AGENDA

REGULAR MEETING
CYPRESS CITY COUNCIL
November 10, 2025
5:30 P.M. - Closed Session/Workshop
6:00 P.M. - General Session

www.cypressca.org

5275 Orange Avenue
Cypress, California

If you are interested in speaking during the City Council meeting, details on how to participate are provided on the last page of the agenda.

CALL TO ORDER

5:30 P.M.
Executive Board Room

ROLL CALL

Cypress City Council, also acting as the Ex-Officio Governing Board of Directors of the Cypress Recreation and Park District

Mayor David Burke
Mayor Pro Tem Leo Medrano
Council Member Kyle Chang
Council Member Bonnie Peat

ORAL COMMUNICATIONS ON CLOSED SESSION / WORKSHOP ITEMS (Limited to 30 minutes - three minutes per speaker. The City Council may adjust the time allotted per speaker.)

The public may address the City Council on Closed Session/Workshop items prior to any action taken. Although Council Members may provide brief responses, the City Council may not engage in a discussion with members of the public during the meeting. Please complete a Speaker's Card to address the City Council in-person. Members of the public are encouraged to communicate with the City Council via email at citycouncil@cypressca.org or by calling 714-229-6699.

CLOSED SESSION

CONFERENCE WITH LEGAL COUNSEL--EXISTING LITIGATION
Pursuant to paragraph (1) of subdivision (d) of Government Code Section 54956.9
Name of case: Frances Marquez v. City of Cypress (U.S.D.C., Southern Div. Case No. 8:24-CV-01835-ODW (JDEx)

RECONVENE
6:00 P.M.
Council Chambers

ROLL CALL
Cypress City Council, also acting as the Ex-Officio Governing Board of Directors of the Cypress Recreation and Park District

Mayor David Burke
Mayor Pro Tem Leo Medrano
Council Member Kyle Chang
Council Member Bonnie Peat

INVOCATION Fr. Romeo Ascan, St. Irenaeus Church

PLEDGE OF ALLEGIANCE

REPORT OF CLOSED SESSION / WORKSHOP
A report will be given by the City Attorney or City Manager.

PRESENTATIONS

Veterans Recognition presented to Brent Gonzales
Law Enforcement Records and Support Personnel Appreciation Week Proclamation

ORAL COMMUNICATIONS ON AGENDA ITEMS (Three minutes per speaker. The City Council may adjust the time allotted per speaker.)

The public may address the City Council on agenda items prior to any action taken. Although Council Members may provide brief responses, the City Council may not engage in a discussion with members of the public during the meeting. Please complete a Speaker's Card to address the City Council in-person. Please follow the instructions at the end of the agenda and wait for the Mayor/City Clerk to call on you to address the City Council virtually. Speakers providing in-person comments will be called first. Members of the public are encouraged to communicate with the City Council via email at citycouncil@cypressca.org or by calling 714-229-6699.

CONSENT CALENDAR

All matters listed on the Consent Calendar are to be approved with one motion unless a Council Member requests separate action on a specific item. Council Members voting no or abstaining on a Consent Calendar item may do so without removing the item from the Consent Calendar.

1. **Introduce and/or Adopt All Ordinances and Resolutions Presented for Consideration by Title Only and to Waive Further Reading**

2. **Adopt a Resolution Approving the Measure M2 Annual Expenditure Report**

   Prepared by: Matt Burton, Director of Finance and Administrative Services

   Recommendation: Adopt a Resolution approving the Measure M2 Annual Expenditure Report for the fiscal year ended June 30, 2025.

3. **Flag Policy Revision to include reference to 4 U.S. Code § 7.**

   Prepared by: Sean Joyce, Interim City Manager

   Recommendation: Approve that attached proposed City Council policy entitled, "Procedures for Display and Use of the U.S. Flag and State Flag".

4. **Adopt a Resolution Amending Hourly Pay Ranges for Temporary Part-Time and Seasonal Employees**

   Prepared by: Matt Burton, Director of Finance and Administrative Services

   Recommendation: Adopt a Resolution amending hourly pay ranges for temporary part-time and seasonal employees.

5. **Award an On-Call Contract for Police Department Motorcycle Maintenance and Repair Services**

   Prepared by: Mark Lauderback, Chief of Police

   Recommendation: Award an on-call contract for Police Department motorcycle maintenance and repair services to Long Beach BMW Motorcycles.

6. **Award Task Order for Sanitary Sewer Master Plan, Project 423**

   Prepared by: Nick Mangkalakiri, Public Works Director

   Recommendation: Approve a Task Order for AKM Consulting Engineers (AKM) to update the City’s Sanitary Sewer Master Plan for $638,302 and authorize a contingency of $95,700.

7. Approve an Ordinance Lowering the Speed Limit on Holder Street

Prepared by: Nick Mangkalakiri, Public Works Director

Recommendation: Introduce for first reading an Ordinance, by title only, amending Chapter 16 of the Municipal Code lowering the speed limit from 40 to 35 miles per hour on Holder Street, from Lincoln Avenue to Ball Road.

8. Approve a Contract for Waste Hauler Franchise Performance Review Services

Prepared by: Nick Mangkalakiri, Public Works Director

Recommendation:
1. Approve a contract with CityGreen for waste hauler franchise performance review services, in an amount not to exceed $29,545; and

2. Approve a $29,545 appropriation increase in the General Fund for the waste hauler franchise performance review; and

3. Increase estimated revenues by $29,545 in the General Fund for the reimbursement by Valley Vista for the cost of the review.

9. Approve an Agreement for Marketing and Communications Services

Prepared by: Jeff Draper, Recreation and Community Services Director

Recommendation:
1. Approve a three-year agreement for marketing and communications services with Communications LAB for $605,991; and

2. Authorize a $4,672 appropriation increase in the City's General Fund; and

3. Authorize a $5,328 appropriation increase in the District's General Fund.

PUBLIC HEARINGS (Three minutes per speaker)

The public may address the City Council on public hearing items prior to any action taken. Please complete a Speaker's Card to address the City Council in-person. Please follow the instructions at the end of the agenda and wait for the Mayor/City Clerk to call on you to address the City Council virtually. Speakers providing in-person comments will be called first.

Council Members should disclose communications with anyone relevant to a Public Hearing item.

10. Adopt the 2025 California Model Building, Electrical, Plumbing, and Fire Codes with Amendment

Prepared by: Nick Mangkalakiri, Public Works Director

Recommendation: Conduct the public hearing, take public testimony, waive further reading, and adopt the four attached ordinances by title only.

NEW BUSINESS

11. Review City Council Applicants and Select Those to be Interviewed

Prepared by: Lisa Berglund, City Clerk

Recommendation: Select applicants to be interviewed to fill the vacant City Council seat.

ITEMS REMOVED FROM CONSENT CALENDAR

CONTINUED ITEMS

12. Discussion and Direction to Staff Regarding Changing the Day of City Council Meetings

Agendized by: Leo Medrano, Mayor Pro Tem

Recommendation: Provide direction to staff regarding changing the day of regular City Council meetings.

ITEMS FROM CITY COUNCIL MEMBERS

13. Consider a Discussion on Campaign Finance Reform

Prepared by: Lisa Berglund, City Clerk

Recommendation: Provide direction to staff regarding campaign finance reform.

ORAL COMMUNICATIONS (Three minutes per speaker. The City Council may adjust the time allotted per speaker.)

The public may address the City Council on any item within the subject matter jurisdiction of the City Council. Although Council Members may provide brief responses, the City Council may not discuss nor take action on items that are not on the agenda. Please complete a Speaker's Card to address the City Council in-person. Members of the public are encouraged to communicate with the City Council via email at citycouncil@cypressca.org or by calling 714-229-6699.

COUNCIL MEMBER REPORTS FROM CITY-AFFILIATED BOARDS AND COMMITTEES AND REMARKS

COUNCIL MEMBER ITEMS FOR FUTURE CONSIDERATION

CITY MANAGER REMARKS

ADJOURNMENT

The next meeting will be an adjourned Regular Meeting, to be held on Monday, December 8, 2025, beginning at 5:30 p.m. in the Executive Board Room.

Council Members and the public should promptly exit the meeting room following adjournment.

I, Lisa Berglund, Interim City Clerk, certify under penalty of perjury under the laws of the State of California, that the foregoing Agenda was posted on the City Hall bulletin board and City website not less than 72 hours prior to the meeting. Dated November 5, 2025.

PUBLIC PARTICIPATION

Members of the public can participate in the City Council meeting in the following ways:

1. Attend In-Person. First-come, first-served seating is available. All attendees must be free of any symptoms associated with contagious illnesses.

2. Attend Virtually via Webinar. Follow this link:
https://attendee.gotowebinar.com/register/8967807502798807133
Advanced registration is recommended. Webinar ID 335-721-403

The public may address the City Council virtually during Oral Communications on Agenda Items and Public Hearings. Virtual participants must click the 'hand raise' button prior to the end of the first in-person speaker to indicate they wish to address the City Council. Upon clicking the 'hand raise' button, please unmute your microphone and wait for the Mayor/City Clerk to call on you.

 = Hand Raise  = Unmute

3. Submit Public Comments Prior to the Meeting. The public may submit comments via email to cityclerk@cypressca.org. Comments submitted by 3:00 p.m. on the day of the meeting will be added to the meeting record.

4. Watch the Meeting. The City Council meeting can be viewed on Spectrum Cable Channel 36 or on the City's website at **www.cypressca.org/watchlive**.

5. Listen to the Meeting. Listen-only teleconferencing is available by calling (562) 247-8422 and entering Access Code 169-633-099. No registration or audio pin is necessary.

INVOCATION POLICY

The City Council does not endorse the content of the invocation and does not endorse the invocational speaker's particular faith, belief and/or religious denomination. The City Council has an established neutral policy for selecting and scheduling invocational speakers. The City Council's policy on invocations is available from the City Clerk.

AMERICANS WITH DISABILITIES ACT

In compliance with the Americans With Disabilities Act, if you need special assistance to participate in this meeting, you should contact the City Clerk at (714) 229-6685 at least 72 hours prior to the meeting to enable the City to make reasonable arrangements to assure accessibility to this meeting.

CITY OF CYPRESS

CITY COUNCIL REPORT

City Council Regular **2.**

FROM: Matt Burton, Director of Finance and Administrative Services

DATE: 11/10/2025

SUBJECT: Adopt a Resolution Approving the Measure M2 Annual Expenditure Report

RECOMMENDATION

Adopt a Resolution approving the Measure M2 Annual Expenditure Report for the fiscal year ended June 30, 2025.

DISCUSSION

In November 2006, Orange County voters approved the renewal of the Measure M one-half cent sales tax for transportation improvements. This renewal, known as Measure M2, provides funding for 30 years to relieve traffic congestion and includes taxpayer safeguards and audit requirements to ensure the funds are used appropriately. One of these safeguards requires local jurisdictions to submit an annual expenditure report using a template provided by the Orange County Transportation Authority (OCTA). In addition to ensuring recipients properly account for Measure M2 proceeds, the report is used to confirm each city meets minimum required General Fund spending levels for street-related purposes. The report must be adopted annually by the City Council and submitted to the OCTA by December 31.

In FY 2024-25, Cypress received $1,262,025 of Measure M2 funding and earned interest of $78,022 on M2 cash balances held. A total of $2,537,767 of M2 monies (including accumulated interest) were expended during the year on eligible programs. As of June 30, 2025, $984,690 of M2 funding remained available for use in future periods.

As required by Measure M2 Local Transportation Authority Ordinance No. 3, staff recommends the City Council approve a Resolution adopting the annual M2 Expenditure Report.

BUDGET IMPACT

None.

LEGAL REVIEW

None required.

APPROVED BY: Sean Joyce, Interim City Manager

Attachments

Resolution - M2 Expenditure Report
Attachment One - FY 2024-25 M2 Expenditure Report

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CYPRESS, AND ACTING AS EX OFFICIO GOVERNING BOARD OF DIRECTORS OF THE CYPRESS RECREATION AND PARK DISTRICT, CONCERNING THE MEASURE M2 EXPENDITURE REPORT FOR THE CITY OF CYPRESS FOR THE FISCAL YEAR ENDED JUNE 30, 2025

WHEREAS, local jurisdictions are required to meet eligibility requirements and submit eligibility verification packages to Orange County Transportation Authority (OCTA) in order to remain eligible to receive M2 funds; and

WHEREAS, local jurisdictions are required to adopt an annual M2 Expenditure Report as part of one of the eligibility requirements; and

WHEREAS, local jurisdictions are required to account for Net Revenues, developer/traffic impact fees, and funds expended by local jurisdiction in the Expenditure Report that satisfy the Maintenance of Effort requirements; and

WHEREAS, the Expenditure Report shall include all Net Revenue fund balances, interest earned and expenditures identified by type and program or project; and

WHEREAS, the Expenditure Report must be adopted and submitted to the OCTA each year within six months of the end of the local jurisdiction's fiscal year to be eligible to receive Net Revenues as part of M2.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Cypress, and acting as ex officio governing Board of Directors of the Cypress Recreation and Park District, does hereby inform OCTA as follows:

SECTION 1. The M2 Expenditure Report for Fiscal Year Ended June 30, 2025 is in conformance with the M2 Expenditure Report Template provided in the Measure M2 Eligibility Guidelines and accounts for Net Revenues including interest earned, expenditures during the fiscal year and balances at the end of the fiscal year.

SECTION 2. The M2 Expenditure Report for Fiscal Year Ended June 30, 2025 (Attachment 1 to this Resolution) is hereby adopted for the City of Cypress, California.

SECTION 3. The Director of Finance of the City of Cypress, California is hereby authorized to sign and submit the Measure M2 Expenditure Report to OCTA for the Fiscal Year Ended June 30, 2025.

PASSED AND ADOPTED by the City Council of the City of Cypress, and acting as ex officio governing Board of Directors of the Cypress Recreation and Park District, at a regular meeting held on the 10th day of November, 2025.

_____
MAYOR OF THE CITY OF CYPRESS

ATTEST:

_____
CITY CLERK OF THE CITY OF CYPRESS

STATE OF CALIFORNIA }
COUNTY OF ORANGE } SS

I, LISA BERGLUND, Interim City Clerk of the City of Cypress, DO HEREBY CERTIFY that the foregoing Resolution was duly adopted at a regular meeting of the said City Council held on the 10th day of November, 2025, by the following roll call vote:

AYES: COUNCIL MEMBERS:
NOES: COUNCIL MEMBERS:
ABSENT: COUNCIL MEMBERS:

_____
CITY CLERK OF THE CITY OF CYPRESS

M2 Expenditure Report

Fiscal Year Ended June 30, 2025

Beginning and Ending Balances

Description		Line No.	Amount	Interest
Balances at Beginning of Fiscal Year				
A-M	Freeway Projects	1	$ -	$ -
O	Regional Capacity Program (RCP)	2	$ -	$ -
P	Regional Traffic Signal Synchronization Program (RTSSP)	3	$ -	$ -
Q	Local Fair Share	4	$ 1,976,917	$ -
R	High Frequency Metrolink Service	5	$ -	$ -
S	Transit Extensions to Metrolink	6	$ -	$ -
T	Convert Metrolink Station(s) to Regional Gateways that connect Orange County with High-Speed Rail Systems	7	$ -	$ -
U	Senior Mobility Program or Senior Non-Emergency Medical Program	8	$ 205,493	$ -
V	Community Based Transit/Circulators	9	$ -	$ -
W	Safe Transit Stops	10	$ -	$ -
X	Environmental Cleanup Program (Water Quality)	11	$ -	$ -
	Other*	12	$ -	$ -
Balances at Beginning of Fiscal Year		13	$ 2,182,410	$ -
	Monies Made Available During Fiscal Year	14	$ 5,686,236	$ 78,022
Total Monies Available (Sum Lines 13 & 14)		15	$ 7,868,646	$ 78,022
	Expenditures During Fiscal Year	16	$ 6,883,956	$ 78,022
Balances at End of Fiscal Year				
A-M	Freeway Projects	17	$ -	$ -
O	Regional Capacity Program (RCP)	18	$ -	$ -
P	Regional Traffic Signal Synchronization Program (RTSSP)	19	$ -	$ -
Q	Local Fair Share	20	$ 805,591	$ -
R	High Frequency Metrolink Service	21	$ -	$ -
S	Transit Extensions to Metrolink	22	$ -	$ -
T	Convert Metrolink Station(s) to Regional Gateways that connect Orange County with High-Speed Rail Systems	23	$ -	$ -
U	Senior Mobility Program or Senior Non-Emergency Medical Program	24	$ 179,099	$ -
V	Community Based Transit/Circulators	25	$ -	$ -
W	Safe Transit Stops	26	$ -	$ -
X	Environmental Cleanup Program (Water Quality)	27	$ -	$ -
	Other*	28	$ -	$ -

* Please provide a specific description

City of Cypress

M2 Expenditure Report

Schedule 2

Fiscal Year Ended June 30, 2025

Sources and Uses

	Description	Line No.	Amount	Interest
Revenues:				
A-M	Freeway Projects	1	$ -	$ -
O	Regional Capacity Program (RCP)	2	$ -	$ -
P	Regional Traffic Signal Synchronization Program (RTSSP)	3	$ -	$ -
Q	Local Fair Share	4	$ 1,190,037	$ 70,556
R	High Frequency Metrolink Service	5	$ -	$ -
S	Transit Extensions to Metrolink	6	$ -	$ -
T	Convert Metrolink Station(s) to Regional Gateways that connect Orange County with High-Speed Rail Systems	7	$ -	$ -
U	Senior Mobility Program or Senior Non-Emergency Medical Program	8	$ 71,988	$ 7,466
V	Community Based Transit/Circulators	9	$ -	$ -
W	Safe Transit Stops	10	$ -	$ -
X	Environmental Cleanup Program (Water Quality)	11	$ -	$ -
	Other*	12	$ 4,424,211	$ -
TOTAL REVENUES (Sum lines 1 to 12)		13	$ 5,686,236	$ 78,022
Expenditures:				
A-M	Freeway Projects	14	$ -	$ -
O	Regional Capacity Program (RCP)	15	$ -	$ -
P	Regional Traffic Signal Synchronization Program (RTSSP)	16	$ -	$ -
Q	Local Fair Share	17	$ 2,361,363	$ 70,556
R	High Frequency Metrolink Service	18	$ -	$ -
S	Transit Extensions to Metrolink	19	$ -	$ -
T	Convert Metrolink Station(s) to Regional Gateways that connect Orange County with High-Speed Rail Systems	20	$ -	$ -
U	Senior Mobility Program or Senior Non-Emergency Medical Program	21	$ 98,382	$ 7,466
V	Community Based Transit/Circulators	22	$ -	$ -
W	Safe Transit Stops	23	$ -	$ -
X	Environmental Cleanup Program (Water Quality)	24	$ -	$ -
	Other*	25	$ 4,424,211	$ -
TOTAL EXPENDITURES (Sum lines 14 to 25)		26	$ 6,883,956	$ 78,022
TOTAL BALANCE (Subtract line 26 from 13)		27	$ (1,197,720)	$ -

* Please provide a specific description

* Other revenues and expenditures include:

Road Maintenance and Rehabilitation Act Revenue	$ 2,205,017
State Gas Tax Revenue	$ 1,987,363
Other Local Agency Reimbursements and Grant Revenue	$ 231,831
	$ 4,424,211

City of Cypress

Schedule 3

M2 Expenditure Report
Fiscal Year Ended June 30, 2025
Streets and Roads Detailed Use of Funds

Type of Expenditure	Line No.	MOE	Developer / Impact Fees*	O	O Interest	P	P Interest	Q	Q Interest	X	X Interest	Other M2[2]	Other M2 Interest	Other*	TOTAL
Indirect and/or Overhead	1	$ 1,239,053	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,239,053
Construction & Right-of-Way															
New Street Construction	2	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Street Reconstruction	3a	$ 46,120	$ -	$ -	$ -	$ -	$ -	$ 8,222	$ -	$ -	$ -	$ -	$ -	$ 3,000	$ 57,342
Street Reconstruction - Pavement	3b	$ 1,592,650	$ -	$ -	$ -	$ -	$ -	$ 2,141,742	$ 70,556	$ -	$ -	$ -	$ -	$ 2,336,848	$ 6,141,796
Signals, Safety Devices, & Street Lights	4	$ -	$ -	$ -	$ -	$ -	$ -	$ 211,399	$ -	$ -	$ -	$ -	$ -	$ -	$ 211,399
Pedestrian Ways & Bikepaths	5	$ 250,000	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 772,031	$ 1,022,031
Storm Drains	6	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Storm Damage	7a	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Storm Damage - Pavement	7b	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Total Construction[1] (Sum Lines 2 to 7b)	8	$ 1,888,770	$ -	$ -	$ -	$ -	$ -	$ 2,361,363	$ 70,556	$ -	$ -	$ -	$ -	$ 3,111,879	$ 7,432,568
Right of Way Acquisition	9	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Total Construction & Right-of-Way (Sum Lines 8 & 9)	10	$ 1,888,770	$ -	$ -	$ -	$ -	$ -	$ 2,361,363	$ 70,556	$ -	$ -	$ -	$ -	$ 3,111,879	$ 7,432,568
Maintenance															
Patching	11	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Overlay & Sealing	12	$ 93,763	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 93,763
Street Lights & Traffic Signals	13	$ 107,386	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 107,386
Storm Damage	14	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Other Street Purpose Maintenance	15a	$ 308,608	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,312,332	$ 1,620,940
Other Street Purpose Maintenance - Pavement	15b	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Total Maintenance[1] (Sum Lines 11 to 15b)	16	$ 509,757	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,312,332	$ 1,822,089
Other	17		$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 98,382	$ 7,466	$ -	$ 105,848
GRAND TOTALS (Sum Lines 1, 10, 16, 17)	18	$ 3,637,580	$ -	$ -	$ -	$ -	$ -	$ 2,361,363	$ 70,556	$ -	$ -	$ 98,382	$ 7,466	$ 4,424,211	$ 10,599,558
Finance Director Confirmation	19	Any California State Constitution Article XIX streets and road eligible expenditure may be "counted" in local jurisdictions' calculation of MOE if the activity is supported (funded) by a local jurisdictions' discretionary funds (e.g. general fund). The California State Controller also provides useful information on Article XIX and the Streets and Highways Code eligible expenditures in its "Guidelines Relating to Gas Tax Expenditures for Cities and Counties". I have reviewed and am aware of these guidelines and their applicability in calculating and reporting on Maintenance of Effort expenditures. Finance Director initial:														

[1] Includes direct charges for staff time

[2] Other M2 includes A-M, R,S,T,U,V, and W

* Transportation related only

* Other expenditures total $2,931,055 and are comprised of the following sources:

RMRA monies from the State of CA	$ 2,205,017
Gas Tax monies from the State of CA	$ 1,987,363
Other Grants and Local Agency Reimbursements	$ 231,831
	$ 4,424,211

Other M2 Expenditures:

Senior Mobility Program	$ 98,382
Senior Mobility Program (Interest)	$ 7,466
	$ 105,848

Note: $200,000 of M2 Expenditures reported in Column Q, Line Street Construction - Pavement will be reimbursed by a State grant. Receipt of that grant did not occur until September 2025, making it ineligible to be reported as revenue in FY 2024-25, which in turn causes the available M2 fund balance at 6/30/25 to be understated by $200,000 for financial reporting (ACFR) and M2 reporting purposes.

Legend

Project	Description
A-M	Freeway Projects
O	Regional Capacity Program (RCP)
P	Regional Traffic Signal Synchronization Program (RTSSP)
Q	Local Fair Share
R	High Frequency Metrolink Service
S	Transit Extensions to Metrolink
T	Convert Metrolink Station(s) to Regional Gateways that connect Orange County with High-Speed Rail Systems
U	Senior Mobility Program or Senior Non-Emergency Medical Program
V	Community Based Transit/Circulators
W	Safe Transit Stops
X	Environmental Cleanup Program (Water Quality)

M2 Expenditure Report

Fiscal Year Ended June 30, 2025

Local Fair Share Project List

PROJECT NAME	TYPE OF EXPENDITURE	AMOUNT	INTEREST
Arterial Rehabilitation	CON - Street Reconstruction - Pavement	$ 2,141,742	$ 70,556
Traffic Signal Improvements	CON - Signals, Safety Devices, & Street Lights	$ 211,399	
Parkway Irrigation/Water Conservation Study	CON - Street Reconstruction	$ 8,222	
	TOTAL PROJECT Q EXPENDED	$ 2,361,363	$ 70,556

GRAND TOTAL PROJECT Q EXPENDED	$ 2,431,919

M2 Expenditure Report
Fiscal Year Ended June 30, 2025

I hereby certify that:

☑ All the information attached herein and included in schedules 1 through 4 is true and accurate to the best of my knowledge;

☑ The interest earned on Net Revenues allocated pursuant to the Ordinance shall be expended only for those purposes for which the Net Revenues were allocated;

☑ The City of Cypress is aware of the State Controller's "Guidelines Relating to Gas Tax Expenditures for Cities and Counties", which is a guide for determining MOE Expenditures for M2 Eligibility purposes;

☑ The City's Expenditure Report is in compliance with direction provided in the State Controller's "Guidelines Relating to Gas Tax Expenditures for Cities and Counties;" and

☑ The City of Cypress has expended in this fiscal year an amount of local discretionary funds for streets and roads purposes at least equal to or exceeding the FY 2024-25 MOE benchmark dollar amount [11].

Matt Burton

Director of Finance (Print Name)

11/5/2025

Date

Signature 

[11] Jurisdictions are encouraged to submit MOE eligible expenditures higher than their MOE benchmark, so that should certain expenses be ruled ineligible during an MOE audit, the local jurisdiction still has sufficient MOE expenditures to demonstrate continued achievement of the MOE benchmark.

CITY OF CYPRESS

CITY COUNCIL REPORT

City Council Regular **3.**

FROM: Sean Joyce, Interim City Manager

DATE: 11/10/2025

SUBJECT: **Flag Policy Revision to include reference to 4 U.S. Code § 7.**

RECOMMENDATION

Approve the attached City Council policy entitled, "Procedures for Display and Use of the U.S. Flag and State Flag".

SUMMARY

The City's Flag Policy, adopted January 1, 2024, omits reference to 4 U.S. Code § 7. As a result, the City's existing policy fails to contemplate applicability of neither presidential nor gubernatorial orders to lower flags to half-staff. The proposed flag policy amendment addresses this omission and thus eliminates ambiguity when staff and city officials are presented with decisions about whether and duration when considering flying U.S. and California flags at half-staff. Suggested additional policy language is underlined.

BUDGET IMPACT

None.

