direction			5							
Design/Revisions	5			40						
Research/Copy		5								
Technical Review	5									
<b>Subtotal</b>	<b>\$ 900.00</b>	<b>\$ 375.00</b>	<b>\$ 625.00</b>	<b>\$ 3,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 4,900.00</b>	3	\$ 14,700.00
<b>Marketing</b>										
Strategy	5	5								
Management	10									
Coordination	5	40								
Administrative Asst.					20					
Creative Direction			5							
Translation SP						20				
<b>Subtotal</b>	<b>\$ 1,800.00</b>	<b>\$ 3,375.00</b>	<b>\$ 625.00</b>	<b>\$ -</b>	<b>\$ 1,300.00</b>	<b>\$ 1,800.00</b>	<b>\$ -</b>	<b>\$ 8,900.00</b>	1	\$ 8,900.00
<b>Event - Regional Sports Complex</b>										
Event Planning Strategy	40	20	8		20					
Creative Direction			5							
Design/Revisions	5	5		5						
Coordination	10	10					30			
<b>Earned Media Campaign</b>										
Strategy	8	20	2	24	10					
Coordination		10	5		10					
Research/copy		5								
<b>Subtotal</b>	<b>\$ 5,670.00</b>	<b>\$ 5,250.00</b>	<b>\$ 2,500.00</b>	<b>\$ 2,175.00</b>	<b>\$ 2,600.00</b>		<b>\$ 1,500.00</b>	<b>\$ 19,695.00</b>	1	\$ 19,695.00
<b>Canvassing</b>										
Management	10		5							
Coordination		40								
Administrative Asst.					15					
Outreach Personnel (8)							960			
<b>Canvassing Marketing Materials</b>										
Creative Direction/Translation	5		5							
Design				40						
Research/Copy		5								
Technical Review			5							
Translation SP						20				
<b>Subtotal</b>	<b>\$ 1,350.00</b>	<b>\$ 3,375.00</b>	<b>\$ 1,875.00</b>	<b>\$ 3,000.00</b>	<b>\$ 975.00</b>		<b>\$ 48,000.00</b>	<b>\$ 58,575.00</b>	1	\$ 58,575.00
<b>TOTAL</b>	<b>\$ 15,930.00</b>	<b>\$ 16,575.00</b>	<b>\$ 8,125.00</b>	<b>\$ 13,350.00</b>	<b>\$ 10,075.00</b>	<b>\$ 1,800.00</b>	<b>\$ 49,500.00</b>	<b>\$ 115,355.00</b>		\$ 125,155.00

B. OTHER COSTS

Miscellaneous	Printing/Mailing	Printing	Mailing				Quantity	TOTAL
Regional Sports Complex Fee				\$ 1,000.00		\$ 1,000.00	1	\$ 1,000.00
Canvassing Table Rental		X		\$ 1,000.00		\$ 1,000.00	1	\$ 1,000.00
Costs (Security/Vendors/Food)				\$ 15,000.00		\$ 15,000.00	1	\$ 15,000.00
Event Flyer	X			\$ 1,000.00		\$ 1,000.00	1	\$ 1,000.00
Marketing Brochure	X	X		\$ 2,000.00		\$ 2,000.00	1	\$ 2,000.00
<b>Subtotal</b>								\$ 20,000.00

TOTAL \$ 145,155.00  
 NOT TO EXCEED PRICE \$ 150,000.00

## Fresno Community Engagement Project Timeline



### PROJECT MILESTONES

DATE	MILESTONE	POSITION
1-Jul	Project Start	25
15-Jul	First Stakeholder's Meeting	-5
24-Jul	Database & Brand Identity Completed	-20
25-Jul	Begin Canvassing & Registration	5
30-Jul	Communication Toolbox Developed	15
2-Sep	Second Stakeholders Meeting	-15
16-Aug	Earned Media Campaign Launch Event	10
20-Sep	Launch Event - Fresno Sports Regional	20
10-Oct	(Earned Media Campaign - 5K Run/Walk)	15
29-Oct	(5k Run/Walk Event)	-20
10-Nov	Finish Canvassing	15
15-Nov	Database & Completion	-20
15-Dec	Third Stakeholders Meeting	-15
31-Dec	Project End	15

\*Milestones in parentheses are based on (optional scope items).

