



URBAN STRATEGIES, INC.



REQUEST FOR PROPOSALS

COUNTY OF SAN DIEGO INDEPENDENT REDISTRICTING COMMISSION PUBLIC OUTREACH AND ENGAGEMENT SERVICES

RFP No. 10926



Att:
Richard McCarvell
Chief, Procurement
Services

**5560 Overland
Avenue, Suite 270**
San Diego, California
92123-1204

Due date:
June 1,
2021

Submitted by
Global Urban Strategies, Inc.



2200 S. Fremont Avenue, Suite 208
Alhambra, CA 91803



www.global-urban.com



Authorized Representative:
Omar E. Hernandez, President



(626) 545-2234




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SUBMITTED BY

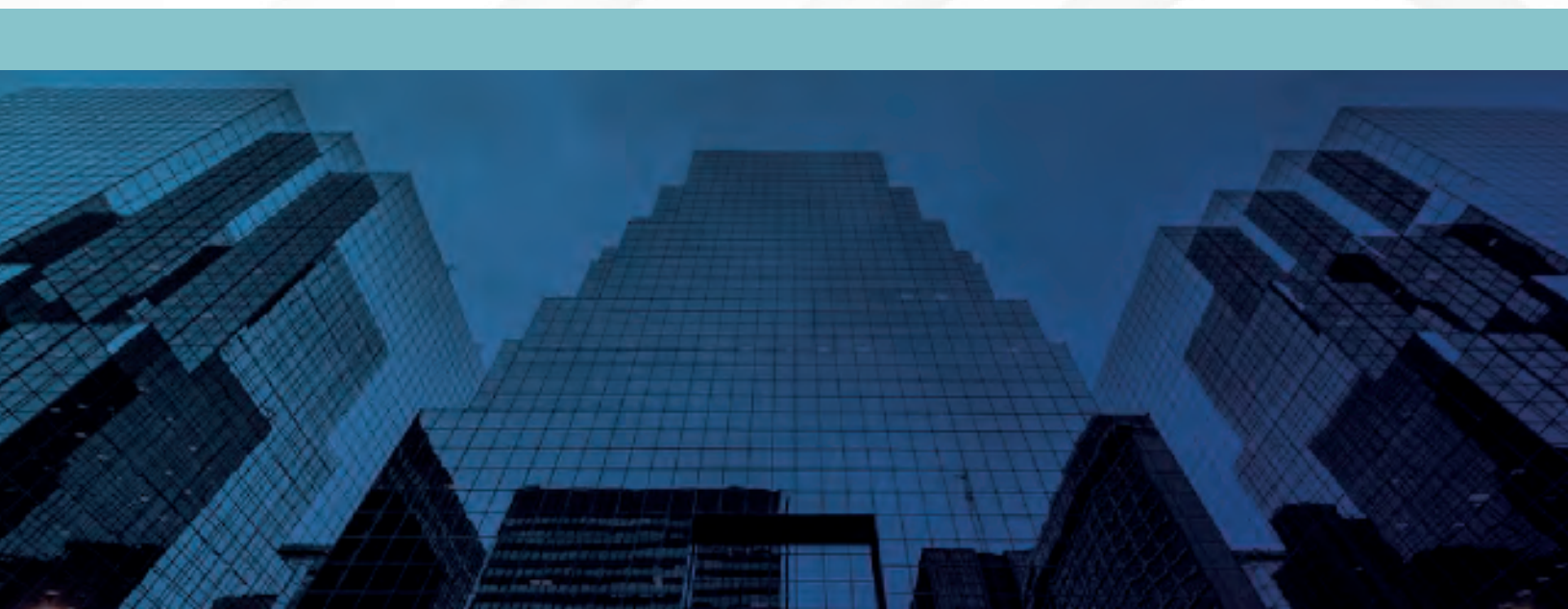
GLOBAL URBAN STRATEGIES, INC.

 2200 S. Fremont Avenue, Suite 208
Alhambra, CA 91803

 www.global-urban.com

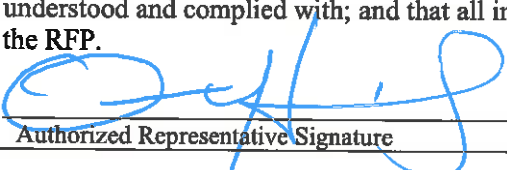
 **Authorized Representative:**
Omar E. Hernandez, President

 (626) 545-2234



**COUNTY OF SAN DIEGO - REQUEST FOR PROPOSALS (RFP 10674)
INDEPENDENT REDISTRICTING COMMISSION PUBLIC OUTREACH AND ENGAGEMENT SERVICES**

PROPOSAL COVER PAGE (PC-600)

SUBMITTAL INFORMATION	
Submit this Completed Form as the Cover Page of Your Proposal	
DESCRIPTION	
Request for Proposals (RFP) 10674	Independent Redistricting Commission Public Outreach and Engagement Services
OFFEROR INFORMATION (TO BE COMPLETED BY OFFEROR)	
Please Type or Print Clearly	
BUSINESS INFORMATION Global Urban Strategies, Inc Company/Organization Name 2200 S. Fremont Avenue, Suite 208 Alhambra, CA 91803 Address (626) 545-2234 Telephone Number www.global-urban.com Website Address (626) 389-5636 Fax Number (optional)	REPRESENTATIVE AUTHORIZED TO SIGN OFFER Omar E. Hernandez Authorized Representative Name President Authorized Representative Title omar@global-urban.com Authorized Representative Email Address (626) 383-6565 Authorized Representative Telephone Number Mailing Address AUTHORIZED POINT OF CONTACT (POC) (if different from Authorized Representative) Steven Ly POC Name Partner POC Title steven@global-urban.com POC Email Address (626) 320-5486 POC Telephone Number POC Mailing Address
County communications to Offeror regarding this RFP will be sent to the POC. If no POC is provided, such communications will be sent to the Authorized Representative.	
SIGNATURE	
I certify under penalty of perjury under the laws of the State of California, that I am authorized to execute and submit this proposal on behalf of the Offeror listed above; that all of the RFP instructions and rules, exhibits, addenda, explanations, and any other information provided by the County, including but not limited to, the diligence material, has been reviewed, understood and complied with; and that all information in this submission is true, correct, and in compliance with the terms of the RFP.	
 Authorized Representative Signature	June 1, 2021 Date

PC 600 Form (PC-600p) Rev. 02-02-2021

COUNTY OF SAN DIEGO - REQUEST FOR PROPOSALS (RFP 10674)
INDEPENDENT REDISTRICTING COMMISSION PUBLIC OUTREACH AND ENGAGEMENT SERVICES

Department of Purchasing and
Contracting
REPRESENTATIONS AND CERTIFICATIONS

The following representations and certifications are to be completed, signed and returned with the offer (the term "offer" includes bids, proposals, quotes or any other submission to provide goods and/or services).

1. BUSINESS TYPE

☒ For-profit ☐ Non-profit ☐ Government

Attach proof of status for Non-profit.

2. INTERLOCKING DIRECTORATE

In accordance with Board of Supervisors Policy A-79. If Offeror is a non-profit as indicated in paragraph 1 above. Offeror is required to identify any related for-profit subcontractors in which an interlocking directorate, management or ownership relationship exists. If Offeror is a non-profit and will be subcontracting with a related for-profit entity. Offeror must list all such entity(ies) on an attached separate sheet, and authorization must be sought from Board of Supervisors. If Offeror is a non-profit and does not submit such a list. Offeror certifies it has no and will not enter into a subcontract relationship with a related for-profit entity.

3. BUSINESS REPRESENTATION

Offeror represents as a part of this offer the following information regarding the ownership, operation, and control of its business:

3.1. Are you a local business with a physical address within the County of San Diego? ☐ Yes ☒ No

3.2. Are you certified by the State of California as a:

☒ Disabled Veteran Business Enterprise (DVBE)

Certification #: 2013869

☒ Small Business Enterprise (SBE)

Certification #: 2013869

3.3. Are you certified by the U.S. Dept Of Veterans' Affairs as:

☐ Veteran Owned Small Business (VOSB)

Certification # _____

☐ Service Disabled Veteran Owned Small Business (SDVOSB)

Certification # _____

3.4. Estimated percentage of work in this offer to be performed or fulfilled locally (within the geographic boundaries of the County of San Diego): _____ %

4. DEBARMENT, SUSPENSION AND RELATED MATTERS

4.1. Offeror hereby certifies to the best of its knowledge that neither it nor any of its officers:

4.1.1. Are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency.

4.1.2. Have within a three (3) year period preceding this agreement been convicted of or had a civil judgment rendered against them for commission of fraud or criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public transaction; violation of federal or state antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;

4.2. Except as allowed for in Section 4.2.4. Offeror hereby certifies to the best of its knowledge that neither it nor any of its officers:

4.2.1. Are presently indicted for or otherwise criminally or civilly charged by a government entity (federal, state, or local) with the commission of any of the offenses enumerated in paragraph 4.1.2 of this certification;

4.2.2. Have within a three (3) year period preceding this agreement had one or more public transactions (federal, state or local) terminated for cause or default;

4.2.3. Are presently the target or subject of any investigation, accusation or charges by any federal, state or local law enforcement, licensing or certification body.