LEGAL REVIEW

The City Attorney has reviewed the proposed policy.

APPROVED BY: Sean Joyce, Interim City Manager

Attachments

Proposed Flag Policy

City Council Policy/Procedure

Procedures for Display and Use of the U.S. Flag and State Flag

Reference: Minute Action of January 24, 2022
Revised (Proposed) November 10, 2025

Purpose

This policy provides procedural guidance for the display of flags on City flagpoles, including flagpoles at the City of Cypress Civic Center.

The Public Works Department shall be the office that directs City flags to be flown at half-staff in accordance with the following procedures.

Policy

The City of Cypress shall follow the flag protocol and rules and regulations as set forth by 4 U.S. Code § 7.

Only the flags identified in this policy may fly on flagpoles controlled by the city. This policy does not prohibit protected free speech or other flags that may be brought to city facilities/displayed without being attached to a city flagpole or facility.

Location	Permitted Flags
City Hall	U.S. and State
Police Officer Memorial	U.S. and State
Public Works Corporation Yard	U.S. and State
Senior Center	U.S. and State
Veterans Park	U.S., State and POW/MIA
Oak Knoll Park*	U.S.
Arnold Cypress Park*	U.S.
Lexington Park	U.S. and State

Flags are flown at Oak Knoll Park and Arnold Cypress Park only when raised by youth sports groups using the parks.

Authority to Order Half-Staffing

The U.S. flag at all city facilities shall be flown at half-staff for a duration when/as directed by the President of the United States or the Governor of the State of California.

CITY OF CYPRESS

CITY COUNCIL REPORT

City Council Regular **4.**

FROM: Matt Burton, Director of Finance and Administrative Services

DATE: 11/10/2025

SUBJECT: Adopt a Resolution Amending Hourly Pay Ranges for Temporary Part-Time and Seasonal Employees

---

RECOMMENDATION

Adopt a Resolution amending hourly pay ranges for temporary part-time and seasonal employees.

DISCUSSION

On August 1, the State Department of Finance certified under Labor Code section 1182.12(c)(3)(B) that annual inflation for the period July 1, 2024 through June 30, 2025 will trigger a minimum wage increase from $16.50 per hour to $16.90 per hour effective January 1, 2026. This change applies to all California employers and necessitates pay range adjustments for certain City and District part-time classifications.

The attached pay schedule complies with the law and addresses potential compaction issues between classifications. The pay ranges for Recreation Leader I-IV, Administrative Intern, Maintenance Attendant, Police Aide, Recreation Facilities Attendant, Customer Service Specialist, Investigative Assistant I/II and Recreation Specialist have been adjusted to reflect a $0.40 per hour increase and the new ranges will be effective December 19, 2025.

The pay schedule has also been updated to reflect automatic pay range adjustments effective in July 2025 for certain part-time classifications to equal the pay range of the associated full-time classifications. These automatic pay range adjustments impact the part-time classifications of Maintenance Worker, Office Assistant I/II, Police Captain, and all Mid-Management and Executive Management positions.

BUDGET IMPACT

The recommended hourly rate increases for non-management positions are expected to increase personnel costs between $5,000 and $8,000 for the final six months of the fiscal year depending on the volume of part-time hours worked. These hourly wage adjustments were anticipated and sufficient amounts are available in the FY 2025-26 budget.

LEGAL REVIEW

None required.

APPROVED BY: Sean Joyce, Interim City Manager

Attachments

Resolution - Part-Time Pay Ranges

Attachment A

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CYPRESS, AND ACTING AS EX OFFICIO GOVERNING BOARD OF DIRECTORS OF THE CYPRESS RECREATION AND PARK DISTRICT, AMENDING RESOLUTION NO. 6995 ESTABLISHING HOURLY PAY RANGES FOR TEMPORARY PART-TIME AND SEASONAL POSITIONS

WHEREAS, the Personnel Rules and Regulations of the City of Cypress require that amendments or revisions to the Position Classification Plan, revisions to class specifications or salary adjustments for positions be approved by the City Council, and acting as ex-officio Board of Directors of the Cypress Recreation and Park District; and

WHEREAS, on August 1, 2025, the Director of the Department of Finance certified that based on the annual inflation rate from July 1, 2024 to June 30, 2025, under Labor Code section 1182.12(c)(3)(B), the California minimum wage must be increased from $16.50 per hour to $16.90 per hour for all employers effective January 1, 2026; and

WHEREAS, certain part-time classifications are being updated to comply with minimum wage requirements and to avoid internal compaction between classifications;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL of the City of Cypress, and acting as ex-officio Board of Directors of the Cypress Recreation and Park District, that Resolution No. 6995 be amended as indicated below:

SECTION 1. Effective December 19, 2025, the increases associated with minimum wage adjustments for temporary part-time and seasonal employees in the positions indicated shall be compensated as indicated in Attachment “A”.

SECTION 2. Current and future pay increases for the temporary part-time classifications of Maintenance Worker, Office Assistant I/II, and all management classifications will be adjusted to be consistent with the regular full-time classifications.

SECTION 3. A temporary part-time and seasonal employee is eligible for a merit increase within the salary range established for the position based on acceptable job performance as approved by the Department Director and provided that the employee has worked a minimum number of hours from the date of appointment or the date of the last merit increase as indicated on the Attachment “A” over a 12-month period.

SECTION 4. A temporary part-time and seasonal employee must meet the qualifications of a position as specified in the job specification in order to qualify for a promotion to a position with a higher rate of pay. In addition, all promotions shall be based on acceptable job performance as approved by the Department Director.

SECTION 5. Incumbents of temporary part-time and seasonal positions receive no benefits except as required by State and Federal Law.

SECTION 6. All resolutions and parts of resolutions in conflict herewith are hereby rescinded.

PASSED AND ADOPTED by the City Council of the City of Cypress, and acting as ex-officio governing Board of Directors of the Cypress Recreation and Park District, at a regular meeting held on the 10th day of November, 2025.

_____
MAYOR OF THE CITY OF CYPRESS

ATTEST:

_____
CITY CLERK OF THE CITY OF CYPRESS

STATE OF CALIFORNIA }
COUNTY OF ORANGE } SS

I, LISA BERGLUND, Interim City Clerk of the City of Cypress, DO HEREBY CERTIFY that the foregoing Resolution was duly adopted at a regular meeting of the said City Council held on the 10th day of November, 2025, by the following roll call vote:

AYES: COUNCIL MEMBERS:
NOES: COUNCIL MEMBERS:
ABSENT: COUNCIL MEMBERS:

_____
CITY CLERK OF THE CITY OF CYPRESS

ATTACHMENT "A"
CITY OF CYPRESS
TEMPORARY PART-TIME AND SEASONAL EMPLOYEES
HOURLY PAY RANGES
EFFECTIVE DECEMBER 19, 2025

	A	B	C	D	E
Recreation Leader I			$16.9000		
Recreation Leader II			$17.1500		
Recreation Leader III			$17.6500	$18.1500	$18.6500
Recreation Leader IV			$19.4000	$19.9000	$20.4000

STEP INCREASE ELIGIBILITY MINIMUM: 500 HOURS

	A	B	C	D	E
Administrative Intern	$17.1500	$17.9000	$18.6500	$19.4000	$20.1500
Customer Service Specialist	$17.9000	$18.9000	$19.9000	$20.9000	$21.9000
Maintenance Attendant			$16.9000	$17.4000	$17.9000
Police Aide	$16.9000	$17.4000	$17.9000	$18.4000	$18.9000
Recreation Facilities Attendant			$16.9000	$17.4000	$17.9000
Investigative Assistant I	$21.9000	$22.9000	$23.9000	$24.9000	$25.9000
Investigative Assistant II	$23.9000	$24.9000	$25.9000	$26.9000	$27.9000
Police Officer Trainee	$30.2200				

	A	A1	B	B1	C	C1
Recreation Specialist	$20.8005	$21.3107	$21.8207	$22.3561	$22.4289	$22.8915
	D	D1	E			
	$24.0163	$24.6067	$25.1971			

STEP INCREASE ELIGIBILITY MINIMUM: 1,040 HOURS

(Effective July 4, 2025)

	A	B	C	D	E	F
Maintenance Worker	$24.5885	$25.8346	$27.1558	$28.5058	$29.9077	$31.4135

	A	A1	B	B1	C	C1
Office Assistant I	$22.3154	$22.8865	$23.4346	$24.0231	$24.5942	$25.2173
	D	D1	E			
	$25.8288	$26.4635	$27.1096			

	A	A1	B	B1	C	C1
Office Assistant II	$24.5942	$25.2173	$25.8288	$26.4635	$27.1096	$27.7962
	D	D1	E			
	$28.4827	$29.1923	$29.9077			

STEP INCREASE ELIGIBILITY MINIMUM: 1,040 HOURS

ATTACHMENT "A"
CITY OF CYPRESS
TEMPORARY PART-TIME AND SEASONAL EMPLOYEES
HOURLY PAY RANGES
EFFECTIVE DECEMBER 19, 2025

Temporary Part-Time Management Positions (Effective July 4, 2025)	
Chief of Police	$111.5019 – $130.8000
Police Captain	$93.0000 – $111.6403
Director of Finance and Administrative Services	$101.8557 – $122.2326
Director of Public Works	$101.8557 – $122.2326
Director of Planning	$90.9000 – $109.1480
Director of Recreation and Community Services	$79.4538 – $99.3230
City Engineer	$70.8634 – $93.5250
Finance Manager/Assistant Director of Finance and Administrative Services	$70.8634 – $93.5250
Assistant City Engineer	$64.1942 – $84.2942
Information Technology Manager	$64.1942 – $84.2942
Business Development Manager	$59.5153 – $80.6942
City Clerk	$59.5153 – $80.6942
Human Resources Manager	$59.5153 – $80.6942
Maintenance Superintendent	$57.8538 – $75.2076
Recreation and Community Services Manager	$57.8538 – $75.2076
Accounting Supervisor	$50.0942 – $67.4134
Network Administrator	$50.0942 – $67.4134
Senior Planner	$45.5826 – $61.3500
Senior Management Analyst	$43.5692 – $58.2519
Maintenance Supervisor	$40.1307 – $52.1769
Police Support Services Supervisor	$40.1307 – $52.1769
Recreation Supervisor	$40.1307 – $52.1769

CITY OF CYPRESS

CITY COUNCIL REPORT

City Council Regular **5.**

FROM: Mark Lauderback, Chief of Police

DATE: 11/10/2025

SUBJECT: **Award an On-Call Contract for Police Department Motorcycle Maintenance and Repair Services**

RECOMMENDATION

Award an on-call contract for Police Department motorcycle maintenance and repair services to Long Beach BMW Motorcycles.

DISCUSSION

The Police Department has a fleet of four BMW motorcycles that are operated by the Traffic Division and require periodic maintenance and repairs. In October, the City conducted a Request for Proposals for on-call motorcycle maintenance and repair services and received one response from a qualified BMW motorcycle repair location, Long Beach BMW. Long Beach BMW has provided on-call services for maintenance and repairs for the City over the past five years and has provided timely and quality services.

This competitively bid on-call contract provides the department with the ability to get a motor back in service as quickly as possible without the need to get three bids for more costly repairs or servicing. The pricing offered by Long Beach BMW appears reasonable based on our previous contract and provides the City with a locked-in rate for service and a discount off of MSRP for needed motorcycle parts. The City utilizes similar on-call contracts for a variety of services throughout all departments. The initial contract term is for three years, with two one-year extensions at the City's option. City approval is required before the performance of any repairs or maintenance, which ensures that sufficient budget amounts are available prior to authorizing any work.

BUDGET IMPACT

The on-call contract allows for necessary motorcycle maintenance throughout the year. Actual maintenance and repair levels vary from year to year, but no work can be authorized under this on-call agreement unless sufficient budget appropriations are available.

LEGAL REVIEW

The City Attorney has approved the agreements as to form.

APPROVED BY: Sean Joyce, Interim City Manager

Attachments

Long Beach BMW Contract

CITY OF CYPRESS
AGREEMENT FOR CONTRACT SERVICES FOR BMW MOTORCYLE MAINTENANCE, REPAIRS AND PARTS

THIS AGREEMENT FOR CONTRACT SERVICES (herein "Agreement") is made and entered into this 10th day of November, 2025, by and between the CITY OF CYPRESS, a California municipal corporation ("City") and Long Beach BMW Motorcycles, a California based company (herein "Contractor").

NOW, THEREFORE, the parties hereto agree as follows:

1. SERVICES OF CONTRACTOR

1.1 Scope of Services. In compliance with all of the terms and conditions of this Agreement, the Contractor shall perform the work or services set forth in the "Scope of Services" attached hereto as Exhibit "A" and incorporated herein by reference. Contractor warrants that it has the experience and ability to perform all work and services required hereunder and that it shall diligently perform such work and services in a professional and satisfactory manner.

1.2 Compliance With Law. All work and services rendered hereunder shall be provided in accordance with all ordinances, resolutions, statutes, rules, and regulations of the City and any Federal, State or local governmental agency of competent jurisdiction.

1.3 Licenses, Permits, Fees and Assessments. Contractor shall obtain at its sole cost and expense such licenses, permits, and approvals as may be required by law for the performance of the services required by the Agreement.

1.4 Special Requirements. Additional terms and conditions of this Agreement, if any, which are made a part hereof are set forth in the "Special Requirements" attached hereto as Exhibit "B" and incorporated herein by this reference. In the event of a conflict between the provisions of Exhibit "B" and any other provisions of this Agreement, the provisions of Exhibit "B" shall govern.

2. COMPENSATION

2.1 Contract Sum. For the services rendered pursuant to this Agreement, Contractor shall be compensated in accordance with the "Schedule of Compensation" attached hereto as Exhibit "C" and incorporated herein by this reference, but not exceeding available amounts contained in the City Council approved budget for services and purchases herein (See Exhibits "B" and C") (the "Contract Sum").

2.2 Invoices. Each month Contractor shall furnish to City an original invoice for all work performed and expenses incurred during the preceding month in a form approved by City's Director of Finance. By submitting an invoice for payment under this Agreement, Contractor is certifying compliance with all provisions of the Agreement. The invoice shall detail charges for all necessary and actual expenses by the following categories: labor (by sub-category), travel, materials, equipment, supplies, and sub-contractor contracts. Sub-contractor charges shall

also be detailed by such categories. Contractor shall not invoice City for any duplicate services performed by more than one person.

City shall independently review each invoice submitted by the Contractor to determine whether the work performed and expenses incurred are in compliance with the provisions of this Agreement. Except as to any charges for work performed or expenses incurred by Contractor which are disputed by City, City will use its best efforts to cause Contractor to be paid within forty-five (45) days of receipt of Contractor's correct and undisputed invoice; however, Contractor acknowledges and agrees that due to City warrant run procedures, the City cannot guarantee that payment will occur within this time period. In the event any charges or expenses are disputed by City, the original invoice shall be returned by City to Contractor for correction and resubmission. Review and payment by the City of any invoice provided by the Contractor shall not constitute a waiver of any rights or remedies provided herein or any applicable law.

2.3 Additional Services. City shall have the right at any time during the performance of the services, without invalidating this Agreement, to order extra work beyond that specified in the Scope of Services or make changes by altering, adding to or deducting from said work. No such extra work may be undertaken unless a written order is first given by the Contract Officer to the Contractor, incorporating therein any adjustment in (i) the Contract Sum for the actual cost of the extra work, and/or (ii) the time to perform this Agreement, which said adjustments are subject to the written approval of the Contractor. Any increase in compensation of up to ten percent (10%) of the Contract Sum but not exceeding a total contract amount of Five Thousand Dollars ($5,000) or in the time to perform of up to ninety (90) days may be approved by the Contract Officer. Any greater increases, taken either separately or cumulatively, must be approved by the City Council. No claim for an increase in the Contract Sum or time for performance shall be valid unless the procedures established in this Section are followed.

3. PERFORMANCE SCHEDULE

3.1 Time of Essence. Time is of the essence in the performance of this Agreement.

3.2 Schedule of Performance. Contractor shall commence the services pursuant to this Agreement upon receipt of a written notice to proceed and shall perform all services within the time period(s) established in the "Schedule of Performance" attached hereto as Exhibit "D" and incorporated herein by this reference. When requested by the Contractor, extensions to the time period(s) specified in the Schedule of Performance may be approved in writing by the Contract Officer but not exceeding thirty (30) days cumulatively.

3.3 Force Majeure. The time period(s) specified in the Schedule of Performance for performance of the services rendered pursuant to this Agreement shall be extended because of any delays due to unforeseeable causes beyond the control and without the fault or negligence of the Contractor, including, but not restricted to, acts of God or of the public enemy, unusually severe weather, fires, earthquakes, floods, epidemics, quarantine restrictions, riots, strikes, freight embargoes, wars, litigation, and/or acts of any governmental agency, including the City, if the Contractor shall within ten (10) days of the commencement of such delay notify the Contract Officer in writing of the causes of the delay. The Contract Officer shall ascertain the facts and the extent of delay, and extend the time for performing the services for the period of the enforced delay when and if in the judgment of the Contract Officer such delay is

justified. The Contract Officer's determination shall be final and conclusive upon the parties to this Agreement. In no event shall Contractor be entitled to recover damages against the City for any delay in the performance of this Agreement, however caused, Contractor's sole remedy being extension of the Agreement pursuant to this Section.

3.4 Term. Unless earlier terminated in accordance with Article 7 of this Agreement, this Agreement shall continue in full force and effect until completion of the services but not exceeding one (1) year from the date hereof, except as otherwise provided in the Schedule of Performance (Exhibit "D").

4. COORDINATION OF WORK

4.1 Representative of Contractor. Charles Berthon, General Manager is hereby designated as being the representative of Contractor authorized to act on its behalf with respect to the work and services specified herein and make all decisions in connection therewith. All personnel of Contractor and any authorized agents shall be under the exclusive direction of the representative of Contractor. Contractor shall utilize only competent personnel to perform services pursuant to this Agreement. Contractor shall make every reasonable effort to maintain the stability and continuity of Contractor's staff and subcontractors, and shall keep City informed of any changes.

4.2 Contract Officer. Support Services Captain, or such person as may be designated by the City Manager, is hereby designated as being the representative the City authorized to act in its behalf with respect to the work and services specified herein and to make all decisions in connection therewith ("Contract Officer").

4.3 Prohibition Against Subcontracting or Assignment. Contractor shall not contract with any entity to perform in whole or in part the work or services required hereunder without the express written approval of the City. Neither this Agreement nor any interest herein may be assigned or transferred, voluntarily or by operation of law, without the prior written approval of City. Any such prohibited assignment or transfer shall be void.

4.4 Independent Contractor. Neither the City nor any of its employees shall have any control over the manner, mode or means by which Contractor, its agents or employees, perform the services required herein, except as otherwise set forth. Contractor shall perform all services required herein as an independent contractor of City with only such obligations as are consistent with that role. Contractor shall not at any time or in any manner represent that it or any of its agents or employees are agents or employees of City, or that it is a member of a joint enterprise with City.

5. INSURANCE AND INDEMNIFICATION

5.1 Insurance Coverages. The Contractor shall procure and maintain, at its sole cost and expense, in a form and content satisfactory to City, during the entire term of this Agreement including any extension thereof, the following policies of insurance which shall cover all elected and appointed officers, employees and agents of City:

(a) Commercial General Liability Insurance (Occurrence Form CG0001 or equivalent). A policy of comprehensive general liability insurance written on a per occurrence

basis for bodily injury, personal injury and property damage. The policy of insurance shall be in an amount not less than $1,000,000.00 per occurrence or if a general aggregate limit is used, either the general aggregate limit shall apply separately to this contract/location, or the general aggregate limit shall be twice the occurrence limit.

(b) Worker's Compensation Insurance. A policy of worker's compensation insurance in such amount as will fully comply with the laws of the State of California and which shall indemnify, insure and provide legal defense for the Contractor against any loss, claim or damage arising from any injuries or occupational diseases occurring to any worker employed by or any persons retained by the Contractor in the course of carrying out the work or services contemplated in this Agreement.

(c) Automotive Insurance (Form CA 0001 (Ed 1/87) including "any auto" and endorsement CA 0025 or equivalent). A policy of comprehensive automobile liability insurance written on a per occurrence for bodily injury and property damage in an amount not less than either (i) bodily injury liability limits of $100,000 per person and $300,000 per occurrence and property damage liability limits of $150,000 per occurrence or (ii) combined single limit liability of $1,000,000. Said policy shall include coverage for owned, non-owned, leased, hired cars, and any other automobile.

(d) Professional Liability. Professional liability insurance appropriate to the Contractor's profession. This coverage may be written on a "claims made" basis, and must include coverage for contractual liability. The professional liability insurance required by this Agreement must be endorsed to be applicable to claims based upon, arising out of or related to services performed under this Agreement. The insurance must be maintained for at least 5 consecutive years following the completion of Contractor's services or the termination of this Agreement. During this additional 5-year period, Contractor shall annually and upon request of the City submit written evidence of this continuous coverage.

(e) Additional Insurance. Policies of such other insurance, as may be required in the Special Requirements in Exhibit "B".

(f) Subcontractors. Contractor shall include all subcontractors as insureds under its policies or shall furnish separate certificates and certified endorsements for each subcontractor. All coverages for subcontractors shall be subject to all of the requirements stated herein.

5.2 General Insurance Requirements.

All of the above policies of insurance shall be primary insurance and shall name the City, elected and appointed officers, employees and agents as additional insureds and any insurance maintained by City or officers, employees or agents may apply in excess of, and not contribute with Contractor's insurance. The insurer is deemed hereof to waive all rights of subrogation and contribution it may have against the City, officers, employees and agents and their respective insurers. The insurance policy must specify that where the primary insured does not satisfy the self-insured retention, any additional insured may satisfy the self-insured retention. All of said policies of insurance shall provide that said insurance may not be amended or cancelled by the insurer or any party hereto without providing thirty (30) days prior written notice by certified mail return receipt requested to the City. In the event any of said policies of insurance are cancelled,

the Contractor shall, prior to the cancellation date, submit new evidence of insurance in conformance with this Section 5.1 to the Contract Officer. No work or services under this Agreement shall commence until the Contractor has provided the City with Certificates of Insurance, additional insured endorsement forms or appropriate insurance binders evidencing the above insurance coverages and said Certificates of Insurance or binders are approved by the City. City reserves the right to inspect complete, certified copies of and endorsement to all required insurance policies at any time. Any failure to comply with the reporting or other provisions of the policies including breaches or warranties shall not affect coverage provided to City.

The insurance required by this Agreement shall be satisfactory only if issued by companies qualified to do business in California, rated "A" or better in the most recent edition of Best Rating Guide, The Key Rating Guide or in the Federal Register, and only if they are of a financial category Class VII or better, unless such requirements are waived by the City's Risk Manager or other designee of the City due to unique circumstances.

5.3 Indemnification. To the full extent permitted by law, Contractor agrees to indemnify, defend and hold harmless the City, its officers, employees and agents ("Indemnified Parties") against, and will hold and save them and each of them harmless from, any and all actions, either judicial, administrative, arbitration or regulatory claims, damages to persons or property, losses, costs, penalties, obligations, errors, omissions or liabilities whether actual or threatened (herein "claims or liabilities") that may be asserted or claimed by any person, firm or entity arising out of or in connection with the negligent performance of the work, operations or activities provided herein of Contractor, its officers, employees, agents, subcontractors, or invitees, or any individual or entity for which Contractor is legally liable ("indemnitors"), or arising from Contractor's or indemnitors' reckless or willful misconduct, or arising from Contractor's or indemnitors' negligent performance of or failure to perform any term, provision, covenant or condition of this Agreement, and in connection therewith:

a. Contractor will defend any action or actions filed in connection with any of said claims or liabilities and will pay all costs and expenses, including legal costs and attorney's fees incurred in connection therewith;

b. Contractor will promptly pay any judgment rendered against the City, its officers, agents or employees for any such claims or liabilities arising out of or in connection with the negligent performance of or failure to perform such work, operations or activities of Contractor hereunder; and Contractor agrees to save and hold the City, its officers, agents, and employees harmless therefrom;

c. In the event the City, its officers, agents or employees is made a party to any action or proceeding filed or prosecuted against Contractor for such damages or other claims arising out of or in connection with the negligent performance of or failure to perform the work, operation or activities of Contractor hereunder, Contractor agrees to pay to the City, its officers, agents or employees, any and all costs and expenses incurred by the City, its officers, agents or employees in such action or proceeding, including but not limited to, legal costs and attorney's fees.

Contractor shall incorporate similar indemnity agreements with its subcontractors and if it fails to do so Contractor shall be fully responsible to indemnify City hereunder therefore, and failure of City to monitor compliance with these provisions shall not be a waiver hereof. This

indemnification includes claims or liabilities arising from any negligent or wrongful act, error or omission, or reckless or willful misconduct of Contractor in the performance of professional services hereunder. The provisions of this Section do not apply to claims or liabilities occurring as a result of City's sole negligence or willful acts or omissions, but, to the fullest extent permitted by law, shall apply to claims and liabilities resulting in part from City's negligence, except that design professionals' indemnity hereunder shall be limited to claims and liabilities arising out of the negligence, recklessness or willful misconduct of the design professional. The indemnity obligation shall be binding on successors and assigns of Contractor and shall survive termination of this Agreement.

6. RECORDS, REPORTS, AND RELEASE OF INFORMATION

6.1 Records. Contractor shall keep, and require subcontractors to keep, such ledgers, books of accounts, invoices, vouchers, canceled checks, reports, studies or other documents relating to the disbursements charged to City and services performed hereunder (the "books and records"), as shall be necessary to perform the services required by this Agreement and enable the Contract Officer to evaluate the performance of such services and shall keep such records for a period of three years following completion of the services hereunder. The Contract Officer shall have full and free access to such books and records at all times during normal business hours of City, including the right to inspect, copy, audit and make records and transcripts from such records.

6.2 Reports. Contractor shall periodically prepare and submit to the Contract Officer such reports concerning the performance of the services required by this Agreement or as the Contract Officer shall require.

6.3 Confidentiality and Release of Information.

(a) All information gained or work product produced by Contractor in performance of this Agreement shall be considered confidential, unless such information is in the public domain or already known to Contractor. Contractor shall not release or disclose any such information or work product to persons or entities other than the City without prior written authorization from the Contract Officer.

(b) Contractor shall not, without prior written authorization from the Contract Officer or unless requested by the City Attorney, voluntarily provide documents, declarations, letters of support, testimony at depositions, response to interrogatories or other information concerning the work performed under this Agreement. Response to a subpoena or court order shall not be considered "voluntary" provided Contractor gives the City notice of such court order or subpoena.