\*\*Milestone dates are subject to change upon actual contract execution.

## REFERENCES

### **EcoTech Services, Inc.**

Marcos Quezada  
Principal  
1155 S. Grand Ave.  
Glendora, CA 91740  
T: (626) 335-1500  
mquezada@ecotechservices.net  
Branding - Ongoing

GMC created the logo as well as a branding package for EcoTech Services, Inc. (ETS). The logo was integrated for placement on uniforms, signage, posters, letterheads, flyers, brochures and web pages. GMC also designed the ETS website and continues to provide ETS with website updated and print collateral materials.

### **Upper San Gabriel Valley Municipal Water District**

Elena Layugan  
Conservation Coordinator  
602 E. Huntington Drive, Suite B  
Monrovia, CA 91016  
T: (626) 443-2297  
elena@usgvmwd.org  
Outreach, Media Relations - Ongoing

GMC provides outreach and translation services for Upper District, which includes the development and presentation of a variety of successful workshops offered in English, Spanish and Chinese (Mandarin), as well as speaking engagements and collateral print outreach materials. GMC designs flyers, bill stuffers, print and theater advertisements and workshop handbooks to supplement Upper District's outreach plans. GMC was also contracted to provide video production, post-production, broadcast design and media relations for a sponsored event.

### **Valencia Water Company**

Matt Dickens  
Resource Conservation Manager  
25631 Ave. Rockefeller  
Valencia, CA 91355  
T: (661) 295-6543  
MDickens@valenciawater.com  
Outreach, Marketing, Branding - Ongoing

GMC has been working with Valencia Water Company on their ongoing conservation program since 2011. GMC provides outreach, marketing and graphic design, as well as course design for sustainability workshops. Recently, GMC designed a Spanish outreach plan to attract Spanish-speaking landscapers and to connect them with their clients. During Phase I of the program, GMC canvassed and surveyed 100 landscapers and gaged their knowledge and attitudes about water conservation. GMC collected and reported on data, which allowed GMC to create a marketing plan for Phase II, which will involve the distribution of recyclable tote bags. GMC will produce informational collateral materials such as brochures and flyers. The main purpose is to

engage the Spanish-speaking community as it relates to the residents of Valencia. Some events in the works are workshops and social events that will bring the two parties together to form a network of concerned citizens.

**Golden State Water Company**

Matt Puffer  
Water Use Efficiency Department  
1920 W. Corporate Way,  
Anaheim, CA 92801  
T: (714) 535-7711 ext. 213  
[mpuffer@gswater.com](mailto:mpuffer@gswater.com)  
Marketing, Graphic Design - Ongoing

GMC has an ongoing contract with Golden State Water Company (GSWC) to provide collateral marketing materials to their outreach efforts. Recently, GMC developed a marketing campaign to promote a program called, "Fix-A-Leak-Week." GMC also designs posters, bill inserts and print media advertisements for GSWC, and fulfills printing and mailing services. Additionally, GMC helped promote a rain barrel distribution program by designing flyers and other collateral materials.



**EXHIBIT C  
DISCLOSURE OF CONFLICT OF INTEREST  
COMMUNITY ENGAGEMENT FOR PARKS AND TRAILS**

		YES*	NO
1	Are you currently in litigation with the City of Fresno or any of its agents?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2	Do you represent any firm, organization or person who is in litigation with the City of Fresno?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3	Do you currently represent or perform work for any clients who do business with the City of Fresno?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4	Are you or any of your principals, managers or professionals, owners or investors in a business which does business with the City of Fresno, or in a business which is in litigation with the City of Fresno?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5	Are you or any of your principals, managers or professionals, related by blood or marriage to any City of Fresno employee who has any significant role in the subject matter of this service?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6	Do you or any of your subcontractors have, or expect to have, any interest, direct or indirect, in any other contract in connection with this Project?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
* If the answer to any question is yes, please explain in full below.			

Explanation: \_\_\_\_\_  
 \_\_\_\_\_  
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 \_\_\_\_\_  
 \_\_\_\_\_

Armando Salas  
 Signature  
 6/24/2016  
 Date  
 Armando Salas  
 (Name)  
 Green Media Creations  
 (Company)  
 3607 W. Magnolia Blvd. Ste N  
 (Address)  
 Burbank, CA 91505  
 (City, State and Zip)

Additional page(s) attached.