4.2.4. If Offeror is unable to certify any of the facts set forth in Sections 4.2.1, 4.2.2 or 4.2.3, it certifies that it has listed on a separate sheet(s) attached to this Representations and Certifications each fact that it cannot certify and the reason it cannot do so. That information must include the specific relevant facts (date(s), contract(s) and individual(s) involved, status of action(s), and any other relevant information) that prevent it from making the requested certifications. The County reserves the right to disqualify an Offeror based upon information disclosed.

4.3. Offeror has a continuing duty to disclose information until contract award/execution and shall report in writing to the County Department of Purchasing and Contracting within five business days of knowing or have any reason to know any change in status as certified in the preceding paragraphs 4.1 and 4.2.

4.4. If Offeror or any of its subcontractors, agents or consultants, have previously contracted with the County to perform related work on this project (e.g. preparing components of the statement of work or plans and specifications for this project). Offeror shall identify those previous agreement(s) and submit that list along with the proposal. Other than as may be submitted on said list. Offeror certifies to the best of its knowledge that it and its proposed subcontractors, agents and consultants have not previously contracted with the County to perform work on or related to this project.

5. CURRENT COST OR PRICING

Offeror certifies to the best of its knowledge that cost and/or pricing data submitted with this offer, or specifically identified by reference if actual submission of the data is impracticable, are accurate, complete, and current as of the date signed below.

6. INDEPENDENT PRICING

Offeror certifies that in relation to this procurement:

6.1. The prices in this offer have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with other offerors, with any competitors, or with any County employee(s) or consultant(s) involved in this or related procurements;

6.2. Unless otherwise required by law, the prices that have been quoted in this offer have not been knowingly disclosed by the Offeror and will not knowingly be disclosed by the Offeror prior to opening, in the case of a bid, or prior to award, in the case of a proposal, directly or indirectly to any other Offeror or to any competitor; and

6.3. No attempt has been made or will be made by the Offeror to induce any other person or firm to submit or not to submit an offer for the purpose of restricting competition.

7. TAX INFORMATION

The Offeror understands that prior to receiving a contract award from the County, the Offeror must submit a completed IRS W-9 form to provide a Federal Tax ID number, or if not available, to provide a Social Security Number (SSN).

CERTIFICATION

The information furnished in Paragraphs 1 through 7 and in the accompanying offer is certified to be factual and correct as of the date submitted and this certification is made under penalty of perjury under the laws of the State of California.

Name: Omar E. Hernandez

Signature: _____

Title: President

Date: June 1, 2021

Company/Organization: Global Urban Strategies, Inc.

SUBMIT THIS FORM AS DIRECTED IN THE REQUEST FOR SOLICITATION DOCUMENTS OR WITH THE OFFER

COUNTY OF SAN DIEGO - REQUEST FOR PROPOSALS (RFP 10674)
INDEPENDENT REDISTRICTING COMMISSION PUBLIC OUTREACH AND ENGAGEMENT SERVICES

NONDISCLOSURE INDEMNIFICATION AGREEMENT

IF OFFEROR SUBMITS EXHIBIT CONFIDENTIAL/PROPRIETARY, THE FOLLOWING NONDISCLOSURE INDEMNIFICATION AGREEMENT MUST BE COMPLETED, SIGNED AND RETURNED WITH THE OFFER

This indemnification agreement ("Agreement") is made and entered into by and between the County of San Diego ("County") and Offeror Company/Organization Name: Global Urban Strategies, Inc ("Offeror") with reference to the following facts:

WHEREAS the County may receive a request for disclosure of Offeror's submission under the California Public Records Act, Government Code Section 6250, et seq.; and

WHEREAS, Offeror has included in its submission an exhibit entitled "*EXHIBIT – CONFIDENTIAL/PROPRIETARY*" containing records that Offeror has determined to constitute trade secrets or other proprietary information exempt from disclosure under the California Public Records Act; and

WHEREAS the County requires defense and indemnity from Offeror for the County's ongoing non-disclosure of Offeror's *EXHIBIT-CONFIDENTIAL/PROPRIETARY*;

NOW, THEREFORE, for good and valuable consideration and the mutual promises contained herein, the parties agree to the following:

1. The above recitals are incorporated herein by this reference.
2. Except as otherwise provided herein, the County will not release Offeror's *EXHIBIT-CONFIDENTIAL/PROPRIETARY* based on Offeror's representation that the records contained therein are proprietary and exempt from disclosure under the California Public Records Act and/or are trade secrets as that term is defined in Government Code Section 6250, et seq. Notwithstanding the foregoing, however, the County may release Offeror's *EXHIBIT-CONFIDENTIAL/PROPRIETARY* in the event of any of the following:
 - a. Offeror fails to comply with the terms and conditions of this Agreement; or
 - b. Offeror provides the County with written notice that some or all of the records may be released; or
 - c. A court of competent jurisdiction orders the County to release the records and the County has exhausted or waived its appeal rights.
3. To the fullest extent allowed by law, the County shall not be liable for, and Offeror shall defend and indemnify County and its Board of Supervisors, officers, directors, employees and agents of County (collectively "County Parties"), against any and all claims, demands, liability, judgments, awards, fines, mechanics' liens or other liens, labor disputes, losses, damages, expenses, charges or costs of any kind or character, including attorneys' fees (whether incurred by County attorneys or attorneys employed by County) and court costs (hereinafter collectively referred to as "Claims"), related to Offeror's *EXHIBIT-CONFIDENTIAL/PROPRIETARY*.
4. Offeror waives any and all claims in law or equity and hereby releases the County Parties from any and all claims, deductibles, self-insured retentions, demands, liability, judgments, awards, fines, mechanics' liens or other liens, labor disputes, losses, damages, expenses, charges or costs of any kind or character, including attorneys' fees and court costs, which arise out of or are in any way connected to Offeror's *EXHIBIT-CONFIDENTIAL/PROPRIETARY*.

TO BE COMPLETED BY AN AUTHORIZED REPRESENTATIVE OF THE OFFEROR

Offeror Company/Organization Name: Global Urban Strategies, Inc.

Authorized Representative Name: Omar E. Hernandez

Authorized Representative Title: President

Signature:  Date: June 1, 2021

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.	
	2 Business name/disregarded entity name, if different from above Global Urban Strategies, Inc.	
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) ►	
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>	
	5 Address (number, street, and apt. or suite no.) See instructions. 2200 S Fremont Avenue, Suite 208	Requester's name and address (optional)
	6 City, state, and ZIP code Alhambra, CA 91803	
	7 List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number								
				-			-	
or								
Employer identification number								
8	1	-	3	5	0	7	0	8

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign
Here

Signature of
U.S. person

Date ► June 1, 2021

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding*, later.

2021 Withholding Exemption Certificate**590**

The payee completes this form and submits it to the withholding agent. The withholding agent keeps this form with their records.

Withholding Agent Information

Name

Payee Information

Name

Global Urban Strategies, Inc.

☐ SSN or ITIN ☒ FEIN ☐ CA Corp no. ☐ CA SOS file no.

81-3507081

Address (apt./ste., room, PO box, or PMB no.)

2200 S Fremont Avenue, Suite 208

City (If you have a foreign address, see instructions.)

Alhambra

State
CAZIP code
91803**Exemption Reason****Check only one box.**

By checking the appropriate box below, the payee certifies the reason for the exemption from the California income tax withholding requirements on payment(s) made to the entity or individual.

☐ **Individuals — Certification of Residency:**

I am a resident of California and I reside at the address shown above. If I become a nonresident at any time, I will promptly notify the withholding agent. See instructions for General Information D, Definitions.

☒ **Corporations:**

The corporation has a permanent place of business in California at the address shown above or is qualified through the California Secretary of State (SOS) to do business in California. The corporation will file a California tax return. If this corporation ceases to have a permanent place of business in California or ceases to do any of the above, I will promptly notify the withholding agent. See instructions for General Information D, Definitions.

☐ **Partnerships or Limited Liability Companies (LLCs):**

The partnership or LLC has a permanent place of business in California at the address shown above or is registered with the California SOS, and is subject to the laws of California. The partnership or LLC will file a California tax return. If the partnership or LLC ceases to do any of the above, I will promptly inform the withholding agent. For withholding purposes, a limited liability partnership (LLP) is treated like any other partnership.

☐ **Tax-Exempt Entities:**

The entity is exempt from tax under California Revenue and Taxation Code (R&TC) Section 23701 _____ (insert letter) or Internal Revenue Code Section 501(c) _____ (insert number). If this entity ceases to be exempt from tax, I will promptly notify the withholding agent. Individuals cannot be tax-exempt entities.

☐ **Insurance Companies, Individual Retirement Arrangements (IRAs), or Qualified Pension/Profit-Sharing Plans:**

The entity is an insurance company, IRA, or a federally qualified pension or profit-sharing plan.