(c) If Contractor provides any information or work product in violation of this Agreement, then the City shall have the right to reimbursement and indemnity from Contractor for any damages, costs and fees, including attorney's fees, caused by or incurred as a result of Contractor's conduct.

(d) Contractor shall promptly notify the City should Contractor be served with any summons, complaint, subpoena, notice of deposition, request for documents, interrogatories, request for admissions or other discovery request, court order or subpoena from any party

regarding this Agreement and the work performed thereunder. The City retains the right, but has no obligation, to represent Contractor or be present at any deposition, hearing or similar proceeding. Contractor agrees to cooperate fully with the City and to provide the City with the opportunity to review any response to discovery requests provided by Contractor.

6.4 Ownership of Documents. All studies, surveys, data, notes, computer files, reports, records, drawings, specifications, maps, designs, photographs, documents and other materials (the "documents and materials") prepared by Contractor in the performance of this Agreement shall be the property of the City and shall be delivered to the City upon request of the Contract Officer or upon the termination of this Agreement, and Contractor shall have no claim for further employment or additional compensation as a result of the exercise by the City of its full rights of ownership use, reuse, or assignment of the documents and materials hereunder. Moreover, Contractor with respect to any documents and materials that may qualify as "works made for hire" as defined in 17 U.S.C. § 101, such documents and materials are hereby deemed "works made for hire" for the City.

7. ENFORCEMENT OF AGREEMENT AND TERMINATION

7.1 California Law. This Agreement shall be interpreted, construed and governed both as to validity and to performance of the parties in accordance with the laws of the State of California. Legal actions concerning any dispute, claim or matter arising out of or in relation to this Agreement shall be instituted in the Superior Court of the County of Orange, State of California. In the event of litigation in a U.S. District Court, venue shall lie exclusively in the Central District of California, in the County of Orange, State of California.

7.2 Disputes; Default. In the event that Contractor is in default under the terms of this Agreement, the City shall not have any obligation or duty to continue compensating Contractor for any work performed after the date of default. Instead, the City may give notice to Contractor of the default and the reasons for the default. The notice shall include the timeframe in which Contractor may cure the default. This timeframe is presumptively thirty (30) days, but may be extended, if circumstances warrant. During the period of time that Contractor is in default, the City shall hold all invoices and shall, when the default is cured, proceed with payment on the invoices. If Contractor does not cure the default, the City may take necessary steps to terminate this Agreement under this Article.

7.3 Legal Action. In addition to any other rights or remedies, either party may take legal action, in law or in equity, to cure, correct or remedy any default, to recover damages for any default, to compel specific performance of this Agreement, to obtain declaratory or injunctive relief, or to obtain any other remedy consistent with the purposes of this Agreement. Notwithstanding any contrary provision herein, Contractor shall file a statutory claim pursuant to Government Code Sections 905 et. seq. and 910 et. seq., in order to pursue any legal action under this Agreement.

Except with respect to rights and remedies expressly declared to be exclusive in this Agreement, the rights and remedies of the parties are cumulative and the exercise by either party of one or more of such rights or remedies shall not preclude the exercise by it, at the same or different times, of any other rights or remedies for the same default or any other default by the other party.

7.4 Termination Prior to Expiration of Term. This Section shall govern any termination of this Contract except as specifically provided in the following Section for termination for cause. The City reserves the right to terminate this Contract at any time, with or without cause, upon written notice to Contractor. In addition, the Contractor may terminate this Contract at any time for cause, upon sixty (60) days' advance written notice to City. Upon receipt of any notice of termination, Contractor shall immediately cease all services hereunder except such as may be specifically approved by the Contract Officer. Except where the Contractor has initiated termination, the Contractor shall be entitled to compensation for all services rendered prior to the effective date of the notice of termination and for any services authorized by the Contract Officer thereafter in accordance with the Schedule of Compensation or such as may be approved by the Contract Officer. In the event the Contractor has initiated termination, the Contractor shall be entitled to compensation only for the reasonable value of the work product actually produced hereunder, but not exceeding the compensation provided therefore in the Schedule of Compensation Exhibit "C". In the event of termination without cause pursuant to this Section, the terminating party need not provide the non-terminating party with the opportunity to cure pursuant to Section 7.2.

7.5 Termination for Default of Contractor. If termination is due to the failure of the Contractor to fulfill its obligations under this Agreement, City may, after compliance with the provisions of Section 7.2, take over the work and prosecute the same to completion by contract or otherwise, and the Contractor shall be liable to the extent that the total cost for completion of the services required hereunder exceeds the compensation herein stipulated (provided that the City shall use reasonable efforts to mitigate such damages), and City may withhold any payments to the Contractor for the purpose of set-off or partial payment of the amounts owed the City as previously stated.

8. MISCELLANEOUS

8.1 Covenant Against Discrimination. Contractor covenants that, by and for itself, its heirs, executors, assigns and all persons claiming under or through them, that there shall be no discrimination against or segregation of, any person or group of persons on account of race, color, creed, religion, sex, gender, sexual orientation, marital status, national origin, ancestry, or other protected class in the performance of this Agreement. Contractor shall take affirmative action to ensure that applicants are employed and that employees are treated during employment without regard to their race, color, creed, religion, sex, gender, sexual orientation, marital status, national origin, ancestry, or other protected class

8.2 Non-liability of City Officers and Employees. No officer or employee of the City shall be personally liable to the Contractor, or any successor in interest, in the event of any default or breach by the City or for any amount, which may become due to the Contractor or to its successor, or for breach of any obligation of the terms of this Agreement.

8.3 Notice. Any notice, demand, request, document, consent, approval, or communication either party desires or is required to give to the other party or any other person shall be in writing and either served personally or sent by prepaid, first-class mail, in the case of the City, to the City Manager and to the attention of the Contract Officer (with her/his name and City title), City of Cypress, 5275 Orange Avenue, Cypress, California 90630 and in the case of the Contractor, to the person(s) at the address designated on the execution page of this Agreement.

Either party may change its address by notifying the other party of the change of address in writing. Notice shall be deemed communicated at the time personally delivered or in seventy-two (72) hours from the time of mailing if mailed as provided in this Section.

8.4 Integration; Amendment. It is understood that there are no oral agreements between the parties hereto affecting this Agreement and this Agreement supersedes and cancels any and all previous negotiations, arrangements, agreements and understandings, if any, between the parties, and none shall be used to interpret this Agreement. This Agreement may be amended at any time by the mutual consent of the parties by an instrument in writing.

8.5 Severability. In the event that part of this Agreement shall be declared invalid or unenforceable by a valid judgment or decree of a court of competent jurisdiction, such invalidity or unenforceability shall not affect any of the remaining portions of this Agreement which are hereby declared as severable and shall be interpreted to carry out the intent of the parties hereunder unless the invalid provision is so material that its invalidity deprives either party of the basic benefit of their bargain or renders this Agreement meaningless.

8.6 Waiver. No delay or omission in the exercise of any right or remedy by non-defaulting party on any default shall impair such right or remedy or be construed as a waiver. A party's consent to or approval of any act by the other party requiring the party's consent or approval shall not be deemed to waive or render unnecessary the other party's consent to or approval of any subsequent act. Any waiver by either party of any default must be in writing and shall not be a waiver of any other default concerning the same or any other provision of this Agreement.

8.7 Attorney's Fees. If either party to this Agreement is required to initiate or defend or made a party to any action or proceeding in any way connected with this Agreement, the prevailing party in such action or proceeding, in addition to any other relief which any be granted, whether legal or equitable, shall be entitled to reasonable attorney's fees, whether or not the matter proceeds to judgment.

8.8 Interpretation.

The terms of this Agreement shall be construed in accordance with the meaning of the language used and shall not be construed for or against either party by reason of the authorship of this Agreement or any other rule of construction which might otherwise apply.

8.9 Counterparts.

This Agreement may be executed in counterparts, each of which shall be deemed to be an original, and such counterparts shall constitute one and the same instrument.

8.10 Warranty & Representation of Non-Collusion. No official, officer, or employee of City has any financial interest, direct or indirect, in this Agreement, nor shall any official, officer, or employee of City participate in any decision relating to this Agreement which may affect his/her financial interest or the financial interest of any corporation, partnership, or association in which (s)he is directly or indirectly interested, or in violation of any corporation, partnership, or association in which (s)he is directly or indirectly interested, or in violation of any State or municipal statute or regulation. The determination of "financial interest" shall be

consistent with State law and shall not include interests found to be "remote" or "noninterests" pursuant to Government Code Sections 1091 or 1091.5. Contractor warrants and represents that it has not paid or given, and will not pay or give, to any third party including, but not limited to, any City official, officer, or employee, any money, consideration, or other thing of value as a result or consequence of obtaining or being awarded any agreement. Contractor further warrants and represents that (s)he/it has not engaged in any act(s), omission(s), or other conduct or collusion that would result in the payment of any money, consideration, or other thing of value to any third party including, but not limited to, any City official, officer, or employee, as a result of consequence of obtaining or being awarded any agreement. Contractor is aware of and understands that any such act(s), omission(s) or other conduct resulting in such payment of money, consideration, or other thing of value will render this Agreement void and of no force or effect.

Contractor's Authorized Initials _____

8.11 Corporate Authority. The persons executing this Agreement on behalf of the parties hereto warrant that (i) such party is duly organized and existing, (ii) they are duly authorized to execute and deliver this Agreement on behalf of said party, (iii) by so executing this Agreement, such party is formally bound to the provisions of this Agreement, and (iv) the entering into this Agreement does not violate any provision of any other Agreement to which said party is bound. This Agreement shall be binding upon the heirs, executors, administrators, successors and assigns of the parties.

[Signatures on the following page.]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date and year first-above written.

CITY:
City of Cypress, a municipal corporation

_____
David Burke, Mayor

ATTEST:

_____
Lisa Berglund, Interim City Clerk

APPROVED AS TO FORM:
ALESHIRE & WYNDER, LLP

_____
Fred Galante, City Attorney

CONTRACTOR:
Long Beach BMW Motorcycles Corporation,
a California based company

By: _____
Name: Ryan Autrey
Title: President

By: _____
Name: Tandi Juarez
Title: Secretary

Address: 2125 E. Spring St.
Long Beach, CA 90806

Two corporate officer signatures required when Contractor is a corporation, with one signature required from each of the following groups: 1) Chairman of the Board, President or any Vice President; and 2) Secretary, any Assistant Secretary, Chief Financial Officer or any Assistant Treasurer.

EXHIBIT "A"

SCOPE OF SERVICES

I. On an on-call and as-needed basis, Contractor shall provide BMW Motorcycle maintenance, repair services and parts generally described in this Scope of Services, which are assigned in writing at the direction of the Contract Officer. **This Agreement retains Contractor's on-call and as-needed availability, but does not guarantee that the Contractor shall be selected to provide services.** Contractor must obtain written approval from the Contract Officer to perform maintenance.

II. Contractor acknowledges and agrees that City has no obligation to request any Services from Contractor under this Agreement.

III. Agreement does not provide for Contractor's compensation except for Contractor's services rendered pursuant to a written approval from the Contract Officer to commence services.

IV. Contractor's on-call and as-needed services, may include, but are not limited to, the following:

1. General Maintenance
   -Tune ups, replacing tires, brake pads, batteries and other items.
2. Repairs
3. Parts

V. Contractor will provide a detailed estimate for all work to be performed on a motorcycle for review and approval by the Contract Officer. Each repair estimate will have the following:

- Vehicle Identification Number
- Vehicle Mileage
- Expected number of days for completion of requested repairs
- Itemized parts list by line item
- Labor hours multiplied by awarded hourly labor rate totaling the Total Labor Cost per line item.

EXHIBIT "B"

SPECIAL REQUIREMENTS
(Superseding Contract Boilerplate)

II. **Section 2.1 shall be amended to read as follows:**

2.1 Contract Sum. For on-call services rendered pursuant to this Agreement, the Contractor shall be compensated in accordance with the "Schedule of Compensation" attached hereto as Exhibit "C" and incorporated herein by this reference. Contractor shall provide estimate of work pursuant to Exhibit "A" for approval by the Contract Officer prior to the commencement of the investigation or related services.

IV **Section 3.4 shall be amended to read as follows:**

3.4 Term. Unless earlier terminated in accordance with Article 7 of this Agreement, this Agreement shall continue in full force and effect from and after November 10, 2025 and for thirty (36) consecutive calendar months thereafter. City reserves the right, in its sole and unfettered discretion, to extend the Term of this Agreement, upon the same terms and conditions set forth herein, for up to a maximum of two (2) one-year extended terms (an "Extended Term"). City shall exercise its right to extend the Term of the Agreement by providing Contractor with written notice of its intent to extend the Term or any Extended Term of this Agreement not less than forty-five (45) calendar days prior to the expiration of the Term or any Extended Term of this Agreement.

EXHIBIT "C"

SCHEDULE OF COMPENSATION

I. This Schedule of Compensation governs Contractor's compensation in the event the Contractor performs services pursuant to a written approval from the Contract Officer as provided in Exhibit "A".

II. Contractor's work estimates to be based on the rates stated below applicable throughout the initial term of this Agreement. Labor price increases in subsequent years of the contract shall not exceed 3%.

III. City will compensate Contractor for the Services performed upon submission of a valid invoice which is consistent with the approved estimate described in Exhibit "A". Invoices shall be submitted monthly. Each invoice is to include:

A. Invoice Number
B. Invoice Date
C. Purchase Order Number
D. Payment Terms
E. Payment Due Date
F. City Contact Person
G. Date(s) of service
H. Line items for all personnel describing the work performed, the number of hours worked, and the hourly rate.
I. Line items for all materials and equipment properly charged to the Services.
J. Line items for all other approved reimbursable expenses claimed, with supporting documentation.
K. Line items for all approved subcontractor labor, supplies, equipment, materials, and travel properly charged to the Services.
L. Payment Instructions

Hourly Labor Rate $146.00

MSRP Discount on Parts: 10.00%

EXHIBIT "D"

SCHEDULE OF PERFORMANCE

Refer to Exhibit "A" for Details

CITY OF CYPRESS

CITY COUNCIL REPORT

City Council Regular **6.**

FROM: Nick Mangkalakiri, Director of Public Works

DATE: 11/10/2025

SUBJECT: **Award Task Order for Sanitary Sewer Master Plan, Project 423**

RECOMMENDATION

Approve a Task Order for AKM Consulting Engineers (AKM) to update the City's Sanitary Sewer Master Plan for $638,302 and authorize a contingency of $95,700.

DISCUSSION

The Fiscal Year 2025-26 Capital Improvement Program (CIP) includes a project to update the City's Sanitary Sewer Master Plan, which is over 17 years old. The update will analyze and model the sewer system's capacity, review video inspection data to assess pipe conditions, evaluate the Orangewood sewer lift station, and recommend improvements to address identified deficiencies. The updated master plan will also outline future CIP projects to repair, replace or upgrade sewer lines and manholes to ensure the continued safety and reliability of the City's sanitary sewer system.

AKM is the on-call consultant for sewer design services and prepared the City's existing sewer master plan. The City negotiated the scope of work and fee for the attached task order. The project will take approximately 14 months to complete.

BUDGET IMPACT

Sufficient amounts are budgeted in the Sewer Fund for this project.

LEGAL REVIEW

None required.

APPROVED BY: Sean Joyce, Interim City Manager

Attachments

Task Order

Water Resources

Infrastructure

Construction Management

AKM Consulting Engineers

553 Wald

Irvine, CA 92618

Telephone: 949.753.7333 Facsimile: 949.753.7320

www.akmce.com

October 24, 2025

City of Cypress
5275 Orange Avenue
Cypress, CA 90630
Attention: Mr. Nick Mangkalakiri, City Engineer

Subject: Proposal for Sewer Master Plan Update

Dear Mr. Mangkalakiri:

In response to your request, AKM Consulting Engineers is pleased to submit this proposal to update the City of Cypress (City) Sewer Master Plan.

AKM is proposing to provide a team of superbly qualified professionals to undertake this assignment. Mr. Zeki Kayran, P.E. will serve as Principal in Charge and be the responsible contract representative to the City. He has provided engineering services on multiple projects over his 50 year career. Supporting staff will include Ms. Diann Pay, P.E., Mr. Jon Nitta, P.E. and Ms. Haly Herrera.

We appreciate the opportunity to submit this proposal and look forward to working with you on this important project. Should you have any questions or require additional information, please do not hesitate in contacting the undersigned.

Sincerely,

AKM Consulting Engineers

Diann Pay

Diann Pay, P.E.

Principal

Proposal 25-1022

Section 1 – Background

The City of Cypress (City) provides sewer service to an area of about 6.7 square miles of residential, commercial, and industrial land. The sewage collected by City's sewer collection system is conveyed to Orange County Sanitation District's (OCSD) trunk sewers: The City of Cypress owns and operates a sewage collection system consisting of

- 538,700 feet (103.4 miles) of gravity sewers ranging in size from 6-inches to 21-inches
- 742 feet (0.14 miles) of 8-inch force main
- 1 pump station
- 2,344 manholes and cleanouts

The City's last Sewer Master Plan was completed in August 2008. The hydraulic model calibration was based on flow monitoring completed in 2002. The condition assessment was based on CCTV inspections completed in 2003 and 2007. The City completed approximately 56,000 feet of improvements included in the original 2008 Capital Improvement Program. This included replacements for capacity deficient sewers as well as sewers identified as in need of repair/replacement due to its condition.

In 2010, the City completed a flow monitoring study along the gravity sewer reaches that were identified as hydraulically deficient by the model but were not initially identified as a high priority. The goal was to determine if the deficiency existed in the field. The study ultimately determined that the sewers were not hydraulically deficient in the field and that the City should re-evaluate the capacity of the sewers if system operations (ex. upstream diversions) or tributary land uses changed in the future.

Sewage generation in California has declined over the past 10 years due to prolonged drought conditions that resulted in statewide regulations that resulted in the implementation of increased water conservation efforts in nearly all communities. It is very likely that the sewage flows in the City are much lower than in 2010 when the last major flow monitoring effort was completed. The City is due to redo the flow monitoring effort, recalibrate the hydraulic model, and rerun the hydraulic analysis. A wet weather analysis is also needed to meet the requirements of the Waste Discharge Requirement Order No. 2022-0103, which was adopted by the State Water Resources Control Board on December 6, 2022.

Section 2 – Sewer Master Plan Scope of Work

Task 1 Project Management

Project management activities ensure adherence to schedule and budget, communication between AKM and the City, and implementation of an effective quality assurance/quality control (QA/QC) program. Mrs. Diann Pay, P.E. will serve as AKM's Project Manager. She will be the primary point of contact with the City and facilitate all communication with City staff. She will also direct and facilitate the completion of all project management related tasks and review all submittals before being submitted to the City.

Task 1a Meetings

The project will begin with a kick-off meeting to establish lines of communication, review the scope of work and schedule, provide and discuss initial data requests, discuss project goals and clarify objectives to gain a thorough understanding of project issues and expectations.

Monthly video or telephone calls/meetings will take place for the duration of the project with the City's project manager. Appropriate AKM and City staff will attend these meetings as the need arises. The status of

ongoing tasks, data requests, and project related issues will be discussed at these meetings. Agenda and minutes will be prepared by AKM for all meetings.

Task 1b Status Reports, Invoices, Schedules, Data Requests

Monthly status reports and billing statements listing tasks, budgets, and percent complete will be submitted to the City. The status report will include a summary of work completed in the billing period, tasks anticipated to be completed in the next billing period, and a review of work status relative to budget and schedule. Any divergences between work completed and budget expended will be explained and addressed with a recovery plan presented to the City's Project Manager.

The data request list, presented at the kickoff meeting will be kept up to date in Google Sheets so that the City can access it at any time during the project to keep track of what has been provided and what items are pending. The data requests will be discussed at the bi-weekly meetings.

A project log will also be maintained with a log of issues that includes prioritization, responsible parties, decisions to be made, action items, and results. This log will be reviewed bi-weekly with the City's Project Manager

Task 2 Data Collection and Review

We will collect and review all pertinent data provided or acquired by the City. We will maintain a log of requested items, the agency and person responsible to collect the information, and the date the data was received. This log will be maintained as a Google Sheet so that the City will have access to the updated list throughout the project.

Task 3 Flow Monitoring

One of the first tasks of the project will be to develop a flow monitoring plan, so that flow meters can be installed in a timely manner and in optimized locations for calibrating the sewer model as well as develop sewer unit flow factors for various land use types. We will select the flow monitoring locations following determination of sub-tributary areas and initial staff interviews. We will monitor as many individual sewer basins as possible. Based on our experience, flow monitoring becomes more and more unreliable as the flow depth in the sewer pipe decreases. More accurate measurements result from larger tributary areas, resulting in larger flows with sufficient flow depth. Thus, the size of the tributary area will definitely be a consideration when selecting flow monitoring sites.

Typically, unit flow factors can be developed for single family residential land uses from sewer flow monitoring data because large areas of single family residential uses can usually be isolated and flow monitored at one or more locations. It is more difficult to isolate large areas of multi-family, commercial, industrial, and institutional land uses. Additionally, because of large variation in industrial land use types and their flow generation, unit flow factors are even more difficult to develop for this land use. We will generate sewer flows from water use for industrial, and possibly some of the commercial areas. If needed and if available from local water providers, we will utilize water use records to supplement the flow monitoring information to develop the unit flow factors. For example, if a large tributary area encompasses commercial and industrial uses, we can install a flow monitor to capture the total sewage flows but then we can separate out the portion from commercial areas and the portion from the industrial uses by analyzing the water use of each. Depending upon what information is available, we can develop unit flow factors based on acreages, dwelling units, building square footage, population or a combination.

An exact determination of monitoring locations cannot be made without a field review of each individual site. A site selected in the office may not be ideal for monitoring due to unfavorable hydraulic conditions, traffic hazards, manhole access restraints, and unexpected low flows in the pipe, and low flow depth. To ensure the most accurate results, it strongly recommended that the City clean pipe reaches upstream and downstream of the proposed monitoring sites prior to the monitoring effort.

Our proposal budget includes the installation of 12 flow monitors to collect data for a 3 month period. This information will be utilized in calibrating the hydraulic model, developing unit flow factors, and verifying peaking factors. We will select flow monitoring locations, determine appropriate time durations for data collection and obtain approval from the City before moving forward.

ADS Environmental (subconsultant) will install the flow monitoring equipment, supported by City Operations staff. The proposal budget assumes standard low volume traffic control measures with the ability to work at lower traffic night-time hours. It also assumes that that any permit fees will be waived by the City for the project.



Figure 1
Installed Flow Metering Equipment

We have proposed a 3 month time period in an attempt to obtain wet weather data. Previous flow monitor efforts did not capture periods of wet weather. The Waste Discharge Order for Sanitary Sewer Systems WQ 2022-0103-DWQ adopted on December 6, 2022 by the State Water Resources Control Board (SWRCB), requires each agency to include procedures to identify the appropriate hydraulic capacity of key system elements for wet weather events that cause or contribute to spill events. It is also required to assess the capacity of the systems subject to increased infiltration and inflow due to larger and/or higher-intensity storm events as a result of climate change.

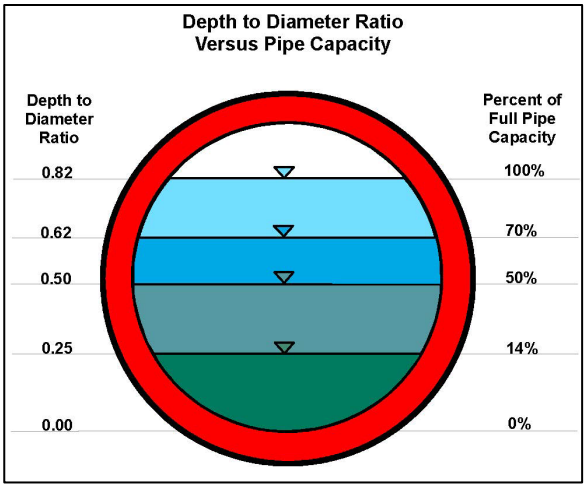
The budget also includes the placement of 3 rain gauges for 12 weeks and a Rainfall Dependent Inflow and Infiltration (RDII) report if significant rainfall is ultimately collected. The RDII analysis will characterize the average dry weather flow conditions and RDII calculations for all significant wet weather events and provide an assessment of hydraulic performance under such conditions. RDII for each flow monitor location will be given a prioritized ranking based on net RDII normalized by rainfall and by acreage, and/or normalized per lineal foot of sewer per inch of rain. Recommendations for further study of basins with high RDII will be provided.

Task 4 Sewer System Criteria

We will review and update the City's existing sewer system criteria. At minimum, we will evaluate the following standards and performance evaluation criteria:

1. Depth to diameter ratios (peak dry weather flow and peak wet weather flow)
2. Minimum and maximum velocities
3. Minimum pipe sizes
4. Peaking factors/formulas (peak dry weather and peak wet weather)
5. Sewer load factors
6. Pipe material

The sewer load factors will be reanalyzed and updated utilizing land use data and flow monitoring data. If water use data can be obtained from Golden State Water Company, this data will be incorporated into the determination of load factors as well.



The criteria will include the development of project prioritization criteria. We will meet with the City to identify the primary factors that should be taken into consideration when developing a procedure for project prioritization. Possible data to consider include pipe size, pipe material, year of construction, remaining useful life, condition of facility, total flow, distance to a waterway, historical sewer spill locations, presence of roots or grease, affected number of customers and/or cost to repair potential failure. Following identification of the primary factors, we will work to develop probability and decision strategies to identify probable risks and consequences. This may be in the form of assigning weighting factors and calculating risk mathematically and/or developing a decision tree as a tool for determining priority of projects. The methodology will be presented and discussed with City staff for input prior to finalizing the criteria.

Task 5 Update and Calibrate Sewer System Model

The sewer hydraulic model is an essential element of any master planning effort for documenting the existing system, evaluating existing hydraulic capacity for compliance with the adopted criteria, determining the adequacy of the system to handle future developments, and formulating the capacity improvement recommendations.

We propose to utilize the Aquatwin Sewer by Aquanuity for developing the hydraulic sewer model. This is a commercially available, non-proprietary software that is fully GIS integrated, allowing for easy import/export of data to and from an existing Sewer GIS.

Task 5a Model Geometry

The hydraulic model will include all City owned sewer pipes (excluding laterals and private lines), manholes, large point source flows and tributary area boundaries. We feel it is important to model the entire system in case a future spill should occur, so that the City can show its due diligence in analyzing the hydraulic capacity of the entire system. A complete system model can also be used in other evaluations and constitute the complete map of the system as required by the Operation and Maintenance Program of the Sewer System Management Plan.