☐ **California Trusts:**

At least one trustee and one noncontingent beneficiary of the above-named trust is a California resident. The trust will file a California fiduciary tax return. If the trustee or noncontingent beneficiary becomes a nonresident at any time, I will promptly notify the withholding agent.

☐ **Estates — Certification of Residency of Deceased Person:**

I am the executor of the above-named person's estate or trust. The decedent was a California resident at the time of death. The estate will file a California fiduciary tax return.

☐ **Nonmilitary Spouse of a Military Servicemember:**

I am a nonmilitary spouse of a military servicemember and I meet the Military Spouse Residency Relief Act (MSRRA) requirements. See instructions for General Information E, MSRRA.

CERTIFICATE OF PAYEE: Payee must complete and sign below.To learn about your privacy rights, how we may use your information, and the consequences for not providing the requested information, go to ftb.ca.gov/forms and search for 1131. To request this notice by mail, call 800.852.5711.

Under penalties of perjury, I declare that I have examined the information on this form, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. I further declare under penalties of perjury that if the facts upon which this form are based change, I will promptly notify the withholding agent.

Type or print payee's name and title Omar E. HernandezTelephone (626) 383-6565

Payee's signature ▶

Date June 1, 2021



Printed on: 3/3/2021 1:33:31 PM

To verify most current certification status go to: <https://www.caleprocure.ca.gov>

Office of Small Business & DVBE Services

Certification ID: 2013869

Legal Business Name:

Global Urban Strategies, Inc.

Doing Business As (DBA) Name 1:

Doing Business As (DBA) Name 2:

Address:

530 South Lake Avenue #478

Pasadena

CA 91101

Email Address:

Omar@global-urban.com

Business Web Page:

www.Global-urban.com

Business Phone Number:

626/383-6565

Business Fax Number:

626/389-5636

Business Types:

Service

Certification Type

DVBE

Status

Approved

From

03/11/2019

To

03/31/2022

SB(Micro)

Approved

03/11/2019

03/31/2022

Stay informed! KEEP YOUR CERTIFICATION PROFILE UPDATED!

-LOG IN at [CaleProcure.CA.GOV](https://www.caleprocure.ca.gov)

Questions?

Email: OSDSHELP@DGS.CA.GOV

Call OSDS Main Number: 916-375-4940

707 3rd Street, 1-400, West Sacramento, CA 95605




SUBMITTED BY

GLOBAL URBAN STRATEGIES, INC.

 2200 S. Fremont Avenue, Suite 208
Alhambra, CA 91803

 www.global-urban.com

 **Authorized Representative:**
Omar E. Hernandez, President

 (626) 545-2234





STATEMENT QUALIFICATIONS

Global Urban Strategies, Inc. was established when three individuals from South Central Los Angeles, East Los Angeles, and the San Gabriel Valley formed a company to better represent California's diverse communities. The firm and its partners have successfully secured over 100 million dollars of local, state, federal, and private funds for its clients by retelling their story more compellingly. Our clients can better convey their message with Global on their team because we are a full-service firm that simplifies our clients' messages and creates a storyline that places people behind their data. Our stakeholder engagements and educational sessions are constituent-driven, tailored for our audience, and visually stimulating.

Global is a California Corporation led by combat disabled Marine Veteran Omar Hernandez. Through his sacrifice, we were Certified as a Disabled Veteran Business Enterprise and Small Business Enterprise through the State of California. The company's diversity is evidenced by being a minority-and-women-owned business with a multi-lingual and cultural staff (currently thirteen employees) to

guide our clients. The firm is on the solid financial ground with healthy liquidity and lines of credit to support operations and service to our clients.

Global has success fully developed and implemented engagements and outreach strategies for our public agencies, private corporations, and non-profit partners that convey a humanistic story-based approach to complicated topics. The focus is ensuring that the stakeholder understands the issues, relates to the point presented, and how it impacts their daily lives. We have been fortunate to have had the opportunity to guide clients on matters related to water, transportation, housing, and urban planning. Our understanding and experience in public policy provide us a unique ability to simplify the messages to a simple, relatable, and focused message that helps educate and support the community and its stakeholders. Albert Einstein once said, "If you can't explain it to a 6-year-old, you don't understand it yourself". Our approach is direct and straightforward; when you complicate the message, you lose it.

California Department of Water Reclamation

In 2019, California Department of Water Reclamation subcontracted Global Urban Strategies to conduct translation, moderate meetings, and lead outreach efforts for the state's efforts of building Groundwater Sustainability Plans (GSPs). California is in the process of enforcing the Sustainable Groundwater Management Act throughout the various water basins in the state. With the diversity of the regions,

the prime realized that firms specializing in minority and hard-to-reach communities that could "speak the (technical) language" were key to the state's success. Since beginning this endeavor, Global has ensured translation quality on over 40 pieces of collateral in various languages and provided outreach guidance and support to California's rural parts and non-English-speaking areas.

City of Oceanside Proposition 68/El Corazon Park (Site 1)

In early 2021, The City of Oceanside retained Global to help coordinate the public outreach and engagement and the overall grant application for the largest open space project in the City, the El Corazon Park site. Global was able to work with the City to ensure public outreach efforts would engage all communities while being conducted in a format that would acknowledge the current global pandemic environment.

Global hosted five public (virtual) design charrettes with the City, which saw over 200 residents participate in a bi-lingual setting and simulcast. Global also designed and distributed four surveys having over

4000 responses in two languages as part of the outreach. The result was a successful grant submission that exceeded public engagement requirements while fully integrating public input in the overall park design and amenities.



City of Cudahy Crisis Management – Delta Fuel Dump Crisis

On January 14, 2020, a Delta-owned-and-operated airplane inadvertently decided to drop its fuel over the Southeast Los Angeles community, primarily affecting the City of Cudahy, some neighboring cities, schools, and other institutions. Global Urban Strategies, Inc (Global) was retained by the City of Cudahy to provide emergency crisis support, communications, and media engagement on behalf of the City. City officials briefed the Global team regarding the incidents that led to and after the Delta jet dumping of the fuel over the City. The brief included information about the impacted schools within the area. Based on that information, Global began strategizing, planning, and executing responses in support of, and on behalf of, the City.

The Global team responded quickly and managed the media, as well as other tasks at hand, that included but not limited to:

- Media Engagement/Coordination
- Collateral materials
- Canvassing
- Elected Officials Engagement

The City's primary response and engagement came through its Townhall forum on Friday, January 17, three days after the incident. Global developed and coordinated the event on behalf of the City, engaged stakeholders, community organizations, and the community.



Global delivered the following:

- Over twenty various news outlets (broadcast, print & online) from a local, state, and national level were in attendance. Global secured interviews for the mayor, councilmembers, and city officials with CNN, Washington Post, New York Times, which helped in leveraging the severity of the issue at hand and the importance of providing answers to its residents regarding the incident.
- Over Three Hundred Fifty (350) residents from Cudahy and neighboring cities such as South Gate, Bell Gardens, Downey & Los Angeles were in attendance day of the town hall.
- Over twelve resource vendors provided crucial information to the residents.
- Key policymakers, such as Congresswoman Maxine Watters and Assembly Speaker Anthony Rendon, addressed the residents regarding the incident.

LA Metro Eastside Goldline Extension SR-60 Alternative

In 2009, Global team members were contracted by the SR-60 Coalition (Coalition), an association of cities in the southeast San Gabriel Valley region, to advocate for the LA Metro Goldline extension along the 60 freeway. The task was to inform the stakeholders of the need for transportation alternatives in that region. Through strong advocacy, partnership with the Southern California Association of Governments (SCAG), and developed public and stakeholder support, the alternative was one of two chosen from forty-seven other options to move into Environmental clearance. The line is one of two final options that will reshape San Gabriel Valley commuters' lives.

Global developed the overall messaging campaign for the Coalition. Upon approval, Global implemented



the plan through statewide advocacy building, created earned media publicity, and coordinated a strong grassroots campaign. Global coordinated regular meetings at legislative home districts and Sacramento for coalition partners, supplying white papers and briefing documents. Global hosted press conferences with mainstream and ethnic media to engage and reach all communities within the region. As part of the EIR public comment period, Global coordinated Support letters and create ease of submission through social media and web options.

California Contract Cities Association Branding and Graphic Design Campaign

The California Contract Cities Association (CCCA), a 73-member municipal organization, retained Global in 2017 to develop and manage its branding and graphics campaign. Global's art and branding team manage CCCA's complete portfolio of designs to include the association's events and conferences, meetings, advocacy programs, special events, and day-to-day collateral. The ongoing project included a complete overhaul and rebranding campaign to realign the organization to a modern design for everything from business cards to printed and digital campaigns. Since the start of the contract, Global



has designed over 1,000 different graphics and brands, including providing live-time support for presentations and engagement opportunities. Global also led the branding campaign for CCCA's signature Spring Conferences, Fall Conference, Sacramento Legislative Advocacy Days, and other events.

City of Rosemead **Transportation Advocacy and Funding**

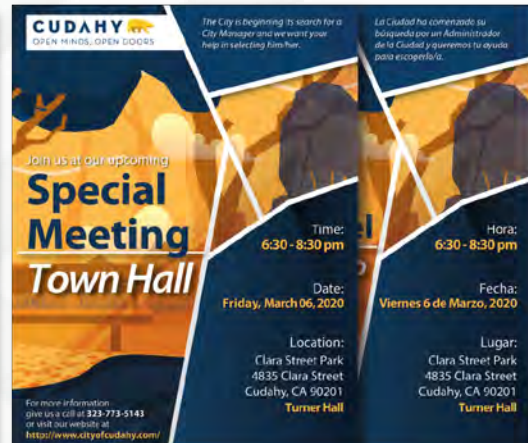
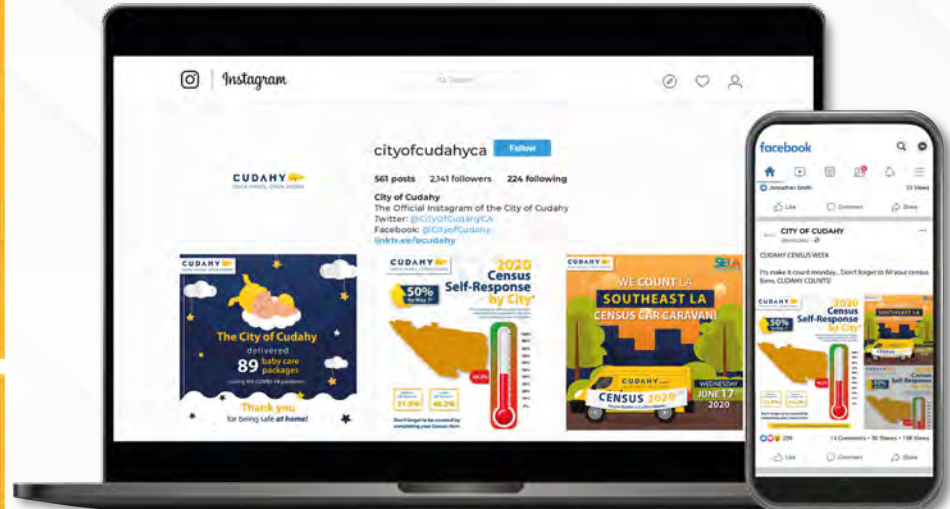
The City of Rosemead needed funding for transportation-related repairs. With two major freeways and regional bus and rail lines bisecting the community, the City was vested in creating mitigation measures to reduce health and quality of life concerns. Global supported the City's efforts to expand the I-710 freeway and improve mobility in the region. Global was tasked with coordinating press conferences, Sacramento advocacy days, and overall outreach support.

Working with LA Metro, the California Department of Transportation, and offices of the Assembly and the Assembly and Senate Chairs of Transportation for five years, Global was able to guide the City to leverage its support to bring tens of millions in Transportation funding.



City of Cudahy Townhall Meeting







City of Bell Gardens
First-Time Homebuyer Education Curriculum

The First-Time Homebuyer Education Program is an (8) eight-hour class, held monthly, is taught by various professionals in the field which is provided by The City of Bell Gardens.

The curriculum covers all topics required by the State's CalHome Program. Including:

1. Preparation for Homeownership
2. Financing and Credit Analysis
3. Loan Closing Homebuyer Responsibilities
4. Home Maintenance
5. Loan Servicing
6. Certificate of Completion

All recipients of CalHome loans will be required to attend a class and provide a signed certificate to the City as a condition for receiving a CalHome loan.

Below are the topics that will be covered:

- Preparation for Homeownership
- Financing and Credit Analysis: 600, \$495K, \$2,295
- Loan Closing and Homebuyer Responsibilities
- Home Maintenance
- Loan Servicing
- Certificate of Completion

HELLO! I'M BELLA Let me help you!




HAVE QUESTIONS?

Ask BELLA she will gladly help you

HELLO! I'M BELLA



CALHOME APPLICATION WEBINAR

Question & Answer

LOAN PROGRAM PROCESS

- ★ Completing the application
- ★ Required documents
- ★ Discussion
- ★ Next steps

SATURDAY, FEBRUARY 27TH
AT 1:00 P.M.

Join Zoom Meeting
<https://bit.ly/3rCuFVh>

Meeting ID: 827 2705 3496
Passcode: 365417



City of Bell Gardens
First Time Home Buyers Program

HELLO! I'M BELLA Let me help you!

PROGRAM OVERVIEW
Effective October 03, 2022

Buyer

- ✓ You must occupy the property as your primary place of residence.
- ✓ You must contribute a minimum of three percent of the purchase price from your own funds.
- ✓ You must not have owned a home or been on title of a home within the last three years.

Property Guidelines

- ✓ The property must be located within the City of Bell Gardens (City Limits).
- ✓ The property must be a one- or two-unit single-family detached unit, condominium, townhouse, or a detached house on a permanent foundation.
- ✓ The purchase price may not exceed \$100,000 (subject to periodic adjustments).
- ✓ The property must be vacant or occupied by the seller/owner, or CalHome approved, and must not have been owned by the previous owner within the last 30 days.
- ✓ The property must be free from any health & safety defects and must meet local health & safety code as required by the Building Quality Standards (BQS) inspection will be conducted to verify condition of property. Proof of total building permit insurance must be provided.
- ✓ Occupancy Rates: No more than 7.5 people per living space. Living space includes bedrooms, living room, family room, den/drawery.
- ✓ You must obtain first class liability insurance, including third insurance when applicable. Maximum of \$100,000.

Loan Terms

- ✓ Recurring payments are required.
- ✓ Principal and interest payments shall be determined by the terms of the CalHome program loan.
- ✓ CalHome program loans shall be secured by the property or insurance interest or applicable.

Prohibited loans and terms

- ✓ Homeowner's, Second, Reverse, Adjustable Rate Mortgage (ARM), Interest Only Loans, and if the first end date is within 30 years or over 30 years, the first end date shall be 40 years.

CONTACT FORM

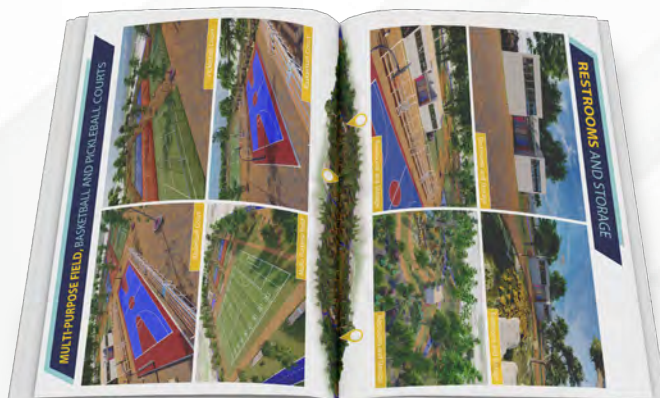
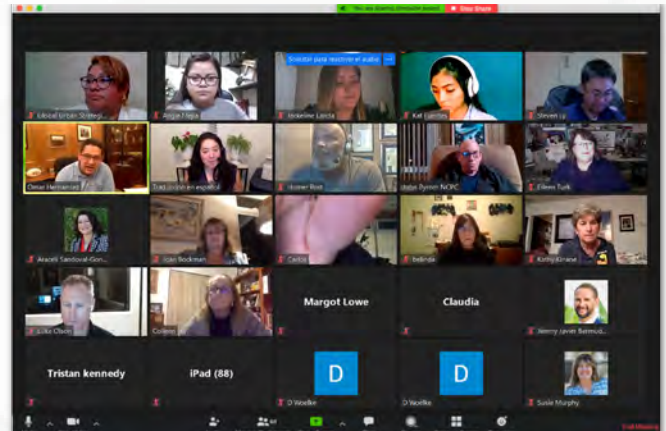
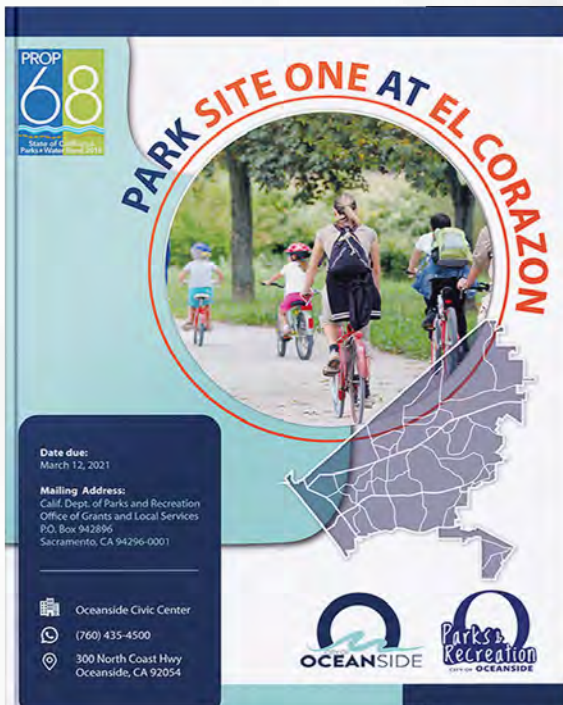
NAME _____

E-MAIL _____

PHONE _____

MESSAGE _____

SEND





MARK OLSON

Director of Parks and Recreation
City of Oceanside

📍 300 N. Coast Hwy.
Oceanside, CA 92054

📞 (760) 435-5529



MICHAEL O'KELLY

City Manager
City of Bell Gardens

📍 7100 Garfield Ave.
Bell Gardens, CA 90201

📞 (562) 806-7702



LOUIE LACASELLA

Assistant City Manager
City of Murrieta

📍 1 Town Square,
Murrieta, CA 92562

📞 (951) 461-6008



ALMA MARTINEZ

City Manager
City of El Monte

📍 11333 Valley Blvd.
El Monte, CA 91731

📞 (818) 400-4995



GLORIA MOLLEDA

City Manager
City of Rosemead

📍 8838 E Valley Blvd.
Rosemead, CA 91770

📞 (323) 314-3525



OMAR E. HERNANDEZ

PRESIDENT

A bilingual professional with over twenty-three years of experience leading companies that specialize in the fields of governmental advocacy, project management, business administration, strategic planning, marketing, community engagement and education. Excellent interpersonal, analytical and organizational skills.