The model geometry will be primarily based on the City's current hydraulic model which includes the pipe sizes and slopes. If there are any new sewer pipes that have are not included in the current model or have been replaced, the City will provide the as-built plans or GIS data that can be imported into the model.

The typical information needed to incorporate additional sewer facilities into the model area is as follows:

1. For pipes – unique ID, upstream and downstream manhole ID, pipe diameter, length, upstream and downstream invert elevations, slopes (slopes will be calculated by model), installation year, and material
2. For manholes – unique ID, diameter, rim elevation

Task 5b Existing Facility Information

We will obtain any updated facility (lift station, force main, siphon, diversion structure) information from the City. We will review as-built drawings to verify facility elevations as needed. Operating conditions will be based upon SCADA data or staff interviews. Pump data will be entered into the model based on provided pump curves, verified by SCADA data on wet well levels, area, and pump stop/start times, if available.

Task 5c Model Loads

If water use data can be obtained from Golden State Water Company and it can be geospatially mapped (i.e. linked to water meter locations or parcels in GIS) , we will use the water use data along with flow monitoring data to develop sewer return factors by landuse type. Then we will calculate the sewer loads for each parcel and allocate it to the adjacent sewer manholes. The recommended factors will reflect the changes in water use due to drought conditions, the pandemic, and water conservation regulations that have been implemented in recent years. Water billing data is used to verify the reasonableness of the sewer flow monitoring data as well as determine return to sewer values.

If water use data cannot be obtained, unit flow factors will be utilized for applying sewage loads in the model. Unit flow factors will be developed based on flow monitoring data and provided landuse information (i.e. type, acreage, dwelling units, building square footage).

The estimated sewage load will be assigned to appropriate sewer manholes utilizing delineated tributary areas. The tributary areas will be created for nearly every manhole using the Theissen Polygons method. If manholes are clustered together in one area, and large point sources do not exist in the cluster, only one tributary area will be created at the most upstream manhole, so that the impact of the flow can be evaluated at all pipes. The tributary area, along with the sewage load estimates for each parcel and/or point sources for high sewage generators will be used to calculate the average flow tributary to each manhole.

Task 5d Peaking Formula

Flow monitoring data will be obtained in 15 minute intervals for each site. We will generate a dry weather peaking formula based upon the diurnal flows recorded by the flow monitors. It is anticipated that different peaking relationships may be used for the various sewersheds to reflect their land uses, size, and specific conditions. If needed, various peaking formulas can be implemented in the hydraulic model.

Task 5e Model Calibration

We will utilize the flow monitoring information to calibrate the model with the existing system and existing land uses. Model calibration work will be performed with the dry weather flows. Calibration will first involve matching the model average and peak flows to the flow monitoring results. Unit flow factors and the peaking formula will be adjusted until a close match is obtained.

Task 6 Future Development Projections

We will review available land use documents provided by City staff, such as the latest General Plan land use maps (preferably in GIS) and active or current Specific Plans and Development agreements to identify potential future devleopment or redevelopment areas that could affect sewage loads.

We will review any information the City provides on accessory dwelling units (ADUs) and water billing data for ADUs and high-water users to determine the potential sewer flow impacts. It will be important to consider the trend of accessory dwelling units (ADUs) in the service area as this could increase the future sewage

loads on the system. At the same time, it is just as important to consider water conservation efforts as the indoor water use may decrease resulting in a decrease in sewage loads.

Future loads for known developments or vacant areas will be calculated based on developed unit flow factors and development information. The future loads will then be added to the model to develop the future flow conditions.

Task 7 Hydraulic Analysis

The purpose of this task is to conduct analyses of the existing and future systems, identify capacity deficiencies, and formulate mitigation projects that will provide the needed capacity in accordance with the performance evaluation criteria developed.

The analyses conducted with the peak dry weather flows for calibrating the model will constitute existing system analysis. AKM will identify deficiencies based on the criteria selected and formulate replacement and/or relief projects to mitigate the capacity deficiencies. Depending on the location of the calculated deficiencies, additional flow monitoring may be recommended to verify the calculated deficiencies.

AKM suggests the following scenarios be analyzed:

1. Existing system with current flow conditions showing deficiencies and proving areas of adequacy
2. Existing system with projected future flow conditions showing deficiencies and proving areas of adequacy
3. Fully improved system with future flow conditions

Following a thorough quality control, we will review the analysis results with the City's operations and maintenance personnel for comparison with field observations. If inconsistencies are found, the reasons will be determined and addressed. These may be due to the tributary area not having been developed to the General Plan allowed densities, larger than usual vacancies, etc. If necessary, we will request additional flow monitoring to verify the existing capacity deficiencies. The analyses will be refined, and hydraulic capacity deficiencies will be determined. We will then formulate mitigation projects for each deficiency and develop cost estimates for their implementation.

Task 8 Sewer Lift Station Assessment

We will visit the Orangewood Lift Station to conduct a thorough site investigation and confirm data from existing records and reports. City staff will accompany AKM during the site visit. The site visit will primarily focus on the current condition of the lift station, including the wetwell, vaults, access hatches, pumps, electrical equipment, slide rail systems, etc.

We will also interview City staff to document any immediate concerns or historical issues that they may be having at the lift station. Recommended improvements will be included in the Capital Improvement Program.

Task 9 Condition Assessment

Task 9a Compile, Review, and Prepare Inspection Report Summary

We propose to utilize Innovyze's InfoAsset Planner (InfoAsset) software program to compile the CCTV inspection data that the City has developed over the past few years (work done by various contractors). The InfoAsset program is an ArcGIS-based asset integrity management and capital planning software for

water and wastewater networks. It is a powerful tool that assists in characterizing the likelihood and consequence of failure for individual pipes in a network. InfoAsset is a National Association of Sewer Service Companies (NASSCO) certified product.

The City will provide inspection data that follows the Pipeline Assessment and Certification Program (PACP) standards and is in a PACP Exchange Database (Access file), which can be easily imported into the InfoAsset software, which already identifies with the same coding system that is required by PACP. InfoAsset is a GIS based software and has the capability to incorporate any asset data that is in the City's Sewer GIS as well as the CCTV inspection data.

Importing the CCTV inspection data into InfoAsset will allow us to plot the locations of the identified defects graphically on the Sewer GIS. We will also be able to more easily filter through the data to find the locations of the most severe defects or operations and maintenance issues. We will also be able to link the recorded video locations to the map, making it easier and more efficient for us to review them during the course of the project.

We will prepare a database summarizing the findings of CCTV reports and recordings. At a minimum, the database will include the following:



- Inspection Number
- Inspection Location
- Inspection Date
- Manhole Identification Numbers
- Pipe Identification Numbers
- Direction of Camera during Inspection
- Size of Pipe
- Material of Pipe
- Length of Pipe
- Number of Occurrences of Each Structural and Operation and Maintenance Deficiency

InfoAsset will allow us to easily account for the reverse inspections that are recorded. InfoAsset will combine the data for these reaches to create a comprehensive summary table.

Task 9b Review Significant Defect Locations and Update CCTV Inspection Data

The CCTV recordings will be prioritized per the database summary. Although each reach is given a condition grade per the PACP standards, we will also base our prioritization on the type and number of defects identified in each recording. The pipes that are believed to be at higher risk of collapse and blockages, and therefore have a greater potential for causing a sanitary sewer spill will be given the highest priority. For example, a pipe with a severe structural defect such as broken pipe, a hole in the pipe, or a large joint offset might be given a higher priority than a pipe with many other less severe defects such as cracks or fractures.

Based on the prioritized database, we will select representative reaches of the system to review the CCTV recordings in detail to ensure compliance with CCTV standards and procedures and further prioritize the

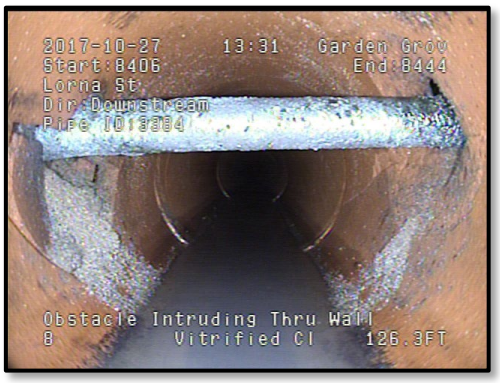
sewers for replacement and/or repair. We do not anticipate that all the CCTV recordings will have to be reviewed in detail. Based on our experience, we expect to review up to 20 percent of the pipe reaches inspected. This amount may increase or decrease following review of the CCTV database.

We will review the CCTV recordings for those reaches identified as a high priority. We will verify the completeness of the inspection recordings and reports and update the inspection database as necessary.

If additional deficiencies or discrepancies are found, we will make note of them and modify the summary database to include the changes. The inspection summary report will be updated accordingly.

Task 9c Rehabilitation Recommendations

The City will provide information on lining projects that have already been completed since the CCTV inspections were done. This information will be utilized to eliminate the sewer reaches from the condition assessment in order to avoid recommending improvements in a location that has already been addressed.



Rank and Prioritize CCTV Data

We will identify and prioritize the condition deficiencies, therefore identifying the critical sewer mains in need of replacement, rehabilitation and/or repair. The focus will be on sewer pipes that are at risk of collapse or prone to more frequent blockages.

We will utilize a similar ranking and prioritization system as the City's previous condition assessment, using similar terminology. This will provide the City with the ability to determine the changes in condition in any particular pipe more easily. The priority categories used previously are as follows:

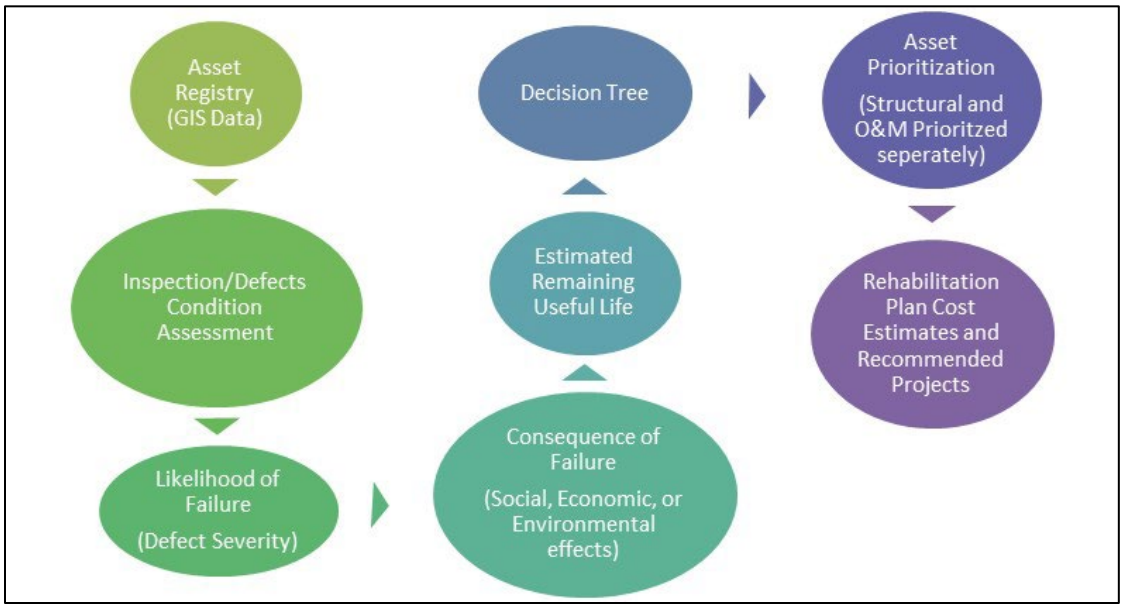
- **Severe Condition** – This category primarily includes structural defects of deformed pipe, hole in pipe, broken pipe, and large joint offsets.
- **Major Condition** – This category primarily includes structural defects of multiple fractures, medium joint offsets and major sags. Pipes with a large number of cracks are also included.
- **Moderate Condition** – Pipes in this category have fractures, cracks, small and medium joint offsets, and sags.
- **Minor Condition** – Pipes in this category have slight sags, cracks, and small joint offsets.
- **O&M** – This condition is for operational and maintenance problems and construction feature defects. There are no structural defects.
- **No Defects** – This condition is for pipes with no structural, operation and maintenance or construction feature defects.

Develop Replacement and Rehabilitation Recommendations

Pipe reaches and structures determined to fall in the "Severe" or "Major" categories will form the basis of rehabilitation and replacement recommendations. Cost estimates will be developed to remedy the condition deficiencies identified. We will review any recent project bids that the City has collected and use this as

the basis for estimating the cost of the future improvements. A general work flow for preparing the Sewer Rehabilitation Plan is shown in Figure 1.

Figure 1
General Work Flow for CCTV Assessments and Rehabilitation Plan



Identify Operation and Maintenance Deficiencies

Operation and maintenance (O&M) defects such as grease accumulation, root intrusion, and debris/deposits will be considered separately. Often times, these defects will require additional cleaning or root cutting but will not necessarily need replacement. Maps of each type of O&M issue will be prepared showing the locations in which they are identified. Recommendations for additional cleaning or root cutting will be made as needed.

Task 10 Prioritization of Projects

In addition to requiring regular visual and closed-circuit television (CCTV) inspections of manholes and pipes, the Order WQ 2022-0103-DWQ requires a system evaluation and condition assessment to "*prioritize the condition assessment of system areas that:*

- *Hold a high level of environmental consequences if vulnerable to collapse, failure, blockage, capacity issues, or other system deficiencies;*
- *Are located in or within the vicinity of surface waters, steep terrain, high groundwater elevations, and environmentally sensitive areas;*
- *Are within the vicinity of a receiving water with a bacterial-related impairment on the most current Clean Water Act section 303(d) List"*

In order to assist the City in complying with this requirement, we will develop project prioritization criteria. We will meet with the City to identify the primary factors that should be taken into consideration when developing a procedure for project prioritization. Possible data to consider include pipe size, pipe material, year of construction, remaining useful life, condition of facility, total flow, distance to a waterway, historical sewer spill locations, presence of roots or grease, affected number of customers and/or cost to repair

potential failure. Following identification of the primary factors, we will work to develop probability and decision strategies to identify probable risks and consequences. This may be in the form of assigning weighting factors and calculating risk mathematically and/or developing a decision tree as a tool for determining priority of projects. The methodology will be presented and discussed with City staff for input prior to finalizing.

Task 11 Capital Improvement Program

Planning level cost estimates will be developed and provided in the Capital Improvement Program (CIP). Cost estimates for all recommended improvement projects will be developed based upon review of market costs for various infrastructure components as well as available recent construction bid estimates and staff input. A summary of costs for each planning year will take into consideration the phasing and estimated timing of the improvement needed. The final report will include a discussion of the basis for the cost estimates and tables with individual project costs phased over the planning horizon.

Task 12 Sewer Master Plan Report

We will prepare a comprehensive Sewer Master Plan report that will, at minimum, include the following:

1. Description of model update and calibration
2. Assumptions, design criteria and analysis results
3. Recommended capacity and condition improvements
4. Clear rationale for identifying, justifying, prioritizing the recommended improvements
5. Capital improvement program that addresses existing system deficiencies and meets ultimate build-out conditions
6. Capital improvement project costs.

Task 12a Draft Report

The draft Sewer Master Plan report will be submitted in an editable electronic version for the City to review. We will then attend a draft master plan review meeting to discuss City comments. We will prepare a final draft Sewer Master Plan report that incorporates all City comments and submit an editable electronic version for the City to review.

Task 12b Final Report

The final Sewer Master Plan report will be completed once all City comments are addressed to the staff's satisfaction. The final report will be submitted in MS Word, MS Excel, and PDF formats along with five (5) hard copies.

Section 5 - Project Fee and Schedule

The project fee is estimated as shown in Table 1. The project schedule is shown on Figure 2.

Table 1
Project Fee

Task	Task Description	Principal/QA/QC		Project Manager		Senior Engineer		Associate Engineer		Sub-consultants	Direct Cost	Total	
		Hrly Rate:	*$253*	*Hrly Rate:*	*$246*	*Hrly Rate:*	*$215*	*Hrly Rate:*	*$167*				
		Hours	*Amount*	*Hours*	*Amount*	*Hours*	*Amount*	*Hours*	*Amount*	*Amount*	*Amount*	*Hours*	*Amount*
1	**Project Management**												
1a	Meetings	4	$1,012	24	$5,904	24	$5,160	24	$4,008			76	$16,084
1b	Status Reports, Invoices, Schedules, Data Requests		$0	24	$5,904	40	$8,600		$0			64	$14,504
2	Data Collection and Review	2	$506	8	$1,968	24	$5,160	40	$6,680			74	$14,314
3	Flow Monitoring (12 sites for 3 months, 3 rain gaugues and RDII study)	4	$1,012	8	$1,968	24	$5,160	40	$6,680	$108,200		76	$123,020
4	Sewer System Criteria	4	$1,012	8	$1,968	16	$3,440	16	$2,672			44	$9,092
5	**Update and Calibrate Sewer System Model**												
5a	Model Geometry	2	$506	16	$3,936	40	$8,600	240	$40,080			298	$53,122
5b	Existing Facility Information		$0	2	$492	8	$1,720	12	$2,004			22	$4,216
5c	Model Loads	2	$506	16	$3,936	40	$8,600	120	$20,040			178	$33,082
5d	Diurnal Patterns	8	$2,024	16	$3,936	24	$5,160	80	$13,360			128	$24,480
5e	Model Calibration	4	$1,012	16	$3,936	24	$5,160	40	$6,680			84	$16,788
6	Future Development Projections	4	$1,012	8	$1,968	16	$3,440	24	$4,008			52	$10,428
7	Hydraulic Analysis	4	$1,012	8	$1,968	24	$5,160	40	$6,680			76	$14,820
8	Sewer Lift Station Assessment	16	$4,048	8	$1,968	8	$1,720		$0			32	$7,736
9	**Condition Assessment**												
9a	Compile, Review, and Prepare Inspection Report Summary	4	$1,012	16	$3,936	40	$8,600	80	$13,360			140	$26,908
9b	Review Significant Defect Locations and Update CCTV Inspection Data	8	$2,024	24	$5,904	80	$17,200	220	$36,740			332	$61,868
9c	Rehabilitation Recommendations	12	$3,036	40	$9,840	100	$21,500	260	$43,420			412	$77,796
10	Prioritization of Projects	12	$3,036	24	$5,904	80	$17,200	120	$20,040			236	$46,180
11	Capital Improvement Program	8	$2,024	24	$5,904	40	$8,600	80	$13,360			152	$29,888
12	**Master Plan Report**												
12a	Draft Master Plan Report	16	$4,048	40	$9,840	80	$17,200	16	$2,672			152	$33,760
12b	Final Master Plan Report	8	$2,024	20	$4,920	40	$8,600	16	$2,672		$2,000	84	$20,216
	Total	**122**	**$30,866**	**350**	**$86,100**	**772**	**$165,980**	**1,468**	**$245,156**	**$108,200**	**$2,000**	**2,712**	**$638,302**

Figure 2
Project Schedule

	Month	Jan-26				Feb-26				Mar-26					Apr-26				May-26				Jun-26					Jul-26				Aug-26					Sep-26				Oct-26				Nov-26					Dec-26				Jan-27				Feb-27			
	Week of	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22
1	Project Management																																																												
2	Data Collection and Review																																																											
3	Flow Monitoring																																																										
4	Sewer System Criteria																																																										
5	Update and Calibrate Sewer System Model																																																										
6	Future Development Projections																																																										
7	Hydraulic Analysis																																																										
8	Sewer Lift Station Assessment																																																										
9	Condition Assessment																																																										
10	Prioritization of Projects																																																										
11	Capital Improvement Program																																																										
12	Master Plan Report																																																										

CITY OF CYPRESS

CITY COUNCIL REPORT

City Council Regular **7.**

FROM: Nick Mangkalakiri, Director of Public Works

DATE: 11/10/2025

SUBJECT: **Approve an Ordinance Lowering the Speed Limit on Holder Street**

RECOMMENDATION

Introduce for first reading an Ordinance, by title only, amending Chapter 16 of the Municipal Code lowering the speed limit from 40 to 35 miles per hour on Holder Street, from Lincoln Avenue to Ball Road.

DISCUSSION

In accordance with State law, the speed limits in the City are established based on a citywide Engineering and Traffic Survey, which was conducted in 2019. The City of Buena Park recently completed a citywide Engineering and Traffic Survey which resulted in a recommendation to lower the speed limit on Holder Street, between Lincoln Avenue and Ball Road. This segment of Holder Street is jointly owned by the City of Cypress and the City of Buena Park. The City of Buena Park has approved the lower speed limit and has requested that the City of Cypress do so as well.

On October 21, the Traffic Commission recommended reducing the posted speed limit on Holder Street to 35 mph based upon the Traffic Engineer's review. This adjustment would establish consistent speed limits on Holder Street with the City of Buena Park. A copy of the Traffic Commission report is attached. To reduce the speed limit, the City Council must adopt the attached ordinance.

BUDGET IMPACT

None.

LEGAL REVIEW

The City Attorney has reviewed and approved the attached ordinance.

APPROVED BY: Sean Joyce, Interim City Manager

Attachments

Traffic Commission Report
Ordinance Amending Chapter 16 Article XV of the Municipal Code
Track Changes Version of Ordinance

CITY OF CYPRESS
AGENDA REPORT

Item #_1_

TO: **Traffic Commission**
FROM: **Daniel Co, City Engineer**
MEETING OF: **October 21, 2025**
SUBJECT: **Holder Street Speed Zoning Update**

RECOMMENDATION

Concur with the City of Buena Park's request and the Traffic Engineer's findings and recommend to the City Council the establishment of a 35 mph speed limit on Holder Street between Lincoln Avenue and Ball Road.

DISCUSSION

In accordance with State law, the speed limits in the City of Cypress have been set based on citywide Engineering and Traffic Surveys conducted in 2019. Engineering and Traffic Surveys are valid for up to 14 years based on specific criteria related to equipment certifications, training of the citing officer, and determinations made by a registered engineer. Although the City's current Engineering and Traffic Surveys are not due for renewal until 2032, the City can amend specific speed limit segments at any time to address changing traffic or roadway conditions.

The City of Buena Park recently completed a citywide Engineering and Traffic Survey renewal which resulted in recommendations to change several speed limits in that City. As a part of that renewal process, Holder Street between Lincoln Avenue and Ball Road was resurveyed. This street segment is jointly owned by the City of Buena Park and the City of Cypress and the existing 40 mph speed limit is appropriately authorized by and posted in both cities. The outcome of the recent City of Buena Park resurvey process is a recommendation to lower the existing speed limit on Holder Street by 5 mph to 35 mph. The City of Buena Park has subsequently approved the change and has requested that the City of Cypress take similar action.

The Traffic Engineer has reviewed the City of Buena Park's Engineering and Traffic Survey and found that the resurvey process was conducted in accordance with the 2025 California Manual for Setting Speed Limits and State law. Furthermore, he concurs with analysis and findings that are the basis for the recommended 5 mph reduction in the speed limit. The survey cites prevailing traffic speeds, school zones, bike lanes, multiple conflicting access points, on-street parking, and continuity of speed zoning with street segments to the south as the primary reasons for the speed zone reduction to 35 mph.

The City Traffic Engineer requests that the Commission concur with the City of Buena Park's request and recommends to City Council that a 35 mph speed limit be established on Holder Street between Lincoln Avenue and Ball Road consistent with the 35 mph speed zone recently approved in the City of Buena Park. Once City Council takes action to approve the change, the Traffic Engineer will direct the installation of the new speed limit signs in coordination with the City of Buena Park.

By: 	
David Roseman Traffic Engineer	Daniel Co City Engineer

ORDINANCE NO. ____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CYPRESS AMENDING CHAPTER 16, ARTICLE XV, OF THE CODE OF THE CITY OF CYPRESS MODIFYING SPEED LIMITS ALONG HOLDER STREET.

WHEREAS, the City of Buena Park recently conducted and approved a Citywide engineering and traffic study, as required by California Vehicle Code § 22358(a), to establish speed limits for radar enforcement purposes; and

WHEREAS, the City of Buena Park's engineering and traffic study recommends lowering the speed limit on Holder Street, between Lincoln Avenue and Ball Road from 40 mph to 35 mph; and

WHEREAS, Holder Street between Lincoln Avenue and Ball Road is jointly owned and operated by the City of Cypress and the City of Buena Park; and

WHEREAS, the City of Buena Park has approved the recommended 35 mph speed limit for Holder Street within their jurisdiction and has requested that the City of Cypress do the same; and

WHEREAS, the Traffic Commission of the City of Cypress has reviewed the request and speed surveys for Holder Street and has recommended that the City Council authorize changes and establish speed limits at the following locations, as contained in this Ordinance;

WHEREAS, on the basis of the engineering and traffic study and the Traffic Commission's recommendation, the City Council desires to decrease the speed limits on certain City streets pursuant to California Vehicle Code § 22358.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CYPRESS, CALIFORNIA, DOES ORDAIN AS FOLLOWS:

SECTION 1. The recitals set forth above are true and correct and incorporated herein by this reference.

SECTION 2. Chapter 16, Article XV, of the Code of the City of Cypress shall be amended as follows:

ARTICLE XV. SPEED ZONES.

Section 16-86. Amending State Speed Limits.

It is determined, upon the basis of an engineering and traffic investigation, that the speed permitted by State law upon the following streets be amended as hereunder set forth, the speeds being deemed as necessary for safe operation of vehicles thereon. It is declared that the prima facie speed limit shall be hereinafter set forth on those streets or parts of streets herein designated at all times when signs are erected giving notice thereof:

NAME OF STREET	PORTION AFFECTED	DECLARED PRIMA FACIE SPEED LIMIT
Ball Road	Bloomfield Street to Holder Street	45
Bloomfield Street	Lincoln Avenue to Cerritos Avenue	40
Cerritos Avenue	Bloomfield Street to Knott Street	45
Crescent Avenue	240 feet west of Acacia Drive to 400 feet west of Moody Street	40
Crescent Avenue	1,300 feet west of Walker Street to 720 feet east of Walker Street	40

Denni Street	Lincoln Avenue to Ball Road	40	
Denni Street	Ball Road to Cerritos Avenue	35	
Holder Street	Lincoln Avenue to Ball Road	35	
Holder Street	Cerritos Avenue to Katella Avenue	40	
Holder Street	Katella Avenue to 1,200 feet south of Katella Avenue	35	
Holder Street	1,200 feet north of Orangewood Avenue to Orangewood Avenue	35	
Holder Street	Orangewood Avenue to1,200 feet south of Orangewood Avenue	40	
Katella Avenue	Lexington Drive to Knott Street	45	
Knott Street	Cerritos Avenue to 1,200 feet south of Orangewood Avenue	40	
Lincoln Avenue	Bloomfield Street to Holder Street	40	
Moody Street	Crescent Avenue to Lincoln Avenue	40	
Orange Avenue	Bloomfield Street to Holder Street	40	
Orangewood Avenue	1,440 feet west of Valley View Street to Valley View Street		35
Orangewood Avenue	Valley View Street to Knott Street	40	
Valley View Street	Lincoln Avenue to 1,200 feet south of Orangewood Avenue	45	
Walker Street	Crescent Avenue to Orange Avenue	45	
Walker Street	Orange Avenue to Katella Avenue	40	
Warland Drive	Katella Avenue to Valley View Street	35	

SECTION 3. The City Councils directs the City Traffic Engineer to post appropriate signs reflecting the changes approved in this Ordinance and any revised speed limits shall be effective when appropriate signs giving notice thereof are erected upon the applicable streets.