EDUCATION

University of Southern California, Los Angeles, CA.
Master of Business Administration (Course work Completed)

University of Southern California, Los Angeles, CA.
Political Science, Minor Business

East Los Angeles College, Monterey Park, CA.
General Education Requirements

Media Buying Academy

Dale Carnegie Professional Development Course

PROFESSIONAL EXPERIENCE

Global Urban Strategies, Inc.

President/ Chief Executive Officer

August 2004-Present

- Spearheaded projects that intertwined various sectors for a diverse group of clients throughout California. Has successfully contributed to the development of over 1.2 billion dollars' worth of housing and commercial projects in which we were retained to provide outreach and education to the community; obtained entitlements and sought community engagement while ensuring that stakeholders on the various projects were well versed on all relevant project matters.
- Provided clients innovative, technology driven solutions that enhanced their data collection methods and improved their analytic based decision making. Conducted a multitude of public scoping, and design charrettes that were engaging and deciphered the community's wants versus their needs.
- Provided strategic consulting and crisis communications consulting to clients that were undergoing various organizational losses caused by internal and external factors.
- Facilitated community engagement on various contentious projects whose Environmental Impact Reports necessitated the need for a more comprehensive multilingual communications and educational strategy.
- Developed coalition of cities within the San Gabriel Valley to advocate on behalf of the Eastside Gold line Extension Phase 2. Successfully assisted in the development of the MOU's between 6 cities and created a collaborative spending plan to split costs equally. Was able to bring the community, stakeholders and community-based organizations to advocate on behalf of the project.

LANGUAGE SKILLS

Fluency in Spanish
(written, read and verbal)

COMPUTER SKILLS

Platforms: Windows,
Macintosh

Tools: Adobe (Photoshop, Illustrator, Premier), Pro-Tools, Microsoft (Word, Excel, PowerPoint, FrontPage, Outlook, Access, OneNote, Publisher, Project), SmartComment, QuarkXPress, FileMaker Pro, Act.

Perfectly Planned Marketing, Inc.

President/ Chief Executive Officer

October 2000- March 2005

Started and successfully administered a full-service political, marketing, advertising and public relations firm with 43 full-time staff members.

Completed various contracts for clients including the U.S. Department of Agriculture, Kaiser Permanente, Lincoln Hospital, Regency Outdoor, Clinica Medica Familiar, Margarita Jones, LLC, Laugh Out Loud, LLC, Padres Contra el Cancer, Prosperity Records, Baca and Associates, PriMed Medical Group and the Los Angeles Unified School District, La Terra Development, Valley Vista Services, and the Assembly member Marco Antonio Firebaugh.

United States Marine Corps.

Sergeant, Forward Observer

May 1989-February 1995

- Coordinated and directed strategic weaponry upon military targets as the advanced forward observer.
- Was responsible for the leadership, development, logistical and operational well-being of 300 marines.
- As a non-commissioned officer was responsible for the implementation of directives given by company commanders, instructed and disciplined Marines in hostile and non-hostile territories.
- Disabled Veteran- Deployed to Operations Desert Shield/Storm (Gulf War) and Operation Restore Hope (Somalia).

RECOGNITIONS AND AWARDS

- (4) Dean's Award (3.5 or higher) · Presidents Award (3.5 or higher, 3 consecutive semesters)
- United Nations Medal · Kuwait Liberation Medal · (2) Good Conduct Medal
- Meritorious Unit Citation · National Defense Medal · (2) Meritorious Masts
- Certificate of Appreciation (USC MAAA) · Honorable Discharge · Award of Merit (LA County)
- (3) Commendations (LA County) · (2) Certificates of Appreciation (City of Los Angeles)
- Certificate of Recognition (50th Assembly District)
- Certificate of Recognition (57th Assembly District) Certificate of Recognition (30th Senate District) Certificate of Recognition (22nd Senate District)



ARACELI SANDOVAL GONZALEZ

PARTNER

Mrs. Sandoval-Gonzalez is responsible for planning, directing and implementing policies and legislative initiatives, community and communications activities for Global Urban Strategies, Inc and our expanding list of clients. Monitors and analyzes issues, actions, and proposals of state and local governments for our clients. Develops and implements coordinated and collaborative programs to identify and engage key stakeholders in the communities in which we operate. Manages a team that responds to press inquiries according to company and client protocols. She provides support to issues of interest to the company and our clients. Mrs. Sandoval-Gonzalez is a Partner in the firm.

EDUCATION

California State University
Northridge. Master of
Public Administration
Specialization: Public
Sector Management and
Leadership
Graduated with
Distinction, June 2013

The University of California
at Los Angeles
Bachelor of Arts
in International
Development, Chicano
Studies, and Political
Science Minor
September 2003

PROFESSIONAL EXPERIENCE

Global Urban Strategies, Inc.
Partner

September 2016-Present

- Lead and prepare strategic planning, facilitation, landscape analysis, policy briefs, evaluation, surveys, and coalition management;
- Spearhead local, state, federal policy, and advocacy strategies to advance legislation, budget, and regulations;
- Develop strategic communications and manage public and media relations;
- Expert facilitator and organizer of policy forums, community meetings, regional summits; and
- Political strategist and philanthropic advisor.

Early Edge California
Statewide Field Director

March 2008- September 2016

- Identified and developed strategic planning to support local, state and federal advocacy strategies across the state to build awareness of policy priorities to expand access to quality early education programs;
 - media, and other constituencies to strengthen the organization's statewide advocacy campaign;
 - Developed communications team to prepare and execute media and outreach efforts to advance organizational priorities, respond to a media request and identify spokespeople, including leading as the early education adviser to Univision Spanish news station for the development of education campaign, Spanish media spokesperson;
- Developed and implemented a lobbying strategy targeting legislators annually to support agency-sponsored legislative bills and state budget process;
- Fostered productive partnerships with key organizations and individuals from education, business, labor,

PROFESSIONAL AND VOLUNTEER ASSOCIATIONS

2006 – present
East LA Community
Corporation, Board
Chairwoman.

2017 – present
Los Angeles Unified Bond
Oversight Committee,
Executive Member.

2018 – present
Latinas Lead California,
Communications Director
Board Member.

2013 – 2017
LAUSD Early Education
and Parent Engagement
Ad-Hoc, Member

2010 – 2012
Univision Education
Campaign, Early
Education Lead

2008 – 2013
Time Warner Cable
Hispanic Advisory
Committee, Chair

- Present critical issues at in-person presentations, webinars, and public testimony in the legislator;
- Organize and execute policy forums, stakeholder and legislative engagement, regional summits, and an annual conference;
- Directed statewide outreach efforts to local educational agencies and corporate partnerships to advance policy priorities;
- Extensive experience engaging agencies to develop policy and implementing programs;

California Association for Bilingual Education (CABE)

2011-2014

Senior Program Specialist

- Responsible for the development of publications and tools to support parent leadership empowerment.
- Developed parent and family engagement curricula;
- Directed professional development training and strategies to promote family engagement and involvement in low-performing public schools across the state;
- Successfully implemented state and federal accountability advocacy program on No Child Left Behind Act;
- Provided professional development training and presentations to over 3000 families annually;
- Review, analyze and track federal policy changes;
- Responsible for representing the agency at local, state, and international events;
- Manage Adult Literacy Education project in partnership with the Mexican Consulate.

Los Angeles Unified Board of Education

2010 – 2011

Public Affairs and Policy Director

- Advised and assisted the board president on urban education issues and policies;
- Developed communications plan, community relations, event planning, fundraising projects;
- Managed and developed broad policy priorities;
- Managed the bond fund allocations for school enrichment programs and capital improvements.
- Developed advocacy strategies for working with district staff, city, state, and congressional elected officials on K-12 priorities;
- Provided leadership and supervision of staff.



STEVEN LY

PARTNER

With over 15 years of corporate, non-profit, and government experience, Steven Ly has coordinated and facilitated over 100 workshops, community events, and townhalls. He is also experienced in coordinating press support, coalition engagement and grassroots development. Bilingual in Chinese (spoken Cantonese and Mandarin), he is able to also interact and communicate with the fastest growing non-English speaking demographic in California.

EDUCATION

B.A. Degree in Political
Science and Public Policy
UCLA
2003 to 2007

U.S. Army Environmental
Officer Certification
2019

LANGUAGE SKILLS

Fluency in Chinese
(written, read and
verbal)

PROFESSIONAL EXPERIENCE

Global Urban Strategies, Inc.
Partner

September 2017-Present

- Mr. Ly manages Global Urban Strategies outreach, public affairs and research support for clients on public works, transportation and infrastructure policy and issues. Since joining Global, Mr. Ly has coordinated four public work grants, managed two client cities' air quality issues, and managed water policy for its clients.
- Mr. Ly manages Global Urban Strategies Asian/Pacific Islander (API) outreach strategies. He is critical to the communications efforts for our team as we communicate our clients' needs and services to the number one growing demographic in the United States.
- Currently represents two statewide member (501c6) associations, providing staff support and public affairs consulting as needed with regulatory and legislative bodies.

United States Army Reserve

2014 - Current

- The United States Army Reserve provides augmented military support to the country's defense. Soldiers generally train one weekend a month and two weeks a year in preparation to serve the country as needed.

Company Commander

Leads a 160 man section, directly supervising 6 section (department) leaders to ensure readiness, training, and Soldier development standards.

Platoon Leader

Leads a 40 man section and directly supervising 4 supervisors (Squad Leaders) to ensure Soldier readiness and training standards are met.

Oversees and responsible for \$50 million of assigned equipment and vehicles with no loss or significant damage.

Certified Environmental Officer, capable of evaluating and validating base utilities and setup.



San Gabriel Valley Regional Chamber of Commerce

2009-2014

The Regional Chamber is the business voice for the San Gabriel Valley region. The Chamber is provides membership resources, events and a robust government advocacy program.

Chief Executive Officer

- Implemented strategies that were developed with a 15-member board which led to the elimination of chamber debt, an increase in profitability from events, and increase in membership.
- Established the region's first-ever and profitable Green Business Conference, bringing together business and community stakeholders to showcase regulatory updates and program incentives

- Managed member-businesses positions and policies with cities, the South Coast Air Quality Management District and the Regional Water Quality Control Board – Los Angeles

Government Affairs Manager

- Developed and managed the chamber's government affairs program, including drafting white papers, advocacy articles, and press releases on over 100 legislative and regulatory proposals.
- Created and published the region's first-ever annual legislative scorecard, which provided grading of local elected officials' positions.

Long Beach Area Chamber of Commerce

2008 – 2009

Vice President of Public Policy

This Chamber is the premier business resource and advocacy organization for Long Beach area.

- Coordinated efforts with Port of Long Beach and City of Long Beach on water quality and infrastructure as it relates to business mandates
- Served as the chief lobbyist on behalf of the Chamber's membership: analyzing, coordinating positions and advocating on over 100 legislative and regulatory proposals at the federal, state and local levels.
- Worked with Board Chairman and boardmembers to preserve the Enterprise-Zones Tax Credit program in the state budget through meetings with legislators and Governor's finance department.

Lewis and Company

2005 – 2007

Marketing and Outreach Coordinator

- A local government relations and political consulting firm whose clients include Walmart, Construction Industry on Air and Water Quality, and local elected officials.
- Lobbied, consulted, attended and spoke at public meetings, and developed working relations with various community groups and leaders in Rosemead to for a Fortune 500 retail company.
- Provided staff support and policy research for the Construction Industry on Air Quality and Construction Industry on Water Quality.
- Designed, drafted, and edited memos, campaign literature, press releases, brochures, and other statements to correspond to our stances and candidates.



MARISOL ARENAS

PROGRAM ANALYST

Marisol is an accomplished Assistant Facilitator with over 10 years of proven experience in public engagement, press conference and events coordination, community outreach, and print, radio, and television network development. Ms. Arena is a detailed oriented individual with knowledge and understanding of trends within the Hispanic and General market communities. She is a team player working effectively in a heavily cross-functional, fast-paced office environment. She is an innovative individual committed to always deliver quality projects for our clients.

EDUCATION

Psychology
California State University,
Fresno
1998-2001

PROFESSIONAL EXPERIENCE

Global Urban Strategies Program Analyst

2018 – Present

- Develops and nurtures relationships with print and online editors, writers, TV/radio producers, bookers; policy summaries, and other materials as needed;
- Media advocacy activities include pitching stories, securing media coverage, drafting and placement of op-eds, letters to the editor and other relevant pieces;
- Maintains and grows media database for local, state and national levels; Prepares clients for media interviews; Tracks critical news stories and developments; and
- Writes and distributes press releases, talking points, media statements, Proactively searches out opportunities for media interviews and engagement for our clients

Sysco Riverside Marketing Associate

2014 – 2017

- Promoted the company's products and services; Provided profit margin information to the client on menu items;
- Building relationships with existing and new clients ; Provide value-added services – market trends, product innovations, competitor products, pricing, and sales; and
- Provided market trends, consult and training to clients staff; Assisted with food shows and events coordination.

SKILLS

Public Affairs
Media Relations
Project Management
Grassroots Program
Development
Digital Marketing
Event Planner
Legal implications
knowledge
Excellent written and
verbal communicator
Fluent in Spanish

La Opinion Newspaper Marketing Manager

2008 – 2014

- Identify, develop and evaluate marketing strategies based on knowledge of company objectives and market trends;
- Analyze the performance of all marketing programs to identify the best opportunities for optimization;
- Promote brand awareness through print, digital, radio, and television;
- Manage all company consumer engagement campaigns and promotions;
- Handle media relationships and partnerships;
- Develop sales marketing strategies that involve barter agreements;
- Work with internal departments to increase audience engagement and retention;
- Spearhead all planning activities from concept to execution for signature events.



JACKELINE LANDA

ART DIRECTOR

Ms. Landa is a talented and highly creative Art Director with extensive experience leading teams focused to deliver effective collateral designs and communications support. Her collaborative spirit and interpersonal skills; make her a dynamic team player with well-developed written and verbal communication skills. She is a passionate and innovative content creator of marketing and community outreach campaigns.

EDUCATION

Masters in
Communication, Central
American University Jose
Simeon Cañas

Bachelor's Degree in
Graphic Design, Don Bosco
University (Specialization
in Marketing)

Postgraduate in Strategic
Management, Central
American University Jose
Simeon Cañas

PROFESSIONAL EXPERIENCE

Global Urban Strategies

Art Director

2018 – Present

- Provides artistic direction for projects of various scales and end products for print and digital media;
- Experienced in the conceptual development of marketing campaigns that incorporate design elements, branding integration, digital, and social media platforms;
- Incorporated infographics to visually convey complex messages into easy to understand graphics;
- Transconfigures the visual identity for multiple clients. Develops community-friendly messaging that accounts for economic and social messaging; and
- Develops collateral material to effectively garner community participation for multiple projects and stakeholder events.

Advertising Graphic Arts

Account Executive

2016 – 2018

- Developed a highly skilled knowledge in 4-color (CMYK), spot or PMS color printing, color matching, varnish, high-end finishes, type of papers, file setup and print proofing, to be able to advise their customers;
 - Built a strong communication with the press production, delivering clear instructions, helping both the Company and clients to optimize their time management; and
 - Followed up each project in process to ensure quality and deadline were being met.
- Provided personalized support to customers to meet their specific needs;

LANGUAGE SKILLS

Fluency in Spanish
(written, read and verbal)

COMPUTER SKILLS

Platform: Mac OSX &
Windows
Tools: Adobe Illustrator,
Photoshop, InDesign,
After Effects, Ergosoft
TexPrint 14, Microsoft
Word, Excel, PowerPoint.

Independent Contractor

2015 – 2016

- Created various graphic design materials: branding, editorial design, packaging, web design, and animation projects;
- Developed training in color profiling, digital printing, printing software and sublimation for textile companies; and
- Taught typography courses to graphic design students, focused on functional eye-catching design, applied to brands, newspapers, magazines, and advertising.

TexOps (International Textile Company)

2011 - 2014

Graphic Designer / Digital Printing Technician

- Developed the internal Digital Printing area and established the Print area department;
- Highly trained digital printing technician. Trained team in color profiling, print files setup, printing software administration, printer maintenance, and sublimation; and
- Deadline-driven for the printing process to meet the brand release timelines.

KEY PERSONNEL PARTICIPATION



Omar E. Hernandez
President
omar@global-urban.com



Araceli Sandoval-González
Partner
araceli@global-urban.com



Steven Ly
Partner/Project Manager
steven@global-urban.com



Jackeline Landa
Art Director
jackie@global-urban.com



Marisol Arenas
Program Analyst
marisol@global-urban.com



Nora Gaitan
Administration
nora@global-urban.com



Katherine Fuentes
Graphic Artist
kat@global-urban.com



Angélica Mejía
Graphic Artist
Angie@global-urban.com



1

PHASE ONE

- Global receives projects from the County of San Diego.
- Project Manager establishes kickoff meeting.
- Project teams exchange contact information
- Establish a common operating picture of objectives, audience, and overall cost.
- Global's team receives initial guidance and presents potential courses of action.