FIRST READ at a regular meeting of the City Council of the City of Cypress held on the 10th day of November, 2025, and finally adopted and ordered posted at a regular meeting held on the __th day of _____, 202__.

_____
MAYOR OF THE CITY OF CYPRESS

ATTEST:

_____
CITY CLERK OF THE CITY OF CYPRESS

STATE OF CALIFORNIA)
COUNTY OF ORANGE) SS

I, LISA BERGLUND, City Clerk of the City of Cypress, DO HEREBY CERTIFY that the foregoing Ordinance was duly adopted at a regular meeting of the said City Council held on the ___th day of _____, 202__, by the following roll call vote:

AYES: COUNCIL MEMBERS:
NOES: COUNCIL MEMBERS:
ABSENT: COUNCIL MEMBERS:

_____
CITY CLERK OF THE CITY OF CYPRESS

ORDINANCE NO. ____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CYPRESS AMENDING CHAPTER 16, ARTICLE XV, OF THE CODE OF THE CITY OF CYPRESS MODIFYING SPEED LIMITS ALONG HOLDER STREET.

WHEREAS, the City of Buena Park recently conducted and approved a Citywide engineering and traffic study, as required by California Vehicle Code § 22358(a), to establish speed limits for radar enforcement purposes; and

WHEREAS, the City of Buena Park's engineering and traffic study recommends lowering the speed limit on Holder Street, between Lincoln Avenue and Ball Road from 40 mph to 35 mph; and

WHEREAS, Holder Street between Lincoln Avenue and Ball Road is jointly owned and operated by the City of Cypress and the City of Buena Park; and

WHEREAS, the City of Buena Park has approved the recommended 35 mph speed limit for Holder Street within their jurisdiction and has requested that the City of Cypress do the same; and

WHEREAS, the Traffic Commission of the City of Cypress has reviewed the request and speed surveys for Holder Street and has recommended that the City Council authorize changes and establish speed limits at the following locations, as contained in this Ordinance;

WHEREAS, on the basis of the engineering and traffic study and the Traffic Commission's recommendation, the City Council desires to decrease the speed limits on certain City streets pursuant to California Vehicle Code § 22358.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CYPRESS, CALIFORNIA, DOES ORDAIN AS FOLLOWS:

SECTION 1. The recitals set forth above are true and correct and incorporated herein by this reference.

SECTION 2. Chapter 16, Article XV, of the Code of the City of Cypress shall be amended as follows:

ARTICLE XV. SPEED ZONES.

Section 16-86. Amending State Speed Limits.

It is determined, upon the basis of an engineering and traffic investigation, that the speed permitted by State law upon the following streets be amended as hereunder set forth, the speeds being deemed as necessary for safe operation of vehicles thereon. It is declared that the prima facie speed limit shall be hereinafter set forth on those streets or parts of streets herein designated at all times when signs are erected giving notice thereof:

NAME OF STREET	PORTION AFFECTED	DECLARED PRIMA FACIE SPEED LIMIT
Ball Road	Bloomfield Street to Holder Street	45
Bloomfield Street	Lincoln Avenue to Cerritos Avenue	40
Cerritos Avenue	Bloomfield Street to Knott Street	45
Crescent Avenue	240 feet west of Acacia Drive to 400 feet west of Moody Street	40
Crescent Avenue	1,300 feet west of Walker Street to 720 feet east of Walker Street	40
Denni Street	Lincoln Avenue to Ball Road	40

Denni Street	Ball Road to Cerritos Avenue	35
Holder Street	Lincoln Avenue to Ball Road	~~40~~ 35
Holder Street	Cerritos Avenue to Katella Avenue	40
Holder Street	Katella Avenue to 1,200 feet south of Katella Avenue	35
Holder Street	1,200 feet north of Orangewood Avenue to Orangewood Avenue	35
Holder Street	Orangewood Avenue to1,200 feet south of Orangewood Avenue	40
Katella Avenue	Lexington Drive to Knott Street	45
Knott Street	Cerritos Avenue to 1,200 feet south of Orangewood Avenue	40
Lincoln Avenue	Bloomfield Street to Holder Street	40
Moody Street	Crescent Avenue to Lincoln Avenue	40
Orange Avenue	Bloomfield Street to Holder Street	40
Orangewood Avenue	1,440 feet west of Valley View Street to Valley View Street	35
Orangewood Avenue	Valley View Street to Knott Street	40
Valley View Street	Lincoln Avenue to 1,200 feet south of Orangewood Avenue	45
Walker Street	Crescent Avenue to Orange Avenue	45
Walker Street	Orange Avenue to Katella Avenue	40
Warland Drive	Katella Avenue to Valley View Street	35

SECTION 3. The City Councils directs the City Traffic Engineer to post appropriate signs reflecting the changes approved in this Ordinance and any revised speed limits shall be effective when appropriate signs giving notice thereof are erected upon the applicable streets.

FIRST READ at a regular meeting of the City Council of the City of Cypress held on the 10th day of November, 2025, and finally adopted and ordered posted at a regular meeting held on the __th day of _____, 202__.

_____
MAYOR OF THE CITY OF CYPRESS

ATTEST:

_____
CITY CLERK OF THE CITY OF CYPRESS

STATE OF CALIFORNIA)
COUNTY OF ORANGE) SS

I, LISA BERGLUND, City Clerk of the City of Cypress, DO HEREBY CERTIFY that the foregoing Ordinance was duly adopted at a regular meeting of the said City Council held on the ___th day of _____, 202__, by the following roll call vote:

AYES: COUNCIL MEMBERS:
NOES: COUNCIL MEMBERS:
ABSENT: COUNCIL MEMBERS:

_____
CITY CLERK OF THE CITY OF CYPRESS

CITY OF CYPRESS

CITY COUNCIL REPORT

City Council Regular **8.**

FROM: Nick Mangkalakiri, Director of Public Works

DATE: 11/10/2025

SUBJECT: **Approve a Contract for Waste Hauler Franchise Performance Review Services**

RECOMMENDATION

1. Approve a contract with CityGreen for waste hauler franchise performance review services, in an amount not to exceed $29,545; and

2. Approve a $29,545 appropriation increase in the General Fund for the waste hauler franchise performance review; and

3. Increase estimated revenues by $29,545 in the General Fund for the reimbursement by Valley Vista for the cost of the review.

DISCUSSION

Following a public, competitive bidding process, the City entered into a 10-year Solid Waste Franchise (Agreement) with Valley Vista Services (VVS) in 2014 to provide collection, transportation, recycling, organics diversion, and disposal services to residential, commercial, and multi-family sectors. In 2017, the City Council exercised an option to extend the Agreement by two years to June 30, 2027. In 2021, to comply with new, unfunded State mandates, the City Council was required to direct VVS to implement organics recycling programs and extended the Agreement's term to 2037 to amortize the start-up cost of the new programs.

2025 is roughly halfway through the Agreement and the City Council's Strategic Plan identified the need for a third-party performance review to ensure continued accountability, transparency, and program effectiveness. In July, the City Council approved the performance review's scope of work, which includes an evaluation of:

- City and franchise compliance with the Franchise Agreement
- Verification of franchise payments and financial reporting
- Assessment of customer service, complaint response, and performance standards
- Analysis of route efficiency, equipment maintenance, and container conditions

- Identification of potential opportunities for program, operational, and environmental improvements

In August, the City issued a Request for Proposals (RFP) for the performance review. The RFP was sent to known firms specializing in solid waste and was posted on the City's website. The City received proposals from five firms and conducted interviews with the three firms which appeared most qualified. Based on the interviews, CityGreen was identified as the most qualified firm.

CityGreen has over 30 years of experience conducting solid waste and recycling performance audits for California municipalities, including the cities of Costa Mesa and Los Alamitos. Their proposal outlined a comprehensive, data-driven approach tailored to the City's franchise model and regulatory environment. The firm's proposed methodology integrates document review, field evaluations, and quantitative analysis to deliver clear, actionable recommendations that enhance service delivery and ensure compliance with State and franchise requirements. CityGreen has a solid understanding of the City's franchise agreement and VVS operations as they have assisted the City in implementing and monitoring State-mandated organic recycling programs since 2021.

The review is expected to begin in late 2025 and be completed during the first quarter of 2026.

BUDGET IMPACT

As required in the Agreement, VVS will reimburse the City for the performance review based on the recommended scope of work; therefore, there will be no impact on fund balance in the City's General Fund.

LEGAL REVIEW

None required.

APPROVED BY: Sean Joyce, Interim City Manager

Attachments

Contract Agreement

CITY OF CYPRESS
AGREEMENT FOR CONTRACT SERVICES FOR WASTE HAULER FRANCHISE PERFORMANCE REVIEW

THIS AGREEMENT FOR CONTRACT SERVICES (herein "Agreement") is made and entered into this 10th day of November, 2025, by and between the CITY OF CYPRESS, a California municipal corporation ("City") and CityGreen Consulting, LLC (herein "Contractor").

NOW, THEREFORE, the parties hereto agree as follows:

1. SERVICES OF CONTRACTOR

1.1 Scope of Services. In compliance with all of the terms and conditions of this Agreement, the Contractor shall perform the work or services set forth in the "Scope of Services" attached hereto as Exhibit "A" and incorporated herein by reference. Contractor warrants that it has the experience and ability to perform all work and services required hereunder and that it shall diligently perform such work and services in a professional and satisfactory manner.

1.2 Compliance With Law. All work and services rendered hereunder shall be provided in accordance with all ordinances, resolutions, statutes, rules, and regulations of the City and any Federal, State or local governmental agency of competent jurisdiction.

1.3 Licenses, Permits, Fees and Assessments. Contractor shall obtain at its sole cost and expense such licenses, permits, and approvals as may be required by law for the performance of the services required by the Agreement.

1.4 Special Requirements. Additional terms and conditions of this Agreement, if any, which are made a part hereof are set forth in the "Special Requirements" attached hereto as Exhibit "B" and incorporated herein by this reference. In the event of a conflict between the provisions of Exhibit "B" and any other provisions of this Agreement, the provisions of Exhibit "B" shall govern.

2. COMPENSATION

2.1 Contract Sum. For the services rendered pursuant to this Agreement, Contractor shall be compensated in accordance with the "Schedule of Compensation" attached hereto as Exhibit "C" and incorporated herein by this reference, but not exceeding the maximum contract amount of Twenty–Nine Thousand Five Hundred Forty-Five Dollars ($29,545) ("Contract Sum").

2.2 Invoices. Each month Contractor shall furnish to City an original invoice for all work performed and expenses incurred during the preceding month in a form approved by City's Director of Finance. By submitting an invoice for payment under this Agreement, Contractor is certifying compliance with all provisions of the Agreement. The invoice shall detail charges for all necessary and actual expenses by the following categories: labor (by sub-category), travel, materials, equipment, supplies, and sub-contractor contracts. Sub-contractor charges shall also be detailed by such categories. Contractor shall not invoice City for any duplicate services performed by more than one person.

City shall independently review each invoice submitted by the Contractor to determine whether the work performed and expenses incurred are in compliance with the provisions of this Agreement. Except as to any charges for work performed or expenses incurred by Contractor which are disputed by City, City will use its best efforts to cause Contractor to be paid within forty-five (45) days of receipt of Contractor's correct and undisputed invoice; however, Contractor acknowledges and agrees that due to City warrant run procedures, the City cannot guarantee that payment will occur within this time period. In the event any charges or expenses are disputed by City, the original invoice shall be returned by City to Contractor for correction and resubmission. Review and payment by the City of any invoice provided by the Contractor shall not constitute a waiver of any rights or remedies provided herein or any applicable law.

2.3 Additional Services. City shall have the right at any time during the performance of the services, without invalidating this Agreement, to order extra work beyond that specified in the Scope of Services or make changes by altering, adding to or deducting from said work. No such extra work may be undertaken unless a written order is first given by the Contract Officer to the Contractor, incorporating therein any adjustment in (i) the Contract Sum for the actual cost of the extra work, and/or (ii) the time to perform this Agreement, which said adjustments are subject to the written approval of the Contractor. Any increase in compensation of up to ten percent (10%) of the Contract Sum but not exceeding a total contract amount of Five Thousand Dollars ($5,000) or in the time to perform of up to ninety (90) days may be approved by the Contract Officer. Any greater increases, taken either separately or cumulatively, must be approved by the City Council. No claim for an increase in the Contract Sum or time for performance shall be valid unless the procedures established in this Section are followed.

3. PERFORMANCE SCHEDULE

3.1 Time of Essence. Time is of the essence in the performance of this Agreement.

3.2 Schedule of Performance. Contractor shall commence the services pursuant to this Agreement upon receipt of a written notice to proceed and shall perform all services within the time period(s) established in the "Schedule of Performance" attached hereto as Exhibit "D" and incorporated herein by this reference. When requested by the Contractor, extensions to the time period(s) specified in the Schedule of Performance may be approved in writing by the Contract Officer but not exceeding thirty (30) days cumulatively.

3.3 Force Majeure. The time period(s) specified in the Schedule of Performance for performance of the services rendered pursuant to this Agreement shall be extended because of any delays due to unforeseeable causes beyond the control and without the fault or negligence of the Contractor, including, but not restricted to, acts of God or of the public enemy, unusually severe weather, fires, earthquakes, floods, epidemics, quarantine restrictions, riots, strikes, freight embargoes, wars, litigation, and/or acts of any governmental agency, including the City, if the Contractor shall within ten (10) days of the commencement of such delay notify the Contract Officer in writing of the causes of the delay. The Contract Officer shall ascertain the facts and the extent of delay, and extend the time for performing the services for the period of the enforced delay when and if in the judgment of the Contract Officer such delay is justified. The Contract Officer's determination shall be final and conclusive upon the parties to this Agreement. In no event shall Contractor be entitled to recover damages against the City for

any delay in the performance of this Agreement, however caused, Contractor's sole remedy being extension of the Agreement pursuant to this Section.

3.4 Term. Unless earlier terminated in accordance with Article 7 of this Agreement, this Agreement shall continue in full force and effect until completion of the services but not exceeding one (1) year from the date hereof, except as otherwise provided in the Schedule of Performance (Exhibit "D").

4. COORDINATION OF WORK

4.1 Representative of Contractor. Michael Balliet, President, is hereby designated as being the representative of Contractor authorized to act on its behalf with respect to the work and services specified herein and make all decisions in connection therewith. All personnel of Contractor and any authorized agents shall be under the exclusive direction of the representative of Contractor. Contractor shall utilize only competent personnel to perform services pursuant to this Agreement. Contractor shall make every reasonable effort to maintain the stability and continuity of Contractor's staff and subcontractors, and shall keep City informed of any changes.

4.2 Contract Officer. Director of Finance & Administrative Services, or such person as may be designated by the City Manager, is hereby designated as being the representative the City authorized to act in its behalf with respect to the work and services specified herein and to make all decisions in connection therewith ("Contract Officer").

4.3 Prohibition Against Subcontracting or Assignment. Contractor shall not contract with any entity to perform in whole or in part the work or services required hereunder without the express written approval of the City. Neither this Agreement nor any interest herein may be assigned or transferred, voluntarily or by operation of law, without the prior written approval of City. Any such prohibited assignment or transfer shall be void.

4.4 Independent Contractor. Neither the City nor any of its employees shall have any control over the manner, mode or means by which Contractor, its agents or employees, perform the services required herein, except as otherwise set forth. Contractor shall perform all services required herein as an independent contractor of City with only such obligations as are consistent with that role. Contractor shall not at any time or in any manner represent that it or any of its agents or employees are agents or employees of City, or that it is a member of a joint enterprise with City.

5. INSURANCE AND INDEMNIFICATION

5.1 Insurance Coverages. The Contractor shall procure and maintain, at its sole cost and expense, in a form and content satisfactory to City, during the entire term of this Agreement including any extension thereof, the following policies of insurance which shall cover all elected and appointed officers, employees and agents of City:

(a) Commercial General Liability Insurance (Occurrence Form CG0001 or equivalent). A policy of comprehensive general liability insurance written on a per occurrence basis for bodily injury, personal injury and property damage. The policy of insurance shall be in an amount not less than $1,000,000.00 per occurrence or if a general aggregate limit is used, either

the general aggregate limit shall apply separately to this contract/location, or the general aggregate limit shall be twice the occurrence limit.

(b) Worker's Compensation Insurance. A policy of worker's compensation insurance in such amount as will fully comply with the laws of the State of California and which shall indemnify, insure and provide legal defense for the Contractor against any loss, claim or damage arising from any injuries or occupational diseases occurring to any worker employed by or any persons retained by the Contractor in the course of carrying out the work or services contemplated in this Agreement.

(c) Automotive Insurance (Form CA 0001 (Ed 1/87) including "any auto" and endorsement CA 0025 or equivalent). A policy of comprehensive automobile liability insurance written on a per occurrence for bodily injury and property damage in an amount not less than either (i) bodily injury liability limits of $100,000 per person and $300,000 per occurrence and property damage liability limits of $150,000 per occurrence or (ii) combined single limit liability of $1,000,000. Said policy shall include coverage for owned, non-owned, leased, hired cars, and any other automobile.

(d) Professional Liability. Professional liability insurance appropriate to the Contractor's profession. This coverage may be written on a "claims made" basis, and must include coverage for contractual liability. The professional liability insurance required by this Agreement must be endorsed to be applicable to claims based upon, arising out of or related to services performed under this Agreement. The insurance must be maintained for at least 5 consecutive years following the completion of Contractor's services or the termination of this Agreement. During this additional 5-year period, Contractor shall annually and upon request of the City submit written evidence of this continuous coverage.

(e) Additional Insurance. Policies of such other insurance, as may be required in the Special Requirements in Exhibit "B".

(f) Subcontractors. Contractor shall include all subcontractors as insureds under its policies or shall furnish separate certificates and certified endorsements for each subcontractor. All coverages for subcontractors shall be subject to all of the requirements stated herein.

5.2 General Insurance Requirements.

All of the above policies of insurance shall be primary insurance and shall name the City, elected and appointed officers, employees and agents as additional insureds and any insurance maintained by City or officers, employees or agents may apply in excess of, and not contribute with Contractor's insurance. The insurer is deemed hereof to waive all rights of subrogation and contribution it may have against the City, officers, employees and agents and their respective insurers. The insurance policy must specify that where the primary insured does not satisfy the self-insured retention, any additional insured may satisfy the self-insured retention. All of said policies of insurance shall provide that said insurance may not be amended or cancelled by the insurer or any party hereto without providing thirty (30) days prior written notice by certified mail return receipt requested to the City. In the event any of said policies of insurance are cancelled, the Contractor shall, prior to the cancellation date, submit new evidence of insurance in conformance with this Section 5.1 to the Contract Officer. No work or services under this

Agreement shall commence until the Contractor has provided the City with Certificates of Insurance, additional insured endorsement forms or appropriate insurance binders evidencing the above insurance coverages and said Certificates of Insurance or binders are approved by the City. City reserves the right to inspect complete, certified copies of and endorsement to all required insurance policies at any time. Any failure to comply with the reporting or other provisions of the policies including breaches or warranties shall not affect coverage provided to City.

The insurance required by this Agreement shall be satisfactory only if issued by companies qualified to do business in California, rated "A" or better in the most recent edition of Best Rating Guide, The Key Rating Guide or in the Federal Register, and only if they are of a financial category Class VII or better, unless such requirements are waived by the City's Risk Manager or other designee of the City due to unique circumstances.

5.3 Indemnification. To the full extent permitted by law, Contractor agrees to indemnify, defend and hold harmless the City, its officers, employees and agents ("Indemnified Parties") against, and will hold and save them and each of them harmless from, any and all actions, either judicial, administrative, arbitration or regulatory claims, damages to persons or property, losses, costs, penalties, obligations, errors, omissions or liabilities whether actual or threatened (herein "claims or liabilities") that may be asserted or claimed by any person, firm or entity arising out of or in connection with the negligent performance of the work, operations or activities provided herein of Contractor, its officers, employees, agents, subcontractors, or invitees, or any individual or entity for which Contractor is legally liable ("indemnitors"), or arising from Contractor's or indemnitors' reckless or willful misconduct, or arising from Contractor's or indemnitors' negligent performance of or failure to perform any term, provision, covenant or condition of this Agreement, and in connection therewith:

a. Contractor will defend any action or actions filed in connection with any of said claims or liabilities and will pay all costs and expenses, including legal costs and attorney's fees incurred in connection therewith;

b. Contractor will promptly pay any judgment rendered against the City, its officers, agents or employees for any such claims or liabilities arising out of or in connection with the negligent performance of or failure to perform such work, operations or activities of Contractor hereunder; and Contractor agrees to save and hold the City, its officers, agents, and employees harmless therefrom;

c. In the event the City, its officers, agents or employees is made a party to any action or proceeding filed or prosecuted against Contractor for such damages or other claims arising out of or in connection with the negligent performance of or failure to perform the work, operation or activities of Contractor hereunder, Contractor agrees to pay to the City, its officers, agents or employees, any and all costs and expenses incurred by the City, its officers, agents or employees in such action or proceeding, including but not limited to, legal costs and attorney's fees.

Contractor shall incorporate similar indemnity agreements with its subcontractors and if it fails to do so Contractor shall be fully responsible to indemnify City hereunder therefore, and failure of City to monitor compliance with these provisions shall not be a waiver hereof. This indemnification includes claims or liabilities arising from any negligent or wrongful act, error or omission, or reckless or willful misconduct of Contractor in the performance of professional

services hereunder. The provisions of this Section do not apply to claims or liabilities occurring as a result of City's sole negligence or willful acts or omissions, but, to the fullest extent permitted by law, shall apply to claims and liabilities resulting in part from City's negligence, except that design professionals' indemnity hereunder shall be limited to claims and liabilities arising out of the negligence, recklessness or willful misconduct of the design professional. The indemnity obligation shall be binding on successors and assigns of Contractor and shall survive termination of this Agreement.

6. RECORDS, REPORTS, AND RELEASE OF INFORMATION

6.1 Records. Contractor shall keep, and require subcontractors to keep, such ledgers, books of accounts, invoices, vouchers, canceled checks, reports, studies or other documents relating to the disbursements charged to City and services performed hereunder (the "books and records"), as shall be necessary to perform the services required by this Agreement and enable the Contract Officer to evaluate the performance of such services and shall keep such records for a period of three years following completion of the services hereunder. The Contract Officer shall have full and free access to such books and records at all times during normal business hours of City, including the right to inspect, copy, audit and make records and transcripts from such records.

6.2 Reports. Contractor shall periodically prepare and submit to the Contract Officer such reports concerning the performance of the services required by this Agreement or as the Contract Officer shall require.

6.3 Confidentiality and Release of Information.

(a) All information gained or work product produced by Contractor in performance of this Agreement shall be considered confidential, unless such information is in the public domain or already known to Contractor. Contractor shall not release or disclose any such information or work product to persons or entities other than the City without prior written authorization from the Contract Officer.

(b) Contractor shall not, without prior written authorization from the Contract Officer or unless requested by the City Attorney, voluntarily provide documents, declarations, letters of support, testimony at depositions, response to interrogatories or other information concerning the work performed under this Agreement. Response to a subpoena or court order shall not be considered "voluntary" provided Contractor gives the City notice of such court order or subpoena.

(c) If Contractor provides any information or work product in violation of this Agreement, then the City shall have the right to reimbursement and indemnity from Contractor for any damages, costs and fees, including attorney's fees, caused by or incurred as a result of Contractor's conduct.

(d) Contractor shall promptly notify the City should Contractor be served with any summons, complaint, subpoena, notice of deposition, request for documents, interrogatories, request for admissions or other discovery request, court order or subpoena from any party regarding this Agreement and the work performed thereunder. The City retains the right, but has no obligation, to represent Contractor or be present at any deposition, hearing or similar

proceeding. Contractor agrees to cooperate fully with the City and to provide the City with the opportunity to review any response to discovery requests provided by Contractor.

6.4 Ownership of Documents. All studies, surveys, data, notes, computer files, reports, records, drawings, specifications, maps, designs, photographs, documents and other materials (the "documents and materials") prepared by Contractor in the performance of this Agreement shall be the property of the City and shall be delivered to the City upon request of the Contract Officer or upon the termination of this Agreement, and Contractor shall have no claim for further employment or additional compensation as a result of the exercise by the City of its full rights of ownership use, reuse, or assignment of the documents and materials hereunder. Moreover, Contractor with respect to any documents and materials that may qualify as "works made for hire" as defined in 17 U.S.C. § 101, such documents and materials are hereby deemed "works made for hire" for the City.

7. ENFORCEMENT OF AGREEMENT AND TERMINATION

7.1 California Law. This Agreement shall be interpreted, construed and governed both as to validity and to performance of the parties in accordance with the laws of the State of California. Legal actions concerning any dispute, claim or matter arising out of or in relation to this Agreement shall be instituted in the Superior Court of the County of Orange, State of California. In the event of litigation in a U.S. District Court, venue shall lie exclusively in the Central District of California, in the County of Orange, State of California.

7.2 Disputes; Default. In the event that Contractor is in default under the terms of this Agreement, the City shall not have any obligation or duty to continue compensating Contractor for any work performed after the date of default. Instead, the City may give notice to Contractor of the default and the reasons for the default. The notice shall include the timeframe in which Contractor may cure the default. This timeframe is presumptively thirty (30) days, but may be extended, if circumstances warrant. During the period of time that Contractor is in default, the City shall hold all invoices and shall, when the default is cured, proceed with payment on the invoices. If Contractor does not cure the default, the City may take necessary steps to terminate this Agreement under this Article.