2

PHASE TWO

- Develop print, digital, and web content for County of San Diego review.
- Identify key messaging and copy for approval.
- Align public hearing and outreach dates to county and state guidelines.
- Establish translation support needs and capabilities.
- Establish regular checkpoint meetings for quality assurance.
- Establish content approval procedure for accountability.



3

PHASE THREE

- Provide logistical, administrative, and translation support.
- Host seven (7) pre-mapping meetings (at minimum 1 per district)
- Monitor public reaction to approved content through the traditional, web, and social media platforms.
- Track public questions, concerns, and inputs through an approved CRM.



4

PHASE FOUR

- Provide logistical, administrative, and translation support.
- Host at least five (5) released-draft-districts meetings (1 per each district).
- Monitor public reaction to approved content through the traditional, web, and social media platforms.
- Track public questions, concerns, and inputs through an approved CRM.
- Provide a final closeout report to the County of San Diego.

Global Urban Strategies (Global) will apply a comprehensive and phased approach to support public outreach and engagement towards the decennial redistricting of the County of San Diego. Our Project Manager and the team will implement a collaborative and transparent series of deliverables that incorporates the County of San Diego's intents and end states on its outreach and community relations projects and activities.

PHASE ONE

Upon receipt of the project, Global will establish a kickoff meeting with the County of San Diego's redistricting staff. During this meeting, Global will help set the common operating picture, identify key deliverables and deadlines, evaluate potential obstacles, and develop initial courses of action for the County of San Diego's consideration. Global will work with the County of San Diego to ensure any potential challenges are addressed early, such as translation needs, hard-to-reach areas, funding concerns, logistical issues, etc.

Critical Tasks in Phase One:

- Global receives projects from the County of San Diego.
- Project Manager establishes kickoff meeting.
- Project teams exchange contact information
- Establish a common operating picture of objectives, audience, and overall cost.
- Global's team receives initial guidance and presents potential courses of action.

PHASE TWO

Global's accounts team will work with the County of San Diego's counterparts and legal to ensure messaging and copy align with our client's objectives and desires. Our Art team will work closely with San Diego County to ensure we always adhere to proper branding. The project manager will establish regular checkpoints with the County of San Diego to continually synchronize the common operating picture. During this phase, Global will work with the County of San Diego to develop an established approval procedure to ensure accountability on all designed products.

Critical Tasks in Phase Two:

- Develop print, digital, and web content for County of San Diego review.
- Identify key messaging and copy for approval.
- Align public hearing and outreach dates to county and state guidelines.
- Establish translation support needs and capabilities.
- Establish regular checkpoint meetings for quality assurance.
- Establish content approval procedure for accountability.

PHASE THREE

Once we develop content and public meeting formats, Global will transition to supporting the County of San Diego with public interface and interaction. Global will monitor feedback from developed content, support staffing at public meetings, provide translation and outreach support. Global will also utilize its CRM system to support the County of San Diego in tracking questions, concerns, and public input. Upon completing the project, Global's team will provide the County of San Diego a closeout report and all related attachments developed during the project's lifecycle.

Critical Tasks in Phase Three:

- Provide logistical, administrative, and translation support.
- Host seven (7) pre-mapping meetings (at minimum 1 per district)
- Monitor public reaction to approved content through the traditional, web, and social media platforms.
- Track public questions, concerns, and inputs through an approved CRM.

PHASE FOUR

Upon release of draft redistricting maps, Global will coordinate with county staff to schedule the next round of redistricting hearings and meetings. Global will continue to provide facilitation, translation, and outreach/engagement support as noted in PHASE THREE. Global proposes to host up to five (5) meetings throughout San Diego on the draft plans.

Global can provide an additional three (3) public outreach meetings as needed to reach disadvantaged, non-traditional, and hard-to-reach communities.

Critical Tasks in Phase Four:

- Provide logistical, administrative, and translation support.
- Host at least five (5) released-draft-districts meetings (1 per each district).
- Monitor public reaction to approved content through the traditional, web, and social media platforms.
- Track public questions, concerns, and inputs through an approved CRM.
- Provide a final closeout report to the County of San Diego.

Global Urban Strategies will fully support the County of San Diego's public outreach objectives and have a dedicated team focused on achieving results. As a boutique firm, Global prides itself on ensuring customer service for our clients; the County of San Diego will not be an exception.

Steven Ly, Partner at Global, will serve as the Principal and Project Manager for the Commission; he brings over 15 years of public outreach, policy development, and community engagement experience. Mr. Ly coordinated public engagement and outreach strategies on behalf of clients and associations affecting local and regional transportation projects within the LA Metro jurisdictions, sustainability strategies within the Southern California Association of Governments (SCAG), and various local projects and proposals at the city level. Most recently, Mr. Ly, along with the Global team, successfully coordinated three public outreach (virtual) sessions and four (bi-lingual) surveys for the City of Oceanside's Proposition 68' Open Space grant application for the El Corazon Park site (site 1).

Global's President/CEO, Omar Hernandez, will serve as a partner to the project and will be the lead consultant and support for the County of San Diego on engagement to hard-to-reach areas, disadvantaged communities, and communities of color. Mr. Hernandez is a retired combat veteran of the United States Marine Corps with over 28 years of public engagement, marketing, and outreach experience.

Mr. Hernandez brings decades of water, transportation advocacy, outreach, engagement, and financing experience to the County of San Diego. He served as the Project Manager of the SR-60 Coalition, advocating for a light-rail line in the San Gabriel Valley. He was also instrumental in coordinating outreach and media campaigns to support the I-710 freeway gap closure in the Los Angeles County region.

Araceli Sandoval-Gonzalez, Partner at Global, will serve as the Account Coordinator and provide communication and outreach support as needed and brings to the County of San Diego decades of public outreach and stakeholder engagement experience. Ms. Sandoval-Gonzalez managed the City of Cudahy's communications and crisis management responses during the COVID-19 Pandemic. She also conducted the City's initial response and town hall forum during the Delta Jet Fuel Dump crisis.


Jackie Landa, Global's Art Director, will manage all related collateral's graphic arts and branding. Ms. Landa brings over ten years of branding and graphic design experience from Fortune 500 clients and associations. Our graphic designers, Kat Fuentes and Angie Mejia will provide support as needed. From time to time, Global may assign our Program Analyst to provide research and staffing as needed. Global will also include Marisol Arenas, providing staff support and community engagement as required.

Global will ensure it receives approval from the County of San Diego for any staff changes that deviate from this RFP. No person designated as "key" to the project shall be removed or replaced without the prior written concurrence of the County of San Diego. All personnel assigned to the project will be available to the extent proposed for the project's duration.



SUBMITTED BY

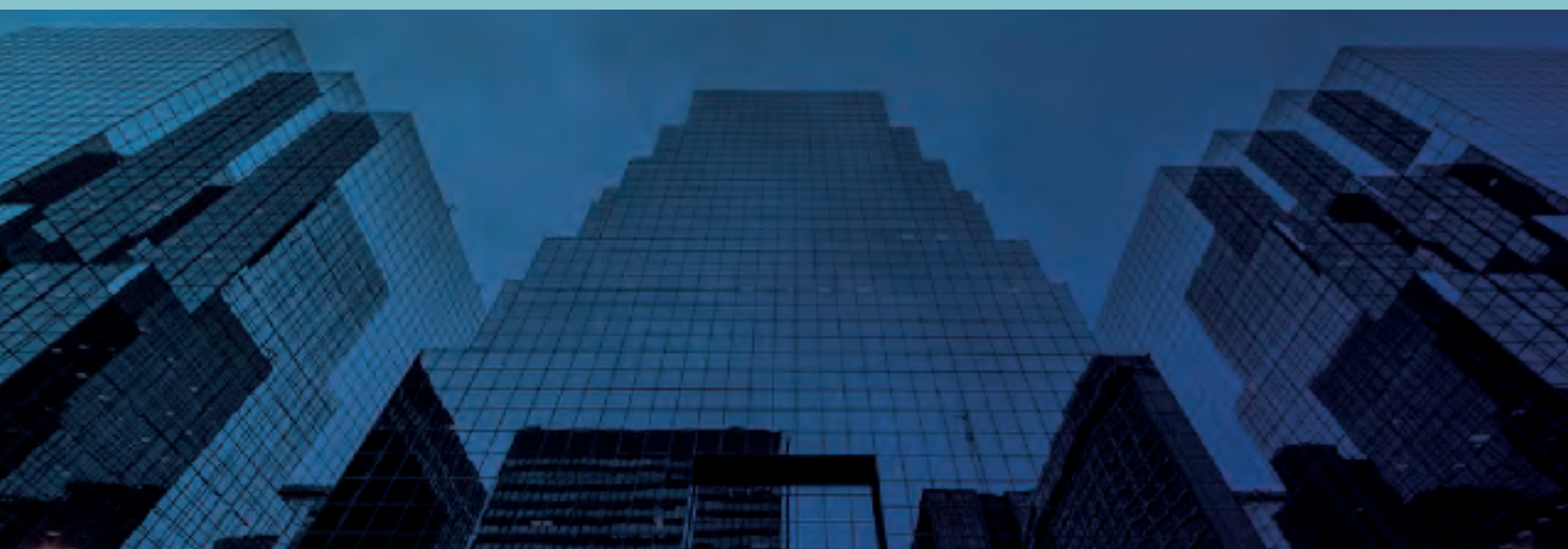
GLOBAL URBAN STRATEGIES, INC.