7.3 Legal Action. In addition to any other rights or remedies, either party may take legal action, in law or in equity, to cure, correct or remedy any default, to recover damages for any default, to compel specific performance of this Agreement, to obtain declaratory or injunctive relief, or to obtain any other remedy consistent with the purposes of this Agreement. Notwithstanding any contrary provision herein, Contractor shall file a statutory claim pursuant to Government Code Sections 905 et. seq. and 910 et. seq., in order to pursue any legal action under this Agreement.

Except with respect to rights and remedies expressly declared to be exclusive in this Agreement, the rights and remedies of the parties are cumulative and the exercise by either party of one or more of such rights or remedies shall not preclude the exercise by it, at the same or different times, of any other rights or remedies for the same default or any other default by the other party.

7.4 Termination Prior to Expiration of Term. This Section shall govern any termination of this Contract except as specifically provided in the following Section for

termination for cause. The City reserves the right to terminate this Contract at any time, with or without cause, upon written notice to Contractor. In addition, the Contractor may terminate this Contract at any time for cause, upon sixty (60) days' advance written notice to City. Upon receipt of any notice of termination, Contractor shall immediately cease all services hereunder except such as may be specifically approved by the Contract Officer. Except where the Contractor has initiated termination, the Contractor shall be entitled to compensation for all services rendered prior to the effective date of the notice of termination and for any services authorized by the Contract Officer thereafter in accordance with the Schedule of Compensation or such as may be approved by the Contract Officer. In the event the Contractor has initiated termination, the Contractor shall be entitled to compensation only for the reasonable value of the work product actually produced hereunder, but not exceeding the compensation provided therefore in the Schedule of Compensation Exhibit "C". In the event of termination without cause pursuant to this Section, the terminating party need not provide the non-terminating party with the opportunity to cure pursuant to Section 7.2.

7.5 Termination for Default of Contractor. If termination is due to the failure of the Contractor to fulfill its obligations under this Agreement, City may, after compliance with the provisions of Section 7.2, take over the work and prosecute the same to completion by contract or otherwise, and the Contractor shall be liable to the extent that the total cost for completion of the services required hereunder exceeds the compensation herein stipulated (provided that the City shall use reasonable efforts to mitigate such damages), and City may withhold any payments to the Contractor for the purpose of set-off or partial payment of the amounts owed the City as previously stated.

8. MISCELLANEOUS

8.1 Covenant Against Discrimination. Contractor covenants that, by and for itself, its heirs, executors, assigns and all persons claiming under or through them, that there shall be no discrimination against or segregation of, any person or group of persons on account of race, color, creed, religion, sex, gender, sexual orientation, marital status, national origin, ancestry, or other protected class in the performance of this Agreement. Contractor shall take affirmative action to ensure that applicants are employed and that employees are treated during employment without regard to their race, color, creed, religion, sex, gender, sexual orientation, marital status, national origin, ancestry, or other protected class

8.2 Non-liability of City Officers and Employees. No officer or employee of the City shall be personally liable to the Contractor, or any successor in interest, in the event of any default or breach by the City or for any amount, which may become due to the Contractor or to its successor, or for breach of any obligation of the terms of this Agreement.

8.3 Notice. Any notice, demand, request, document, consent, approval, or communication either party desires or is required to give to the other party or any other person shall be in writing and either served personally or sent by prepaid, first-class mail, in the case of the City, to the City Manager and to the attention of the Contract Officer (with her/his name and City title), City of Cypress, 5275 Orange Avenue, Cypress, California 90630 and in the case of the Contractor, to the person(s) at the address designated on the execution page of this Agreement. Either party may change its address by notifying the other party of the change of address in writing.

Notice shall be deemed communicated at the time personally delivered or in seventy-two (72) hours from the time of mailing if mailed as provided in this Section.

8.4 Integration; Amendment. It is understood that there are no oral agreements between the parties hereto affecting this Agreement and this Agreement supersedes and cancels any and all previous negotiations, arrangements, agreements and understandings, if any, between the parties, and none shall be used to interpret this Agreement. This Agreement may be amended at any time by the mutual consent of the parties by an instrument in writing.

8.5 Severability. In the event that part of this Agreement shall be declared invalid or unenforceable by a valid judgment or decree of a court of competent jurisdiction, such invalidity or unenforceability shall not affect any of the remaining portions of this Agreement which are hereby declared as severable and shall be interpreted to carry out the intent of the parties hereunder unless the invalid provision is so material that its invalidity deprives either party of the basic benefit of their bargain or renders this Agreement meaningless.

8.6 Waiver. No delay or omission in the exercise of any right or remedy by non-defaulting party on any default shall impair such right or remedy or be construed as a waiver. A party's consent to or approval of any act by the other party requiring the party's consent or approval shall not be deemed to waive or render unnecessary the other party's consent to or approval of any subsequent act. Any waiver by either party of any default must be in writing and shall not be a waiver of any other default concerning the same or any other provision of this Agreement.

8.7 Attorney's Fees. If either party to this Agreement is required to initiate or defend or made a party to any action or proceeding in any way connected with this Agreement, the prevailing party in such action or proceeding, in addition to any other relief which any be granted, whether legal or equitable, shall be entitled to reasonable attorney's fees, whether or not the matter proceeds to judgment.

8.8 Interpretation.

The terms of this Agreement shall be construed in accordance with the meaning of the language used and shall not be construed for or against either party by reason of the authorship of this Agreement or any other rule of construction which might otherwise apply.

8.9 Counterparts.

This Agreement may be executed in counterparts, each of which shall be deemed to be an original, and such counterparts shall constitute one and the same instrument.

8.10 Warranty & Representation of Non-Collusion. No official, officer, or employee of City has any financial interest, direct or indirect, in this Agreement, nor shall any official, officer, or employee of City participate in any decision relating to this Agreement which may affect his/her financial interest or the financial interest of any corporation, partnership, or association in which (s)he is directly or indirectly interested, or in violation of any corporation, partnership, or association in which (s)he is directly or indirectly interested, or in violation of any State or municipal statute or regulation. The determination of "financial interest" shall be consistent with State law and shall not include interests found to be "remote" or "noninterests"

pursuant to Government Code Sections 1091 or 1091.5. Contractor warrants and represents that it has not paid or given, and will not pay or give, to any third party including, but not limited to, any City official, officer, or employee, any money, consideration, or other thing of value as a result or consequence of obtaining or being awarded any agreement. Contractor further warrants and represents that (s)he/it has not engaged in any act(s), omission(s), or other conduct or collusion that would result in the payment of any money, consideration, or other thing of value to any third party including, but not limited to, any City official, officer, or employee, as a result of consequence of obtaining or being awarded any agreement. Contractor is aware of and understands that any such act(s), omission(s) or other conduct resulting in such payment of money, consideration, or other thing of value will render this Agreement void and of no force or effect.

Contractor's Authorized Initials _____

8.11 Corporate Authority. The persons executing this Agreement on behalf of the parties hereto warrant that (i) such party is duly organized and existing, (ii) they are duly authorized to execute and deliver this Agreement on behalf of said party, (iii) by so executing this Agreement, such party is formally bound to the provisions of this Agreement, and (iv) the entering into this Agreement does not violate any provision of any other Agreement to which said party is bound. This Agreement shall be binding upon the heirs, executors, administrators, successors and assigns of the parties.

[Signatures on the following page.]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date and year first-above written.

CITY:
City of Cypress, a municipal corporation

_____
David Burke, Mayor

ATTEST:

_____
Lisa A. Berglund, Interim City Clerk

APPROVED AS TO FORM:
ALESHIRE & WYNDER, LLP

_____
Fred Galante, City Attorney

CONTRACTOR:
CityGreen Consulting, LLC

By: _____
Name: Michael Balliet
Title: President

Address: 30181 Outpost Road
San Juan Capistrano, CA 92675

EXHIBIT "A"

SCOPE OF SERVICES
WASTE HAULER FRANCHISE PERFORMANCE REVIEW
Valley Vista Services – Audit Period: 2022–2024

Project Kickoff/Administration

- Conduct a kickoff meeting with City staff and Valley Vista Services to confirm objectives, timeline, data needs, and deliverables.
- Maintain data confidentiality and ensure secure handling of proprietary hauler information.
- Prepare a written work plan and detailed data request list, subject to City approval, identifying all records, reports, and supporting documentation required to complete the review.
- Establish regular progress meetings or status updates (biweekly preferred) with City staff to review interim findings, data gaps, or emerging issues.
- Maintain a project schedule that includes key milestones, deliverables, and review checkpoints.
- Assist City staff in preparing any necessary staff report or summary memo for Council consideration.
- The Consultant shall complete the review within approximately 120 calendar days from the Notice to Proceed, subject to timely data provision by Valley Vista Services and/or the City.

Task 1: Franchise Agreement Compliance Review

- Develop a comprehensive compliance matrix identifying each franchise requirement, performance standard, and reporting obligation.
- Verify compliance with provisions related to: vehicle age, fleet maintenance, and emission standards; insurance, bonds, and other financial assurance requirements; timeliness and completeness of required reports and documentation; complaint handling, missed collection procedures, and response times; cart/container delivery, maintenance, and replacement standards; nonprofit donation, community outreach, and public education obligations; use of approved facilities and compliance with disposal and processing site requirements.
- Review City fee payments (franchise, monitoring, and administrative fees) for proper calculation, timing, and remittance.
- Review adherence to contamination monitoring, route audits, and SB 1383 recordkeeping and reporting requirements.
- Identify and document any non-compliance findings, exceptions, or areas requiring clarification.

Task 2: Financial Review

- Review the hauler's accounting and billing systems to confirm the capture of all revenue categories subject to franchise fees.
- Perform billing sample tests across all customer classes (residential, commercial, and industrial) to verify billing accuracy against City-approved rate schedules.

- Reconcile gross receipts to reported franchise fee payments and confirm that all applicable revenue streams are included.
- Verify franchise, AB 939, AB 341, and SB 1383 fee calculations and remittance timing.
- Verify and confirm CPI adjustments and rate changes for accuracy per contract formula.
- Review financial records to ensure accuracy and consistency.
- Examine supporting documentation such as invoices, tonnage reports and disposal/recycling receipts.
- Identify any underpayments, overpayments, or missed revenues, and prepare recommended corrections or adjustments.
- Conduct a high-level financial assessment of both the City's and hauler's fiscal positions to evaluate the overall financial health, cost-recovery balance, and long-term sustainability of the contract.
- Compare financial performance indicators to industry norms
- Confirm compliance with any guaranteed minimum revenue or sales tax protection provisions in the franchise agreement.

Task 3: Tonnage and Diversion Verification

- Audit tonnage data and confirm reported figures through review of weight tickets, scale reports, and facility receipts.
- Validate the facility certifications and diversion rates of all processing and disposal facilities used (e.g., Grand Central MRF, organics processors).
- Verify compliance with AB 939, AB 341, AB 1826, and SB 1383, including business and multi-family recycling participation rates, organics collection program coverage, contamination monitoring, waiver documentation, and self-haul or third-party tonnage accounting.
- Confirm compliance with Construction and Demolition (C&D) diversion requirements, if applicable.
- Identify discrepancies between hauler-reported and facility-reported tonnage data.
- Document any inconsistencies and provide recommended corrective measures.

Task 4: Operational Review

- Evaluate customer service operations, including call center metrics, complaint logs, service requests, and resolution times.
- Review vehicle and fleet management records, including maintenance logs, inspection reports, and accident records.
- Assess operational efficiency and safety, including route optimization, load weights, stops per hour, and on-time performance.
- Benchmark performance against industry standards and peer cities, identifying areas of strength and improvement. Ratings shall be: 1) exceptional; 2) above average; 3) meets industry standards; 4) substandard; or 5) poor for each area of review.

Task 5: Reporting and Deliverables

- Provide interim updates or draft findings during the review to allow City staff feedback prior to report finalization.

- Prepare a final comprehensive report including executive summary, methodology, detailed findings, quantified variances, corrective action recommendations, and supporting appendices.
- Provide a summary findings matrix classifying each item as Compliant, Non-Compliant, or Needs Clarification.
- Attend one presentation to the City Council or workshop session, if requested.

EXHIBIT "B"

SPECIAL REQUIREMENTS

DELETE subsection 2.3 and **REPLACE** with the following:

"2.3 Additional Services. City shall have the right at any time during the performance of the services, without invalidating this Agreement, to order extra work beyond that specified in a particular Agreement, as defined in Exhibit "A," or make changes by altering, adding to or deducting from said work. No such extra work may be undertaken unless a written order is first given by the Contract Officer to the Contractor, incorporating therein any adjustment in (i) the Contract Sum for the actual costs of the extra work, and/or (ii) the time to perform this Agreement, which said adjustments are subject to the written approval of the Contractor. Any increase in compensation up to the amount authorized by the City Council ("Contract Contingency"); or, in the time to perform of up to one hundred eighty (180) days, may be approved by the Contract Officer. Any greater increases, taken either separately or cumulatively, must be approved by the City Council. It is expressly understood by Contractor that the provisions of this Section shall not apply to services specifically set forth in the Scope of Services. Contractor hereby acknowledges that it accepts the risk that the services to be provided pursuant to the Scope of Services may be more costly or time consuming than Contractor anticipates and that Contractor shall not be entitled to additional compensation therefor. City may in its sole and absolute discretion have similar work done by other contractors. No claims for an increase in the Contract Sum or time for performance shall be valid unless the procedures established in this Section are followed.

II. **Section 5.1(d) shall be amended to read as follows:**

"Professional Liability. Professional liability insurance in the amount not less than two million dollars ($2,000,000). This coverage may be written on a "claims made" basis, and must include coverage for contractual liability. The professional liability insurance required by this Agreement must be endorsed to be applicable to claims based upon, arising out of or related to services performed under this Agreement. The insurance must be maintained for at least 5 consecutive years following the completion of Contractor's services or the termination of this Agreement. During this additional 5-year period, Contractor shall annually and upon request of the City submit written evidence of this continuous coverage."

EXHIBIT "C"

SCHEDULE OF COMPENSATION

Provided Contractor is not in default under this Agreement, Contractor shall be compensated on a time and material basis, in an amount not to exceed $29,545, as outlined in the Scope of Work (Exhibit A). This fee includes all professional services, materials, travel, and incidental expenses required to perform the tasks outlined below:

Task & Description		Mike Balliet Principal $125/hr	Matt Balliet Vice President $105/hr	Mike Byrne Sr. Consultant $105/hr	TOTAL COST
	Administration	20	0	0	$ 2,500
1	Franchise Agreement Performance Review	20	10	25	$ 6,175
2	Financial Review	25	10	20	$ 6,275
3	Tonnage & Diversion Verification	15	12	15	$ 4,710
4	Operational Review	20	0	25	$ 5,125
5	Reporting & Deliverables	28	0	12	$ 4,760
				TOTAL	**$29,545**

EXHIBIT "D"

SCHEDULE OF PERFORMANCE

The anticipated timeline for the outlined Scope of Work (Exhibit A) is as follows:

	December 2025	January 2026	February 2026	March 2026	April 2026
Administration					
Franchise Performance Review					
Financial Review					
Tonnage & Diversion Verification					
Operational Review					
Reporting and Deliverables					

CITY OF CYPRESS

CITY COUNCIL REPORT

City Council Regular **9.**

FROM: Jeff Draper, Director of Recreation and Community Services

DATE: 11/10/2025

SUBJECT: **Approve an Agreement for Marketing and Communications Services**

RECOMMENDATION

1. Approve a three-year agreement for marketing and communications services with Communications LAB for $605,991; and

2. Authorize a $4,672 appropriation increase in the City's General Fund; and

3. Authorize a $5,328 appropriation increase in the District's General Fund.

DISCUSSION

Prior to 2022, the City and District had a full-time position dedicated to marketing and communications. With the ever-changing landscape of social media, online methods of communication and periodic print materials created by City staff, merely having a dedicated in-house position was insufficient to provide a full complement of marketing and communication services and meet the demands of keeping residents adequately informed. Therefore, in 2022, the City and District contracted out marketing and communications services to Communications LAB to meet these demands. The services provided by Communications LAB include promoting the City and District's programs and events through social media, email blasts, the Progress newsletter, Cypress Central App, the City's website, Recreation's activity guide, Minute with the Mayor, and issuing press releases along with providing graphic design, creating digital content, writing copy, and photography/videography services. The agreement allows for the City to tap into a team of professionals to provide all of these services for roughly the same cost as the full-time communications and marketing position, which has subsequently been eliminated from the City's budget.

The current agreement for these professional services is month-to-month and is set to expire in December 2025. The City has solicited proposals for a successor agreement through an open and competitive process to identify the best qualified firm to provide high-quality services at a reasonable price. Fourteen proposals were received and evaluated, five vendors were invited to participate in the interview process, and two were selected to submit detailed pricing based on specific services requested by the City and District.

Communications LAB was identified as the vendor that could provide these services at the best value to the City. Communications LAB has delivered marketing and communications services to every department across the City since 2022 and brings their knowledge of City workflow, approval processes, and communications to consistently produce high quality content. The recommended agreement will be effective January 1, 2026, and will continue to provide marketing and communication services at a fixed monthly rate, and ensure residents and businesses continue to receive vital City and District communications.

The recommended three-year agreement provides the City with the option for two, one-year extensions through December 31, 2030. The fixed annual cost for services will be $199,997 for the first two years of the agreement, while year three increases by three percent to $205,997. These costs will be billed at a flat monthly rate of $16,666 for years one and two, and $17,116 for year three. If the two optional extensions are exercised, an annual three percent increase will be applied to both years four and five, and the total cost for the five-year term will not exceed $1,036,710.

BUDGET IMPACT

The cost of marketing and communications services will be split between the City and District based on the proposed scope of services, with 65% of the services related to the City and 35% associated with the District. The City's General Fund budget includes $120,000 and the District's General Fund budget includes $60,000 for communication and marketing services for FY 2025-26. In order to have sufficient amounts available through June 30, 2026, it is necessary to appropriate $4,672 in the City's General Fund and $5,328 in the District's General Fund. Sufficient amounts are available in the unrestricted fund balance of each of these two funds to provide for these additional contract costs.

LEGAL REVIEW

The City Attorney has reviewed the contract as to form.

APPROVED BY: Sean Joyce, Interim City Manager

Attachments

Agreement
Proposals

AGREEMENT FOR CONTRACT SERVICES

By and Between

CITY OF CYPRESS

and

COMMUNICATIONS LAB

AGREEMENT FOR CONTRACT SERVICES
BY AND BETWEEN THE CITY OF CYPRESS AND
_____

THIS AGREEMENT FOR CONTRACT SERVICES (herein "Agreement") is made and entered into this ____ day of _____, 2025 by and between the City of Cypress, a California municipal corporation ("City") and Communications LAB, a California based company ("Contractor"). City and Contractor are sometimes hereinafter individually referred to as "Party" and hereinafter collectively referred to as the "Parties."

RECITALS

A. City has sought, by issuance of a Request for Proposals or Invitation for Bids, the performance of the services defined and described particularly in Article 1 of this Agreement.

B. Contractor, following submission of a proposal or bid for the performance of the services defined and described particularly in Article 1 of this Agreement, was selected by the City to perform those services.

C. Pursuant to the City of Cypress's Charter and Municipal Code, City has authority to enter into and execute this Agreement.

D. The Parties desire to formalize the selection of Contractor for performance of those services defined and described particularly in Article 1 of this Agreement and desire that the terms of that performance be as particularly defined and described herein.

OPERATIVE PROVISIONS

NOW, THEREFORE, in consideration of the mutual promises and covenants made by the Parties and contained herein and other consideration, the value and adequacy of which are hereby acknowledged, the parties agree as follows:

ARTICLE 1. SERVICES OF CONSULTANT

1.1 Scope of Services.

In compliance with all terms and conditions of this Agreement, the Contractor shall provide those services specified in the "Scope of Services" attached hereto as Exhibit "A" and incorporated herein by this reference, which may be referred to herein as the "services" or "work" hereunder. As a material inducement to the City entering into this Agreement, Contractor represents and warrants that it has the qualifications, experience, and facilities necessary to properly perform the services required under this Agreement in a thorough, competent, and professional manner, and is experienced in performing the work and services contemplated herein. Contractor shall at all times faithfully, competently and to the best of its ability, experience and talent, perform all services described herein. Contractor covenants that it shall follow the highest professional standards in performing the work and services required hereunder and that all materials will be both of good quality as well as fit for the purpose intended. For purposes of this Agreement, the phrase "highest

professional standards" shall mean those standards of practice recognized by one or more first-class firms performing similar work under similar circumstances.

1.2 Contractor's Proposal.

The Scope of Service shall include the Contractor's scope of work or bid which shall be incorporated herein by this reference as though fully set forth herein. In the event of any inconsistency between the terms of such proposal and this Agreement, the terms of this Agreement shall govern.

1.3 Compliance with Law.

Contractor shall keep itself informed concerning, and shall render all services hereunder in accordance with, all ordinances, resolutions, statutes, rules, and regulations of the City and any Federal, State or local governmental entity having jurisdiction in effect at the time service is rendered.

1.4 Licenses, Permits, Fees and Assessments.

Contractor shall obtain at its sole cost and expense such licenses, permits and approvals as may be required by law for the performance of the services required by this Agreement. Contractor shall have the sole obligation to pay for any fees, assessments and taxes, plus applicable penalties and interest, which may be imposed by law and arise from or are necessary for the Contractor's performance of the services required by this Agreement, and shall indemnify, defend and hold harmless City, its officers, employees or agents of City, against any such fees, assessments, taxes, penalties or interest levied, assessed or imposed against City hereunder.

1.5 Familiarity with Work.

By executing this Agreement, Contractor warrants that Contractor (i) has thoroughly investigated and considered the scope of services to be performed, (ii) has carefully considered how the services should be performed, and (iii) fully understands the facilities, difficulties and restrictions attending performance of the services under this Agreement. If the services involve work upon any site, Contractor warrants that Contractor has or will investigate the site and is or will be fully acquainted with the conditions there existing, prior to commencement of services hereunder. Should the Contractor discover any latent or unknown conditions, which will materially affect the performance of the services hereunder, Contractor shall immediately inform the City of such fact and shall not proceed except at Contractor's risk until written instructions are received from the Contract Officer.

1.6 Care of Work.

The Contractor shall adopt reasonable methods during the life of the Agreement to furnish continuous protection to the work, and the equipment, materials, papers, documents, plans, studies and/or other components thereof to prevent losses or damages, and shall be responsible for all such damages, to persons or property, until acceptance of the work by City, except such losses or damages as may be caused by City's own negligence.

1.7 Further Responsibilities of Parties.

Both parties agree to use reasonable care and diligence to perform their respective obligations under this Agreement. Both parties agree to act in good faith to execute all instruments, prepare all documents and take all actions as may be reasonably necessary to carry out the purposes of this Agreement. Unless hereafter specified, neither party shall be responsible for the service of the other.

1.8 Additional Services.

City shall have the right at any time during the performance of the services, without invalidating this Agreement, to order extra work beyond that specified in the Scope of Services or make changes by altering, adding to or deducting from said work. No such extra work may be undertaken unless a written order is first given by the Contract Officer to the Contractor, incorporating therein any adjustment in (i) the Contract Sum for the actual costs of the extra work, and/or (ii) the time to perform this Agreement, which said adjustments are subject to the written approval of the Contractor. Any increase in compensation of up to ten percent (10%) of the Contract Sum or $25,000, whichever is less; or, in the time to perform of up to one hundred eighty (180) days, may be approved by the Contract Officer. Any greater increases, taken either separately or cumulatively, must be approved by the City Council. It is expressly understood by Contractor that the provisions of this Section shall not apply to services specifically set forth in the Scope of Services. Contractor hereby acknowledges that it accepts the risk that the services to be provided pursuant to the Scope of Services may be more costly or time consuming than Contractor anticipates and that Contractor shall not be entitled to additional compensation therefor. City may in its sole and absolute discretion have similar work done by other contractors. No claims for an increase in the Contract Sum or time for performance shall be valid unless the procedures established in this Section are followed.

1.9 Special Requirements.

Additional terms and conditions of this Agreement, if any, which are made a part hereof are set forth in the "Special Requirements" attached hereto as Exhibit "B" and incorporated herein by this reference. In the event of a conflict between the provisions of Exhibit "B" and any other provisions of this Agreement, the provisions of Exhibit "B" shall govern.

ARTICLE 2. COMPENSATION AND METHOD OF PAYMENT.

2.1 Contract Sum.

Subject to any limitations set forth in this Agreement, City agrees to pay Contractor the amounts specified in the "Schedule of Compensation" attached hereto as Exhibit "C" and incorporated herein by this reference. The total compensation, including reimbursement for actual expenses, shall not exceed one million thirty-six thousand seven hundred and ten Dollars ($1,036,710) (the "Contract Sum"), unless additional compensation is approved pursuant to Section 1.8.

2.2 Method of Compensation.

The method of compensation may include: (i) a lump sum payment upon completion; (ii) payment in accordance with specified tasks or the percentage of completion of the services, less contract retention; (iii) payment for time and materials based upon the Contractor's rates as specified in the Schedule of Compensation, provided that (a) time estimates are provided for the performance of sub tasks, (b) contract retention is maintained, and (c) the Contract Sum is not exceeded; or (iv) such other methods as may be specified in the Schedule of Compensation.

2.3 Reimbursable Expenses.

Compensation may include reimbursement for actual and necessary expenditures for reproduction costs, telephone expenses, and travel expenses approved by the Contract Officer in advance, or actual subcontractor expenses of an approved subcontractor pursuant to Section 4.5, and only if specified in the Schedule of Compensation. The Contract Sum shall include the attendance of Contractor at all project meetings reasonably deemed necessary by the City. Coordination of the performance of the work with City is a critical component of the services. If Contractor is required to attend additional meetings to facilitate such coordination, Contractor shall not be entitled to any additional compensation for attending said meetings.

2.4 Invoices.

Each month Contractor shall furnish to City an original invoice for all work performed and expenses incurred during the preceding month in a form approved by City's Director of Finance. By submitting an invoice for payment under this Agreement, Contractor is certifying compliance with all provisions of the Agreement. The invoice shall detail charges for all necessary and actual expenses by the following categories: labor (by sub-category), travel, materials, equipment, supplies, and sub-contractor contracts. Sub-contractor charges shall also be detailed by such categories. Contractor shall not invoice City for any duplicate services performed by more than one person.

City shall independently review each invoice submitted by the Contractor to determine whether the work performed and expenses incurred are in compliance with the provisions of this Agreement. Except as to any charges for work performed or expenses incurred by Contractor which are disputed by City, or as provided in Section 7.3, City will use its best efforts to cause Contractor to be paid within forty-five (45) days of receipt of Contractor's correct and undisputed invoice; however, Contractor acknowledges and agrees that due to City warrant run procedures, the City cannot guarantee that payment will occur within this time period. In the event any charges or expenses are disputed by City, the original invoice shall be returned by City to Contractor for correction and resubmission. Review and payment by City for any invoice provided by the Contractor shall not constitute a waiver of any rights or remedies provided herein or any applicable law.

2.5 Waiver.

Payment to Contractor for work performed pursuant to this Agreement shall not be deemed to waive any defects in work performed by Contractor.

ARTICLE 3. PERFORMANCE SCHEDULE

3.1 Time of Essence.

Time is of the essence in the performance of this Agreement.

3.2 Schedule of Performance.

Contractor shall commence the services pursuant to this Agreement upon receipt of a written notice to proceed and shall perform all services within the time period(s) established in the "Schedule of Performance" attached hereto as Exhibit "D" and incorporated herein by this reference. When requested by the Contractor, extensions to the time period(s) specified in the Schedule of Performance may be approved in writing by the Contract Officer but not exceeding one hundred eighty (180) days cumulatively.

3.3 Force Majeure.

The time period(s) specified in the Schedule of Performance for performance of the services rendered pursuant to this Agreement shall be extended because of any delays due to unforeseeable causes beyond the control and without the fault or negligence of the Contractor, including, but not restricted to, acts of God or of the public enemy, unusually severe weather, fires, earthquakes, floods, epidemics, quarantine restrictions, riots, strikes, freight embargoes, wars, litigation, and/or acts of any governmental agency, including the City, if the Contractor shall within ten (10) days of the commencement of such delay notify the Contract Officer in writing of the causes of the delay. The Contract Officer shall ascertain the facts and the extent of delay, and extend the time for performing the services for the period of the enforced delay when and if in the judgment of the Contract Officer such delay is justified. The Contract Officer's determination shall be final and conclusive upon the parties to this Agreement. In no event shall Contractor be entitled to recover damages against the City for any delay in the performance of this Agreement, however caused, Contractor's sole remedy being extension of the Agreement pursuant to this Section.

3.4 Term.

Unless earlier terminated in accordance with Article 7 of this Agreement, this Agreement shall continue in full force and effect until completion of the services but not exceeding one (1) years from the date hereof, except as otherwise provided in the Schedule of Performance (Exhibit "D").

ARTICLE 4. COORDINATION OF WORK

4.1 Representatives and Personnel of Contractor.

The following principals of Contractor ("Principals") are hereby designated as being the principals and representatives of Contractor authorized to act in its behalf with respect to the work specified herein and make all decisions in connection therewith:

Arianna Barrios, Chief Executive Officer
(Name) (Title)

It is expressly understood that the experience, knowledge, capability and reputation of the foregoing principals were a substantial inducement for City to enter into this Agreement. Therefore, the foregoing principals shall be responsible during the term of this Agreement for directing all activities of Contractor and devoting sufficient time to personally supervise the services hereunder. All personnel of Contractor, and any authorized agents, shall at all times be under the exclusive direction and control of the Principals. For purposes of this Agreement, the foregoing Principals may not be replaced nor may their responsibilities be substantially reduced by Contractor without the express written approval of City. Additionally, Contractor shall utilize only competent personnel to perform services pursuant to this Agreement. Contractor shall make every reasonable effort to maintain the stability and continuity of Contractor's staff and subcontractors, if any, assigned to perform the services required under this Agreement. Contractor shall notify City of any changes in Contractor's staff and subcontractors, if any, assigned to perform the services required under this Agreement, prior to and during any such performance.

4.2 Status of Contractor.

Contractor shall have no authority to bind City in any manner, or to incur any obligation, debt or liability of any kind on behalf of or against City, whether by contract or otherwise, unless such authority is expressly conferred under this Agreement or is otherwise expressly conferred in writing by City. Contractor shall not at any time or in any manner represent that Contractor or any of Contractor's officers, employees, or agents are in any manner officials, officers, employees or agents of City. Neither Contractor, nor any of Contractor's officers, employees or agents, shall obtain any rights to retirement, health care or any other benefits which may otherwise accrue to City's employees. Contractor expressly waives any claim Contractor may have to any such rights.

4.3 Contract Officer.

The Contract Officer shall be the City Manager or such person as may be designated by the City Manager. It shall be the Contractor's responsibility to assure that the Contract Officer is kept informed of the progress of the performance of the services and the Contractor shall refer any decisions which must be made by City to the Contract Officer. Unless otherwise specified herein, any approval of City required hereunder shall mean the approval of the Contract Officer. The Contract Officer shall have authority, if specified in writing by the City Manager, to sign all documents on behalf of the City required hereunder to carry out the terms of this Agreement.

4.4 Independent Contractor.

Neither the City nor any of its employees shall have any control over the manner, mode or means by which Contractor, its agents or employees, perform the services required herein, except as otherwise set forth herein. City shall have no voice in the selection, discharge, supervision or control of Contractor's employees, servants, representatives or agents, or in fixing their number, compensation or hours of service. Contractor shall perform all services required herein as an independent contractor of City and shall remain at all times as to City a wholly independent contractor with only such obligations as are consistent with that role. Contractor shall not at any time or in any manner represent that it or any of its agents or employees are agents or employees of City. City shall not in any way or for any purpose become or be deemed to be a partner of

Contractor in its business or otherwise or a joint venturer or a member of any joint enterprise with Contractor.

4.5 Prohibition Against Subcontracting or Assignment.

The experience, knowledge, capability and reputation of Contractor, its principals and employees were a substantial inducement for the City to enter into this Agreement. Therefore, Contractor shall not contract with any other entity to perform in whole or in part the services required hereunder without the express written approval of the City. In addition, neither this Agreement nor any interest herein may be transferred, assigned, conveyed, hypothecated or encumbered voluntarily or by operation of law, whether for the benefit of creditors or otherwise, without the prior written approval of City. Transfers restricted hereunder shall include the transfer to any person or group of persons acting in concert of more than twenty five percent (25%) of the present ownership and/or control of Contractor, taking all transfers into account on a cumulative basis. In the event of any such unapproved transfer, including any bankruptcy proceeding, this Agreement shall be void. No approved transfer shall release the Contractor or any surety of Contractor of any liability hereunder without the express consent of City.

ARTICLE 5. INSURANCE AND INDEMNIFICATION

5.1 Insurance Coverages.

The Contractor shall procure and maintain, at its sole cost and expense, in a form and content satisfactory to City, during the entire term of this Agreement including any extension thereof, the following policies of insurance which shall cover all elected and appointed officers, employees and agents of City:

(a) General Liability Insurance (Occurrence Form CG0001 or equivalent). A policy of comprehensive general liability insurance written on a per occurrence basis for bodily injury, personal injury and property damage. The policy of insurance shall be in an amount not less than $1,000,000.00 per occurrence or if a general aggregate limit is used, then the general aggregate limit shall be twice the occurrence limit.

(b) Worker's Compensation Insurance. A policy of worker's compensation insurance in such amount as will fully comply with the laws of the State of California and which shall indemnify, insure and provide legal defense for the Contractor against any loss, claim or damage arising from any injuries or occupational diseases occurring to any worker employed by or any persons retained by the Contractor in the course of carrying out the work or services contemplated in this Agreement.

(c) Automotive Insurance (Form CA 0001 (Ed 1/87) including "any auto" and endorsement CA 0025 or equivalent). A policy of comprehensive automobile liability insurance written on a per occurrence for bodily injury and property damage in an amount not less than $1,000,000. Said policy shall include coverage for owned, non-owned, leased, hired cars and any automobile.

(d) Professional Liability. Professional liability insurance appropriate to the Contractor's profession. This coverage may be written on a "claims made" basis, and must include

coverage for contractual liability. The professional liability insurance required by this Agreement must be endorsed to be applicable to claims based upon, arising out of or related to services performed under this Agreement. The insurance must be maintained for at least 5 consecutive years following the completion of Contractor's services or the termination of this Agreement. During this additional 5-year period, Contractor shall annually and upon request of the City submit written evidence of this continuous coverage.

(e) Subcontractors. Contractor shall include all subcontractors as insureds under its policies or shall furnish separate certificates and certified endorsements for each subcontractor. All coverages for subcontractors shall include all of the requirements stated herein.

(f) Additional Insurance. Policies of such other insurance, as may be required in the Special Requirements in Exhibit "B".

5.2 General Insurance Requirements.

All of the above policies of insurance shall be primary insurance and shall name the City, its elected and appointed officers, employees and agents as additional insureds and any insurance maintained by City or its officers, employees or agents may apply in excess of, and not contribute with Contractor's insurance. The insurer is deemed hereof to waive all rights of subrogation and contribution it may have against the City, its officers, employees and agents and their respective insurers. Moreover, the insurance policy must specify that where the primary insured does not satisfy the self-insured retention, any additional insured may satisfy the self-insured retention.

All of said policies of insurance shall provide that said insurance may not be amended or cancelled by the insurer or any party hereto without providing thirty (30) days prior written notice by certified mail return receipt requested to the City. In the event any of said policies of insurance are cancelled, the Contractor shall, prior to the cancellation date, submit new evidence of insurance in conformance with Section 5.1 to the Contract Officer.

No work or services under this Agreement shall commence until the Contractor has provided the City with Certificates of Insurance, additional insured endorsement forms or appropriate insurance binders evidencing the above insurance coverages and said Certificates of Insurance or binders are approved by the City. City reserves the right to inspect complete, certified copies of and endorsements to all required insurance policies at any time. Any failure to comply with the reporting or other provisions of the policies including breaches or warranties shall not affect coverage provided to City.

All certificates shall name the City as additional insured (providing the appropriate endorsement) and shall conform to the following "cancellation" notice:

> CANCELLATION:
>
> SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATED THEREOF, THE ISSUING COMPANY SHALL MAIL THIRTY (30)-DAY ADVANCE WRITTEN NOTICE TO CERTIFICATE HOLDER NAMED HEREIN.

[to be initialed] _____
Contractor Initials

City, its respective elected and appointed officers, directors, officials, employees, agents and volunteers are to be covered as additional insureds as respects: liability arising out of activities Contractor performs; products and completed operations of Contractor; premises owned, occupied or used by Contractor; or any automobiles owned, leased, hired or borrowed by Contractor. The coverage shall contain no special limitations on the scope of protection afforded to City, and their respective elected and appointed officers, officials, employees or volunteers. Contractor's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

Any deductibles or self-insured retentions must be declared to and approved by City. At the option of City, either the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects City or its respective elected or appointed officers, officials, employees and volunteers or the Contractor shall procure a bond guaranteeing payment of losses and related investigations, claim administration, defense expenses and claims. The Contractor agrees that the requirement to provide insurance shall not be construed as limiting in any way the extent to which the Contractor may be held responsible for the payment of damages to any persons or property resulting from the Contractor's activities or the activities of any person or persons for which the Contractor is otherwise responsible nor shall it limit the Contractor's indemnification liabilities as provided in Section 5.3.

In the event the Contractor subcontracts any portion of the work in compliance with Section 4.5 of this Agreement, the contract between the Contractor and such subcontractor shall require the subcontractor to maintain the same policies of insurance that the Contractor is required to maintain pursuant to Section 5.1, and such certificates and endorsements shall be provided to City.

5.3 Indemnification.

To the full extent permitted by law, Contractor agrees to indemnify, defend and hold harmless the City, its officers, employees and agents ("Indemnified Parties") against, and will hold and save them and each of them harmless from, any and all actions, either judicial, administrative, arbitration or regulatory claims, damages to persons or property, losses, costs, penalties, obligations, errors, omissions or liabilities whether actual or threatened (herein "claims or liabilities") that may be asserted or claimed by any person, firm or entity arising out of or in connection with the negligent performance of the work, operations or activities provided herein of Contractor, its officers, employees, agents, subcontractors, or invitees, or any individual or entity for which Contractor is legally liable ("indemnitors"), or arising from Contractor's or indemnitors' reckless or willful misconduct, or arising from Contractor's or indemnitors' negligent performance of or failure to perform any term, provision, covenant or condition of this Agreement, and in connection therewith:

(a) Contractor will defend any action or actions filed in connection with any of said claims or liabilities and will pay all costs and expenses, including legal costs and attorney's fees incurred in connection therewith;

(b) Contractor will promptly pay any judgment rendered against the City, its officers, agents or employees for any such claims or liabilities arising out of or in connection with the negligent performance of or failure to perform such work, operations or activities of Contractor hereunder; and Contractor agrees to save and hold the City, its officers, agents, and employees harmless therefrom;

(c) In the event the City, its officers, agents or employees is made a party to any action or proceeding filed or prosecuted against Contractor for such damages or other claims arising out of or in connection with the negligent performance of or failure to perform the work, operation or activities of Contractor hereunder, Contractor agrees to pay to the City, its officers, agents or employees, any and all costs and expenses incurred by the City, its officers, agents or employees in such action or proceeding, including but not limited to, legal costs and attorney's fees.

Contractor shall incorporate similar indemnity agreements with its subcontractors and if it fails to do so Contractor shall be fully responsible to indemnify City hereunder therefore, and failure of City to monitor compliance with these provisions shall not be a waiver hereof. This indemnification includes claims or liabilities arising from any negligent or wrongful act, error or omission, or reckless or willful misconduct of Contractor in the performance of professional services hereunder. The provisions of this Section do not apply to claims or liabilities occurring as a result of City's sole negligence or willful acts or omissions, but, to the fullest extent permitted by law, shall apply to claims and liabilities resulting in part from City's negligence, except that design professionals' indemnity hereunder shall be limited to claims and liabilities arising out of the negligence, recklessness or willful misconduct of the design professional. The indemnity obligation shall be binding on successors and assigns of Contractor and shall survive termination of this Agreement.

5.4 Sufficiency of Insurer.

Insurance required by this Agreement shall be satisfactory only if issued by companies qualified to do business in California, rated "A" or better in the most recent edition of Best Rating Guide, The Key Rating Guide or in the Federal Register, and only if they are of a financial category Class VII or better, unless such requirements are waived by the Risk Manager of the City ("Risk Manager") due to unique circumstances. If this Agreement continues for more than 3 years duration, or in the event the risk manager determines that the work or services to be performed under this Agreement creates an increased or decreased risk of loss to the City, the Contractor agrees that the minimum limits of the insurance policies may be changed accordingly upon receipt of written notice from the Risk Manager.

ARTICLE 6. RECORDS, REPORTS, AND RELEASE OF INFORMATION

6.1 Records.

Contractor shall keep, and require subcontractors to keep, such ledgers, books of accounts, invoices, vouchers, canceled checks, reports, studies or other documents relating to the disbursements charged to City and services performed hereunder (the "books and records"), as shall be necessary to perform the services required by this Agreement and enable the Contract

Officer to evaluate the performance of such services. Any and all such documents shall be maintained in accordance with generally accepted accounting principles and shall be complete and detailed. The Contract Officer shall have full and free access to such books and records at all times during normal business hours of City, including the right to inspect, copy, audit and make records and transcripts from such records. Such records shall be maintained for a period of three (3) years following completion of the services hereunder, and the City shall have access to such records in the event any audit is required. In the event of dissolution of Contractor's business, custody of the books and records may be given to City, and access shall be provided by Contractor's successor in interest. Notwithstanding the above, the Contractor shall fully cooperate with the City in providing access to the books and records if a public records request is made and disclosure is required by law including but not limited to the California Public Records Act.

6.2 Reports.

Contractor shall periodically prepare and submit to the Contract Officer such reports concerning the performance of the services required by this Agreement as the Contract Officer shall require. Contractor hereby acknowledges that the City is greatly concerned about the cost of work and services to be performed pursuant to this Agreement. For this reason, Contractor agrees that if Contractor becomes aware of any facts, circumstances, techniques, or events that may or will materially increase or decrease the cost of the work or services contemplated herein or, if Contractor is providing design services, the cost of the project being designed, Contractor shall promptly notify the Contract Officer of said fact, circumstance, technique or event and the estimated increased or decreased cost related thereto and, if Contractor is providing design services, the estimated increased or decreased cost estimate for the project being designed.

6.3 Ownership of Documents.

All drawings, specifications, maps, designs, photographs, studies, surveys, data, notes, computer files, reports, records, documents and other materials (the "documents and materials"), including any electronic documents and materials, prepared by Contractor, its employees, subcontractors and agents in the performance of this Agreement shall be the property of City and shall be delivered to City in a format of the City's choice upon request of the Contract Officer or upon the termination of this Agreement, and Contractor shall have no claim for further employment or additional compensation as a result of the exercise by City of its full rights of ownership use, reuse, or assignment of the documents and materials hereunder. Any use, reuse or assignment of such completed documents for other projects and/or use of uncompleted documents without specific written authorization by the Contractor will be at the City's sole risk and without liability to Contractor, and Contractor's guarantee and warranties shall not extend to such use, reuse or assignment. Contractor may retain copies of such documents for its own use. Contractor shall have the right to use the concepts embodied therein. All subcontractors shall provide for assignment to City of any documents or materials prepared by them, and in the event Contractor fails to secure such assignment, Contractor shall indemnify City for all damages resulting therefrom. Moreover, Contractor with respect to any documents and materials that may qualify as "works made for hire" as defined in 17 U.S.C. § 101, such documents and materials are hereby deemed "works made for hire" for the City.

6.4 Confidentiality and Release of Information.

(a) All information gained or work product produced by Contractor in performance of this Agreement shall be considered confidential, unless such information is in the public domain or already known to Contractor. Contractor shall not release or disclose any such information or work product to persons or entities other than City without prior written authorization from the Contract Officer.

(b) Contractor, its officers, employees, agents or subcontractors, shall not, without prior written authorization from the Contract Officer or unless requested by the City Attorney, voluntarily provide documents, declarations, letters of support, testimony at depositions, response to interrogatories or other information concerning the work performed under this Agreement. Response to a subpoena or court order shall not be considered "voluntary" provided Contractor gives City notice of such court order or subpoena.

(c) If Contractor, or any officer, employee, agent or subcontractor of Contractor, provides any information or work product in violation of this Agreement, then City shall have the right to reimbursement and indemnity from Contractor for any damages, costs and fees, including attorney's fees, caused by or incurred as a result of Contractor's conduct.

(d) Contractor shall promptly notify City should Contractor, its officers, employees, agents or subcontractors be served with any summons, complaint, subpoena, notice of deposition, request for documents, interrogatories, request for admissions or other discovery request, court order or subpoena from any party regarding this Agreement and the work performed there under. City retains the right, but has no obligation, to represent Contractor or be present at any deposition, hearing or similar proceeding. Contractor agrees to cooperate fully with City and to provide City with the opportunity to review any response to discovery requests provided by Contractor. However, this right to review any such response does not imply or mean the right by City to control, direct, or rewrite said response.

ARTICLE 7. ENFORCEMENT OF AGREEMENT AND TERMINATION

7.1 California Law.

This Agreement shall be interpreted, construed and governed both as to validity and to performance of the parties in accordance with the laws of the State of California. Legal actions concerning any dispute, claim or matter arising out of or in relation to this Agreement shall be instituted in the Superior Court of the County of Orange, State of California, or any other appropriate court in such county, and Contractor covenants and agrees to submit to the personal jurisdiction of such court in the event of such action. In the event of litigation in a U.S. District Court, venue shall lie exclusively in the Central District of California, in the County of Orange, State of California.

7.2 Disputes; Default.

In the event that Contractor is in default under the terms of this Agreement, the City shall not have any obligation or duty to continue compensating Contractor for any work performed after the date of default. Instead, the City may give notice to Contractor of the default and the reasons

for the default. The notice shall include the timeframe in which Contractor may cure the default. This timeframe is presumptively thirty (30) days, but may be extended, though not reduced, if circumstances warrant. During the period of time that Contractor is in default, the City shall hold all invoices and shall, when the default is cured, proceed with payment on the invoices. In the alternative, the City may, in its sole discretion, elect to pay some or all of the outstanding invoices during the period of default. If Contractor does not cure the default, the City may take necessary steps to terminate this Agreement under this Article. Any failure on the part of the City to give notice of the Contractor's default shall not be deemed to result in a waiver of the City's legal rights or any rights arising out of any provision of this Agreement.

7.3 Retention of Funds.

Contractor hereby authorizes City to deduct from any amount payable to Contractor (whether or not arising out of this Agreement) (i) any amounts the payment of which may be in dispute hereunder or which are necessary to compensate City for any losses, costs, liabilities, or damages suffered by City, and (ii) all amounts for which City may be liable to third parties, by reason of Contractor's acts or omissions in performing or failing to perform Contractor's obligation under this Agreement. In the event that any claim is made by a third party, the amount or validity of which is disputed by Contractor, or any indebtedness shall exist which shall appear to be the basis for a claim of lien, City may withhold from any payment due, without liability for interest because of such withholding, an amount sufficient to cover such claim. The failure of City to exercise such right to deduct or to withhold shall not, however, affect the obligations of the Contractor to insure, indemnify, and protect City as elsewhere provided herein.

7.4 Waiver.

Waiver by any party to this Agreement of any term, condition, or covenant of this Agreement shall not constitute a waiver of any other term, condition, or covenant. Waiver by any party of any breach of the provisions of this Agreement shall not constitute a waiver of any other provision or a waiver of any subsequent breach or violation of any provision of this Agreement. Acceptance by City of any work or services by Contractor shall not constitute a waiver of any of the provisions of this Agreement. No delay or omission in the exercise of any right or remedy by a non-defaulting party on any default shall impair such right or remedy or be construed as a waiver. Any waiver by either party of any default must be in writing and shall not be a waiver of any other default concerning the same or any other provision of this Agreement.

7.5 Rights and Remedies are Cumulative.

Except with respect to rights and remedies expressly declared to be exclusive in this Agreement, the rights and remedies of the parties are cumulative and the exercise by either party of one or more of such rights or remedies shall not preclude the exercise by it, at the same or different times, of any other rights or remedies for the same default or any other default by the other party.

7.6 Legal Action.

In addition to any other rights or remedies, either party may take legal action, in law or in equity, to cure, correct or remedy any default, to recover damages for any default, to compel

specific performance of this Agreement, to obtain declaratory or injunctive relief, or to obtain any other remedy consistent with the purposes of this Agreement. Notwithstanding any contrary provision herein, Contractor shall file a statutory claim pursuant to Government Code Sections 905 et. seq. and 910 et. seq., in order to pursue a legal action under this Agreement.

7.7 Termination Prior to Expiration of Term.

This Section shall govern any termination of this Contract except as specifically provided in the following Section for termination for cause. The City reserves the right to terminate this Contract at any time, with or without cause, upon written notice to Contractor. In addition, the Contractor may terminate this Contract for cause, upon sixty (60) days' advance written notice to City. Upon receipt of any notice of termination, Contractor shall immediately cease all services hereunder except such as may be specifically approved by the Contract Officer. Except where the Contractor has initiated termination, the Contractor shall be entitled to compensation for all services rendered prior to the effective date of the notice of termination and for any services authorized by the Contract Officer thereafter in accordance with the Schedule of Compensation or such as may be approved by the Contract Officer, except as provided in Section 7.3. In the event the Contractor has initiated termination, the Contractor shall be entitled to compensation only for the reasonable value of the work product actually produced hereunder. In the event of termination without cause pursuant to this Section, the terminating party need not provide the non-terminating party with the opportunity to cure pursuant to Section 7.2.

7.8 Termination for Default of Contractor.

If termination is due to the failure of the Contractor to fulfill its obligations under this Agreement, City may, after compliance with the provisions of Section 7.2, take over the work and prosecute the same to completion by contract or otherwise, and the Contractor shall be liable to the extent that the total cost for completion of the services required hereunder exceeds the compensation herein stipulated (provided that the City shall use reasonable efforts to mitigate such damages), and City may withhold any payments to the Contractor for the purpose of set-off or partial payment of the amounts owed the City as previously stated.

7.9 Attorney's Fees.

If either party to this Agreement is required to initiate or defend or made a party to any action or proceeding in any way connected with this Agreement, the prevailing party in such action or proceeding, in addition to any other relief which may be granted, whether legal or equitable, shall be entitled to reasonable attorney's fees. Attorney's fees shall include attorney's fees on any appeal, and in addition a party entitled to attorney's fees shall be entitled to all other reasonable costs for investigating such action, taking depositions and discovery and all other necessary costs the court allows which are incurred in such litigation. All such fees shall be deemed to have accrued on commencement of such action and shall be enforceable whether or not such action is prosecuted to judgment.

ARTICLE 8. CITY OFFICERS AND EMPLOYEES: NON-DISCRIMINATION

8.1 Non-liability of City Officers and Employees.

No officer or employee of the City shall be personally liable to the Contractor, or any successor in interest, in the event of any default or breach by the City or for any amount which may become due to the Contractor or to its successor, or for breach of any obligation of the terms of this Agreement.

8.2 Conflict of Interest.

Contractor covenants that neither it, nor any officer or principal of its firm, has or shall acquire any interest, directly or indirectly, which would conflict in any manner with the interests of City or which would in any way hinder Contractor's performance of services under this Agreement. Contractor further covenants that in the performance of this Agreement, no person having any such interest shall be employed by it as an officer, employee, agent or subcontractor without the express written consent of the Contract Officer. Contractor agrees to at all times avoid conflicts of interest or the appearance of any conflicts of interest with the interests of City in the performance of this Agreement.

8.3 Covenant Against Discrimination.

Contractor covenants that, by and for itself, its heirs, executors, assigns, and all persons claiming under or through them, that there shall be no discrimination against or segregation of, any person or group of persons on account of race, color, creed, religion, sex, gender, sexual orientation, marital status, national origin, ancestry or other protected class in the performance of this Agreement. Contractor shall take affirmative action to insure that applicants are employed and that employees are treated during employment without regard to their race, color, creed, religion, sex, gender, sexual orientation, marital status, national origin, ancestry or other protected class.

8.4 Unauthorized Aliens.

Contractor hereby promises and agrees to comply with all of the provisions of the Federal Immigration and Nationality Act, 8 U.S.C.A. §§ 1101, *et seq.*, as amended, and in connection therewith, shall not employ unauthorized aliens as defined therein. Should Contractor so employ such unauthorized aliens for the performance of work and/or services covered by this Agreement, and should any liability or sanctions be imposed against City for such use of unauthorized aliens, Contractor hereby agrees to and shall reimburse City for the cost of all such liabilities or sanctions imposed, together with any and all costs, including attorney's fees, incurred by City.