 2200 S. Fremont Avenue, Suite 208
Alhambra, CA 91803

 www.global-urban.com

 **Authorized Representative:**
Omar E. Hernandez, President

 (626) 545-2234






COST / PRICE

REQUEST FOR PROPOSALS RFP 10926

INDEPENDENT REDISTRICTING COMMISSION PUBLIC OUTREACH AND ENGAGEMENT SERVICES


County of San Diego

Submitted by
Global Urban Strategies, Inc.

 2200 S. Fremont Avenue, Suite 208
Alhambra, CA 91803

 www.global-urban.com

 Authorized Representative:
Omar E. Hernandez, President

 (626) 545-2234



Att:
Richard McCarvell
Chief, Procurement Services



5560 Overland
Avenue, Suite 270,
San Diego, CA
92123-1204



Due date:
April 26,
2021



COUNTY CONTRACT NUMBER TBD
AGREEMENT WITH [#CONTRACTOR'S NAME] FOR INDEPENDENT REDISTRICTING
COMMISSION PUBLIC OUTREACH AND ENGAGEMENT SERVICES

EXHIBIT C – PRICING/PAYMENT SCHEDULE

1. FIXED PRICE PROPOSAL

- 1.1. Based on the services expressly required and reasonably inferred from the SOW, and your proposed technical approach outlined in your response to section 3 of the submittal items, provide your proposed fixed price which is inclusive of associated travel and per diem expenses for in-person activities. Fixed prices shall be communicated in a format similar to the below table. The anticipated budget for this effort is \$150,000.
- 1.2. Due to the uncertainties created by the COVID 19 pandemic, it is unknown at this point in time the extent to which in-person meetings will be permissible and/or recommended on the grounds of public safety. If your organization has proposed in-person activities as part of your technical proposal, include those travel costs in your fixed price and detail all applicable associated travel and applicable per diem expenses as a separate line item as shown in the table below.

Work/Activity Description	Price
Consulting Services	\$10,000.00
Managerial and/or administrative support	\$5,000.00
Clerical/staff support	\$3,000.00
Documents, reports, forms	\$7,000.00
Reproduction	\$4,000.00
Direct Expenses	\$2,000.00
Indirect Expenses	\$1,000.00
Technical Support	\$6,000.00
Translation Services	\$10,000.00
Public Input Meetings	\$50,000.00
Technical assistance	\$5,000.00
All associated travel and per diem expenses	\$2,000.00
Any other items (itemize) LOCAL CBO/FBO SUBCONTRACTING	\$ 30,000.00

Grand Total Fixed Price (inclusive of associated travel and per diem expenses for in-person activities) \$
\$135,000.00

☒ Offeror qualifies as a Preferred Vendor* (if checked, complete information below)

By checking the box and submitting a Preferred Vendor Adjusted Price, Offeror represents that it qualifies as a Preferred Vendor as described in Section 405 of the San Diego Code of Administrative Ordinances and Section 3.7 of the RFP Instructions and Rules. To qualify as a Preferred Vendor, Offeror must be a Local Business that is also a Veteran Owned Business, Disabled Veteran Owned Business or Small Business. Offeror must document eligibility by satisfying both 1. and 2. below. Offeror must provide supporting documentation upon request of the County.

1. Local Business: Offeror maintains a headquarters or provides the same or similar services to those proposed from the following address(es) located within the geographic boundaries of San Diego County.

COUNTY CONTRACT NUMBER TBD
AGREEMENT WITH [#CONTRACTOR'S NAME] FOR INDEPENDENT REDISTRICTING
COMMISSION PUBLIC OUTREACH AND ENGAGEMENT SERVICES

☐Headquarters ☐Other location providing the same or similar services

Address _____

City _____ State _____ Zip _____

AND

2. Offeror holds a current certification that qualifies it as a Veteran Owned Business, Disabled Veteran Owned Business or Small Business. Indicate certification(s) below.

State of California Certifications:

☐Small Business (SB) – Certificate # _____

☒Micro Business (MB) – Certificate # 2013869

☐Small Business for the Purpose of Public Works (SB-PW) – Certificate # _____

☒Disabled Veteran Business Enterprise (DVBE) – Certificate # 2013869

U.S. Department of Veterans Affairs Certifications:

☐Veteran-Owned Small Business (VOSB) – Certificate # _____

☐Service-Disabled Veteran-Owned Small Business (SDVOSB) – Certificate # _____

Preferred Vendor Adjusted Price:

GRAND TOTAL (from Pricing Schedule):	PRICE ADJUSTMENT multiply Box 1 by 0.05 (if greater than \$50,000, enter \$50,000)	ADJUSTED PRICE subtract Box 2 from Box 1
Box 1 \$ <u>\$135,000.00</u>	Box 2 \$ <u>\$6,750.00</u>	\$ <u>\$128,250.00</u>

County maintains the right to verify the calculation of the Adjusted Price. In the event of a mathematical error, the Grand Total from the pricing schedule shall prevail, and a corrected Price Adjustment shall be used.

- 1.3. Describe any assumptions used to develop the Grand Total Fixed Price.

2. ADDITIONAL AS NEEDED PRICING

- 2.1. In the event that in-person meetings are not permissible detail all applicable price deductions/additions associated with the alternative remote activities proposed as part of your technical approach.

Item	Price Change (deductions/addition)
Consulting Services	\$8,000.00
Managerial and/or administrative support	\$4,500.00
Clerical/staff support	\$2,700.00
Documents, reports, forms	\$7,000.00
Reproduction	\$3000.00

COUNTY CONTRACT NUMBER TBD
AGREEMENT WITH [#CONTRACTOR'S NAME] FOR INDEPENDENT REDISTRICTING
COMMISSION PUBLIC OUTREACH AND ENGAGEMENT SERVICES

Direct Expenses	\$1,800.00
Indirect Expenses	\$800.00
Translation Services	\$10,000.00
Technical Support	\$5,000.00
Public Input Meetings	\$45,000.00
Technical assistance	\$4,500.00
All associated travel and per diem expenses	\$00
Any other items (itemize)	\$25,000.00
TOTAL (+/-)	(-\$17,700.00) \$117,300.00.00

- 2.2. Provide an as-needed price (fully burdened hourly rates for available personnel/fixed prices for additional supporting items/software etc.) for additional products and services that may support this project. Prices must be firm for the duration of the agreement term.
- 2.3. In the event that the County's IRC requests additional outreach sessions provide a fixed price per sessions for:
 - 2.3.1. Outreach sessions conducted on-site in San Diego County.
 - 2.3.2. Outreach sessions conducted remotely.
- 2.4. For both on-site and remote sessions detail the applicable price breakdown in a similar format to the pricing format requested in 1.1 of the Exhibit C pricing schedules.

COST SECTION

SENIOR STAFF

A.	Omar E. Hernandez	\$130
B.	Araceli Sandoval	
C.	Steven Ly	

PROFESSIONAL STAFF

A.	Marisol Arenas	\$90
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GRAPHIC DESIGN

A.	Jackeline Landa	\$90
B.	Katherine Fuentes	\$75
C.	Angelica Mejia	\$75

ADMINISTRATIVE SUPPORT

A.	Nora Gaitan	\$65
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MAILING FEES

Plus 15%	Cost
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BINDING FEES

Plus 15%	Cost
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REPRODUCTION FEES

Paper Size 8.5 x 11	\$0.18 CENTS PER PAGE (B/W) \$0.65 CENTS PER PAGE (COLOR)
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The hourly fees above are all-inclusive.

2.3. Outreach sessions conducted on-site in San Diego County

Work/Activity Description	Price
Consulting Services	\$1,500.00
Managerial and/or administrative support	
Clerical/staff support	\$500.00
Documents, reports, forms	
Reproduction	\$500.00
Direct Expenses	\$500.00
Indirect Expenses	
Technical Support	
Translation Services	\$700.00
Public Input Meetings	\$2,000.00
Technical assistance	
All associated travel and per diem expenses	\$300.00
Any other items (itemize)	

TOTAL \$6,000.00

2.3.2. Outreach sessions conducted remotely


Work/Activity Description	Price
Consulting Services	\$1,200.00
Managerial and/or administrative support	
Clerical/staff support	\$400.00
Documents, reports, forms	
Reproduction	\$200.00
Direct Expenses	\$300.00
Indirect Expenses	
Technical Support	
Translation Services	\$700.00
Public Input Meetings	\$2,000.00
Technical assistance	
All associated travel and per diem expenses	
Any other items (itemize)	

Total \$4,800.00



SUBMITTED BY

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