ARTICLE 9. MISCELLANEOUS PROVISIONS

9.1 Notices.

Any notice, demand, request, document, consent, approval, or communication either party desires or is required to give to the other party or any other person shall be in writing and either

served personally or sent by prepaid, first-class mail, in the case of the City, to the City Manager and to the attention of the Contract Officer (with her/his name and City title), City of Cypress, 5275 Orange Avenue, Cypress, California 90630 and in the case of the Contractor, to the person(s) at the address designated on the execution page of this Agreement. Either party may change its address by notifying the other party of the change of address in writing. Notice shall be deemed communicated at the time personally delivered or in seventy-two (72) hours from the time of mailing if mailed as provided in this Section.

9.2 Interpretation.

The terms of this Agreement shall be construed in accordance with the meaning of the language used and shall not be construed for or against either party by reason of the authorship of this Agreement or any other rule of construction which might otherwise apply.

9.3 Counterparts.

This Agreement may be executed in counterparts, each of which shall be deemed to be an original, and such counterparts shall constitute one and the same instrument.

9.4 Integration; Amendment.

This Agreement including the attachments hereto is the entire, complete and exclusive expression of the understanding of the parties. It is understood that there are no oral agreements between the parties hereto affecting this Agreement and this Agreement supersedes and cancels any and all previous negotiations, arrangements, agreements and understandings, if any, between the parties, and none shall be used to interpret this Agreement. No amendment to or modification of this Agreement shall be valid unless made in writing and approved by the Contractor and by the City Council. The parties agree that this requirement for written modifications cannot be waived and that any attempted waiver shall be void.

9.5 Severability.

In the event that any one or more of the phrases, sentences, clauses, paragraphs, or sections contained in this Agreement shall be declared invalid or unenforceable by a valid judgment or decree of a court of competent jurisdiction, such invalidity or unenforceability shall not affect any of the remaining phrases, sentences, clauses, paragraphs, or sections of this Agreement which are hereby declared as severable and shall be interpreted to carry out the intent of the parties hereunder unless the invalid provision is so material that its invalidity deprives either party of the basic benefit of their bargain or renders this Agreement meaningless.

9.6 Warranty & Representation of Non-Collusion.

No official, officer, or employee of City has any financial interest, direct or indirect, in this Agreement, nor shall any official, officer, or employee of City participate in any decision relating to this Agreement which may affect his/her financial interest or the financial interest of any corporation, partnership, or association in which (s)he is directly or indirectly interested, or in violation of any corporation, partnership, or association in which (s)he is directly or indirectly interested, or in violation of any State or municipal statute or regulation. The determination of

"financial interest" shall be consistent with State law and shall not include interests found to be "remote" or "noninterests" pursuant to Government Code Sections 1091 or 1091.5.

Nor shall any such officer or employee participate in any decision relating to the Agreement which affects her/his financial interest or the financial interest of any corporation, partnership or association in which (s)he is, directly or indirectly, interested, in violation of any State statute or regulation, including but not limited to the Political Reform Act (Government Code Sections 81000, *et seq*.)

Contractor warrants and represents that it has not paid or given, and will not pay or give, to any third party including, but not limited to, any City official, officer, or employee, any money, consideration, or other thing of value as a result or consequence of obtaining or being awarded any agreement. Contractor further warrants and represents that (s)he/it has not engaged in any act(s), omission(s), or other conduct or collusion that would result in the payment of any money, consideration, or other thing of value to any third party including, but not limited to, any City official, officer, or employee, as a result of consequence of obtaining or being awarded any agreement. Contractor is aware of and understands that any such act(s), omission(s) or other conduct resulting in such payment of money, consideration, or other thing of value will render this Agreement void and of no force or effect.

Contractor's Authorized Initials _____

9.7 Corporate Authority.

The persons executing this Agreement on behalf of the parties hereto warrant that (i) such party is duly organized and existing, (ii) they are duly authorized to execute and deliver this Agreement on behalf of said party, (iii) by so executing this Agreement, such party is formally bound to the provisions of this Agreement, and (iv) the entering into this Agreement does not violate any provision of any other Agreement to which said party is bound. This Agreement shall be binding upon the heirs, executors, administrators, successors and assigns of the parties.

[SIGNATURES ON FOLLOWING PAGE]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date and year first-above written.

CITY:
City of Cypress, a municipal corporation

_____
David Burke, Mayor

ATTEST:

_____
_
Lisa Berglund, Interim City Clerk

APPROVED AS TO FORM:
ALESHIRE & WYNDER, LLP

_____
Fred Galante, City Attorney

CONSULTANT:

_____

_____

By:
_____
Name:
Title:

By:
_____
Name:
Title:

Address: _____
_____
_
_____
_

Two corporate officer signatures required when Contractor is a corporation, with one signature required from each of the following groups: 1) Chairman of the Board, President or any Vice President; and 2) Secretary, any Assistant Secretary, Chief Financial Officer or any Assistant Treasurer. CONSULTANT'S SIGNATURES SHALL BE DULY NOTARIZED, AND APPROPRIATE ATTESTATIONS SHALL BE INCLUDED AS MAY BE REQUIRED BY THE BYLAWS, ARTICLES OF INCORPORATION, OR OTHER RULES OR REGULATIONS APPLICABLE TO CONSULTANT'S BUSINESS ENTITY.

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy or validity of that document.

STATE OF CALIFORNIA

COUNTY OF ORANGE

On _____, 2025 before me, _____, personally appeared _____, proved to me on the basis of satisfactory evidence to be the person(s) whose names(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: _____

OPTIONAL

Though the data below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent reattachment of this form.

CAPACITY CLAIMED BY SIGNER

- ☐ INDIVIDUAL
- ☐ CORPORATE OFFICER

_____
TITLE(S)

- ☐ PARTNER(S) ☐ LIMITED ☐ GENERAL
- ☐ ATTORNEY-IN-FACT
- ☐ TRUSTEE(S)
- ☐ GUARDIAN/CONSERVATOR
- ☐ OTHER_____

_____

SIGNER IS REPRESENTING:
(NAME OF PERSON(S) OR ENTITY(IES))

_____
_____

DESCRIPTION OF ATTACHED DOCUMENT

_____
TITLE OR TYPE OF DOCUMENT

_____
NUMBER OF PAGES

_____
DATE OF DOCUMENT

_____
SIGNER(S) OTHER THAN NAMED ABOVE

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy or validity of that document.

STATE OF CALIFORNIA

COUNTY OF ORANGE

On _____, 2025 before me, _____, personally appeared _____, proved to me on the basis of satisfactory evidence to be the person(s) whose names(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: _____

OPTIONAL

Though the data below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent reattachment of this form

CAPACITY CLAIMED BY SIGNER

☐ INDIVIDUAL
☐ CORPORATE OFFICER

_____
TITLE(S)

☐ PARTNER(S) ☐ LIMITED ☐ GENERAL
☐ ATTORNEY-IN-FACT
☐ TRUSTEE(S)
☐ GUARDIAN/CONSERVATOR
☐ OTHER_____

_____

SIGNER IS REPRESENTING:
(NAME OF PERSON(S) OR ENTITY(IES))

_____
_____

DESCRIPTION OF ATTACHED DOCUMENT

_____
TITLE OR TYPE OF DOCUMENT

_____
NUMBER OF PAGES

_____
DATE OF DOCUMENT

_____
SIGNER(S) OTHER THAN NAMED ABOVE

-

EXHIBIT "A"
SCOPE OF SERVICES

I. Communications LAB shall be responsible to deliver the list of deliverables below in accordance with the frequency of each item listed.

List of Deliverables

Publications			
	Deliverable	Frequency	Description
1)	The Progress	Bi-Monthly (6 issues: Feb, Apr, Jun, Aug, Oct, Dec)	City newsletter, 8 pages, with City news, programs, and events. Digital copy placed on website and app, printed mailed to over 17,000 households in Cypress.
2)	Activity Guide	Quarterly (4 issues: Nov, Feb, Apr, July)	Recreation catalog of classes and activities, 32-40 pages. Digital copy placed on website and app.
3)	Along the Way	Monthly	Senior Center newsletter designed by staff, 16 pages, advertising senior programs and services. Digital copy placed on website and app.
4)	Email Blasts	Bi-Weekly (twice a month)	Create content with upcoming news, programs, and events. Emailed to a database of over 8,000 addresses.

Community Events			
	Event	Frequency	Description
1)	Egg Hunt	Annually (April)	Update website and app with changing program information. Create all promotional materials, including flyers, social media posts, marquee ads, event day signage, and an event wrap-up video. Proof script for elected officials. Be available onsite to take video and event pictures.
2)	Concerts on the Green	7 per year (June - August)	Create all promotional materials, including flyers, social media posts, and event day signage. Attend up to 3 concerts during the series (the first, last, and one other) to take video and event pictures.
3)	Salute to America	Annually (June or July)	Update website and app with changing program information. Create all promotional materials, including flyers, social media posts, marquee ads, event day signage, and an event wrap-up video. Draft script for elected officials. Be available onsite to take video and event pictures.
4)	National Night Out	Annually (July or August)	Update the website and app with changing program information. Create all promotional materials, including flyers, social media posts, and event day signage. Be available onsite to take video and event pictures.
5)	Community Festival	Annually (October)	Various social media reposts.

6)	Cypress Run	Annually (October)	Update the website and app with the changing program information. Create all promotional materials, including race shirts, medals, banner, all flyers, postcards & registration forms, social media posts, and event day signage. Be available onsite to take video and event pictures.
7)	State of the City	Annually (October)	Create all promotional material such as flyers, social media posts, and event day signage Work with City Administration to create SOC presentation, script and be available on site at the event to operate presentation and to take video and event pictures.
8)	Women's Conference	Annually (Oct or Nov)	Update website and app with changing program information. Create all promotional materials, including the program, flyers, social media posts, marquee ads, event day signage, and an event wrap-up video. Proof script for elected officials. Be available onsite to take video and event pictures.
9)	Holiday Sing	Annually (December)	Update website and app with changing program information. Create all promotional materials, including flyers, social media posts, marquee ads, event day signage, and an event wrap-up video. Draft script for elected officials. Be available onsite to take video and event pictures.

Programs			
	Program	Frequency	Description
1)	Kids Night Out	Monthly	Update website and app with changing program information. Create all promotional materials for social media posts and quarterly flyer. Film at select KNO events to create specialized reels for social media. Event photos provided by City staff.
2)	Teens Night Out	Quarterly (Oct, Jan, Mar, Apr, May)	Update website and app with changing program information. Create all promotional materials including flyer, social media posts, and event wrap-up video. Event photos and video footage provided by City staff.
3)	Senior Special Events (Dances, Resource Fair, Medicare Info Fair, etc.)	Monthly	Update the website and app with changing program information. Create all promotional materials, including flyers, social media posts, and event day signage. Attend up to 3 concerts during the series (the first, last, and one other) to take video and event pictures.
4)	Senior Transportation Programs		Create all promotional materials. Update the website and app with the changing program information as needed.
5)	Pee Wee Sports / Sports Camps	Pee Wees (Quarterly) Sports Camps (Summer)	Update website and app with changing program information. Create all promotional materials including flyer and social media posts. Program photos provided by City staff.
6)	Day Camp	Annually (June - August)	Update website and app with changing program information. Create all promotional materials including flyer, social media posts, and event wrap-up video. Event photos and video provided by City staff.
7)	Summer Parks	Annually (June - August)	Update website and app with changing program information. Create all promotional materials including flyer, social media posts, and event wrap-up video. Event photos and video provided by City staff.
8)	Basketball Leagues	Semi-Annually (Summer & Winter)	Update website and app with changing program information. Create all promotional materials including flyer and social media posts. Program photos provided by City staff.
9)	Volleyball Leagues	Semi-Annually (Spring & Fall)	Update website and app with changing program information. Create all promotional materials including flyer and social media posts. Program photos provided by City staff.

10)	Challenger Basketball	Annually (Summer)	Update website and app with changing program information. Create all promotional materials including flyer and social media posts. Program photos provided by City staff.
11)	Youth Action Committee	Year-Round	Update website and app with changing program information. Create all promotional materials including flyer, ads, and social media posts. Event photos and video provided by City staff.
12)	Counselors in Training	Annually (June - August)	Update website and app with changing program information. Create all promotional materials including flyer, ads, and social media posts. Event photos and video provided by City staff.
13)	Citizens Academy	Every Two Years	Update website and app with program information. Create promotional materials including flyer, ads and social media posts. Take event photos and video of select sessions during the 7 week program (one night a week). Create a program recap video for presentation at a Council Meeting .
14)	Community Development and Public Works	Approx. 10 hours per month	Update website and app with any current development information. Create all promotional materials including flyer, ads, and social media posts. Occasional recording of video and editing.

Social Media, Website, and Cypress App			
	Webpages	Frequency	Description
1)	Senior Commission	Monthly	Post agendas and minutes
2)	Recreation Commission	Monthly	Post agendas and minutes
3)	Traffic Commission	Monthly	Post agendas and minutes
4)	RFP and Bids Page	Monthly	Review and Post department created RFP and Bid Requests
5)	City Website	Weekly	Create webpages, update, and monitor City's website to ensure information is correct, up to date, and meets ADA guidelines.
6)	Cypress Central App	Weekly	Create, update, and monitor City's app, Cypress Central to ensure information is correct, up to date, and meets ADA guidelines.
7)	Social Media	Daily	Create and monitor content containing City news, projects, programs, and events for all departments to post on channels (Facebook, Instagram, X. YouTube, etc.)

Graphic Design			
	Purpose	Frequency	Description
1)	Miscellaneous Graphic Design	Approx. 10 hours per month	Design graphics for a variety of uses as needed, including, but not limited to, website, banners, promotional materials, outreach flyers/notices, household hazardous waste roundups, and city publications.

Value Added Services			
	Service	Frequency	Description
1)	Video Production	Monthly	Minute with the Mayor, Cypress Says, and other misc. segments
2)	Digital Marketing	Ongoing	
3)	Press Releases / Media Outreach	As Needed	
4)	Crisis Communication	As Needed	

EXHIBIT "B"
SPECIAL REQUIREMENTS
(Superseding Contract Boilerplate)

I. **Section 3.4 shall be amended to read as follows:**

Term. Unless earlier terminated in accordance with Article 7 of this Agreement, this Agreement shall continue in full force and effect until completion of the services but not exceeding three (3) years from the date hereof, except as otherwise provided in the Schedule of Performance (Exhibit "D"). City reserves the right in its sole and unfettered discretion, to extend the Term of this Agreement, upon the same terms and conditions set forth herein, for up to a maximum of two (2), one (1) year extended terms (an "Extended Term"). City shall exercise its right to extend the Term of the Agreement by providing Contractor with written notice of its intent to extend the Term or any Extended Term of this Agreement not less than forty-five (45) calendar days prior to the expiration of the Term or any Extended Term of this Agreement.

EXHIBIT "C"
SCHEDULE OF COMPENSATION

I. Contractor agrees to provide the professional services described in Exhibit A at a rate of $150 per hour with a monthly and yearly cost, not to exceed (NTE), listed below.

	Year 1	Year 2	Year 3	Year 4 (Optional)	Year 5 (Optional)
Annual Estimated Professional Service Hours (Minimum of 1,700)	$255,000 (1,700 hrs x $150 hr.)	$255,000 (1,700 hrs x $150 hr.)	$262,650 (1,700 hrs x $154.50 hr.)	270,538 (1,700 hrs x $159.14 hr.)	278,647 (1,700 hrs x $163.91 hr.)
Monthly Estimated Professional Service Hours (minimum of 141.67)	$21,250 (141.67 hrs x $150 hr.)	$21,250 (141.67 hrs x $150 hr.)	$21,888 (141.67 hrs x $154.50 hr.)	$22,545 (141.67 hrs x $159.14 hr.)	$23,221 (141.67 hrs x $163.91 hr.)
Annual COMMLAB Discount (21.57%)	$55,003	$55,003	$56,653	$58,355	$60,105
Annual Cost	$199,997	$199,997	$205,997	$212,183	$218,542
Monthly Cost	$16,666	$16,666	$17,166	$17,681	$18,222

II. Hourly rates shall be adjusted by 3% in year 3 of the agreement and 3% in subsequent years should the City exercise the option for years 4 and 5.

III. Contractor agrees to provide a minimum of 1,700 professional service hours each year of the agreement representing a 21.57% discount for each year of the agreement.

IV. The schedule of compensation does not include direct costs borne by the Contractor, such as printing and social media advertising. These costs will be paid by the contractor and reimbursed by the City with appropriate documentation.

EXHIBIT "D"
SCHEDULE OF PERFORMANCE

I. The Contractor shall provide all work in a timely manner and frequency in accordance with the schedule in Exhibit A.

II. The agreement shall begin on January 1, 2026, and shall continue in effect for a period of three (3) years (the "Initial Term"). The City reserves the right in its sole and unfettered discretion, to extend the Term of this Agreement, upon the same terms and conditions set forth herein, for up to a maximum of two (2), one (1) year extended terms (the "Extended Term").

a. Year 1 – January 1, 2026 - December 31, 2026

b. Year 2 – January 1, 2027 - December 31, 2027

c. Year 3 – January 1, 2028 - December 31, 2028

d. Year 4 (Optional) – January 1, 2029 - December 31, 2029

e. Year 5 (Optional) – January 1, 2030 - December 31, 2030

Communication & Marketing Service Proposal

06.13.2025

—

Castle Creative Media

Sam@castlecreativemedia.com

Gabrielle@castlecreativemedia.com

www.castlecreativemedia.com

23131 Pradera Rd,

Trabuco Canyon, CA

Cover Letter

Thank you for the opportunity to submit our qualifications for Communications and Marketing Services with the City of Cypress. We are Castle Creative Media, a women-founded boutique agency based in Southern California, and we specialize in creative strategy, digital content, and public-facing communications.

Our team brings a unique blend of design expertise, brand storytelling, and real-world content execution. We work closely with mission-driven organizations, small businesses, and community-centered brands to deliver thoughtful, high-quality content that resonates. While our firm is lean by design, we offer full-service support by combining in-house strategy and creative with trusted media subcontractors. For Cypress, we are proposing a highly involved, collaborative partnership with a consistent point of contact and a focus on efficiency, responsiveness, and results.

We understand the importance of keeping residents informed and engaged. From graphic design and newsletter development to public relations, social media, and digital updates, we are prepared to manage every aspect of the City's communications with care and professionalism. Our team is proactive, adaptable, and experienced in delivering timely, visually cohesive messaging across platforms.

We are excited about the opportunity to support your team and help tell the story of Cypress through engaging, accessible content that reflects the City's values and goals.

Thank you for your consideration. We look forward to the possibility of working together.

Sincerely,
Castle Creative Media

Company Overview

Castle Creative Media is a boutique content and creative agency that specializes in helping small businesses and startups establish a strong, memorable presence through elevated visual storytelling and intentional brand communication.

While our work has primarily focused on emerging brands and founder-led companies, we bring skills that translate directly to civic communications like creative direction, audience engagement, thoughtful messaging, and consistent content execution. We understand how to build trust through design, communicate clearly across platforms, and turn everyday moments into meaningful stories.

Our studio is small by design, which means clients work directly with experienced professionals who care deeply about delivering high-quality work. We are hands-on, proactive, and highly adaptable. Because our clients often have limited internal resources, we're used to working independently, managing timelines, and providing full-service support across digital platforms with minimal oversight.

Castle Creative Media offers services in:

- Graphic design and branded collateral
- Social media content creation and management
- Public-facing campaign development
- Website and digital content updates
- Newsletter creation and copywriting
- Photography and video direction through subcontracted partners

Our mission is to create content that connects visually, emotionally, and strategically. We are excited about the opportunity to bring a fresh, thoughtful perspective to the City of Cypress and support its communication goals with creativity, clarity, and consistency.

Experience

Experience and Qualifications

Our experience includes:

- Leading content creation and social strategy for major national brands and smaller brands alike
- Building community engagement campaigns with measurable public response
- Creating press-ready messaging, brand visuals, and public service media under fast deadlines
- Working in high-collaboration environments with minimal oversight, typical of lean government staff settings

While our studio is intentionally lean, we work with a trusted network of creative professionals and subcontractors to scale support as needed, ensuring we can meet both day-to-day communications needs and high-volume campaign moments.

For the City of Cypress, this project will be led by our senior team members who will serve as your key points of contact:

- Samantha Winget Castillo, Co-Founder and Communications Lead
- Gabrielle Castillo, Co-Founder and Creative Director
- Megan Block, Head Social Media Strategist

This core team will be responsible for strategy, execution, communication, and quality control throughout the engagement. We will also bring in additional internal team members and vetted subcontractors for services such as photography, video production, and expanded content development as needed. Our structure allows us to remain agile and collaborative while providing consistent, high-quality service across all deliverables.

Co-Founders:

- Samantha Winget-Castillo

  Samantha Winget Castillo is the co-founder of Castle Creative Media and leads the agency's strategy, creative direction, and client communications. With a background in fashion marketing, luxury branding, and content creation, she brings a refined aesthetic and a clear understanding of how to build trust through visual storytelling and thoughtful messaging.

Samantha holds degrees in Visual Communications, Fashion Marketing and Management, and Luxury Branding and Management. Her professional experience spans both creative and client-facing roles, including brand development, digital marketing, and e-commerce strategy for small businesses and startups. She is known for being highly self-directed, detail-oriented, and collaborative. Her ability to take abstract goals and turn them into clear, impactful campaigns makes her an asset to every project.

As a mother and entrepreneur, Samantha values intentional communication and connection. She has supported dozens of brands in developing their visual identity, managing their online presence, and creating effective content with limited resources. This experience directly supports the needs of municipal clients who are looking for consistent, high-quality communications with minimal oversight.

For the City of Cypress, Samantha will serve as project manager and communications lead. She will oversee timelines, coordinate with City staff, guide content and creative strategy, and ensure all deliverables are completed on time and aligned with the City's voice and vision.

- Gabrielle Castillo

Gabrielle Castillo is a digital communications and media professional with a strong foundation in public relations, content marketing, and social media strategy. She is a cum laude and honors graduate of New York University with a Bachelor's degree in Digital Communications and Media and currently serves as Creative Director at Castle Creative Media.

At Castle, Gabrielle leads brand strategy, visual storytelling, and digital content development for a wide range of clients. Her work blends creative direction with technical skill, and she is deeply involved in every stage of the process from ideation to design to final delivery. Her approach is thoughtful, modern, and highly aligned with each client's unique identity.

Prior to co-founding Castle Creative Media, Gabrielle gained experience at Linda Gaunt Communications, She's a Full on Monet, and Catch'N Ice Cream. In these roles, she managed social media campaigns, collaborated with influencers, and created content featured in major outlets including the New York Post and Univision. Her creative background spans digital design, video editing, web development, and content creation for multiple platforms.

For the City of Cypress, Gabrielle will lead design and content execution. She will oversee the development of branded materials, digital assets, and visual campaigns, ensuring that all work is engaging, accessible, and aligned with the City's communication goals.

Head Social Media Strategist:

- Megan Block

  Megan Block is an experienced social media strategist with a strong background in digital marketing, influencer relations, and brand engagement. She currently serves as Head Social Media Strategist at Castle Creative Media, where she develops and executes multi-platform strategies designed to grow community connection, build trust, and elevate brand storytelling.

  With more than a decade of experience in lifestyle, wellness, and creator-led industries, Megan has worked with a range of clients from independent entrepreneurs to well-known consumer brands. Her expertise includes organic growth strategy, content calendars, community management, audience analytics, and campaign execution tailored for platforms like Instagram, Facebook, X, Pinterest, and TikTok.

  Megan takes a thoughtful and data-informed approach to social content, balancing creativity with strategy. She understands how to craft messaging that resonates, how to guide content direction across visual and written mediums, and how to adjust quickly based on real-time feedback and engagement trends.

  For the City of Cypress, Megan will lead the social media strategy and oversee platform-specific content creation and scheduling. She will work closely with the team to ensure that all posts are consistent with the City's tone, aligned with its communications goals, and responsive to community needs.

Work Being Proposed

Castle Creative Media proposes to serve as an ongoing creative partner for the City of Cypress, supporting the City's communication goals across print, digital, and social media platforms.

We will provide:

Graphic Design and Marketing Collateral

Creation of flyers, brochures, door hangers, social graphics, signage, and promotional materials aligned with the City's brand. Our founders and creative staff are highly trained in Adobe Creative Suite and UX/UI best practices, allowing us to produce design work that is not only visually compelling but also functional,

accessible, and optimized for both print and digital use. All final assets will be delivered in editable, user-friendly formats to allow for future updates by City staff if needed.

Newsletter Development

In Month 1, we will design a flexible branded newsletter template. For ongoing months, we will gather stories, coordinate imagery, and publish bi-monthly or quarterly content as needed using the premade and branded template.

Public Relations

Writing and editing of press releases, email blasts, scripts, and advisories. We will proactively work with staff to identify upcoming stories and ensure timely distribution of materials.

Social Media Content and Monitoring

Planning and creation of platform-specific social content across Facebook, Instagram, X, and YouTubeThis includes short-form posts, visual graphics, story campaigns, engagement prompts, and video clips. Our team will maintain a consistent posting schedule, respond to comments or questions in partnership with City staff, and monitor platform performance to refine future content. We will also support campaign tie-ins and community initiatives that benefit from social amplification.

Website and Cypress Central App Content

Ongoing updates to events, images, and pages in coordination with City staff. We are familiar with CMS tools and will communicate with providers to resolve technical issues as needed. Our goal is to maintain a user-friendly, informative, and visually cohesive digital presence.

Community Engagement Support

Communications materials and campaign assets for community events or initiatives, including signage, postcards, social media tie-ins, or printed materials.

Photography and Video Services

We will subcontract local professionals for photography and video production. We have established partnerships with creators who are experienced in public event coverage and drone-certified when needed.

We will manage the creative process end to end, provide a monthly deliverables calendar, and maintain clear communication with City staff throughout.

Cost

Castle Creative Media proposes a monthly retainer structure based on hourly billing, designed to offer the City of Cypress consistent, high-quality communications and marketing support with the flexibility to scale up or down based on seasonal needs and special events.

Below is a breakdown of how the monthly retainer would be allocated across service areas:

Hourly Rates by Service Category

Service Area	Hourly Rate	Scope Includes
Graphic Design & Marketing Materials	$95/hr	Original design, creative direction, fast turnaround. Includes Adobe Creative Cloud, licensed fonts, file prep, and format delivery
Newsletter Development	$85/hr	Writing, layout, editing, coordination with City staff and departments. Delivered as ready-to-publish digital or print files
Public Relations	$110/hr	Strategic communications, press releases, media advisories, speeches, and talking points
Community Engagement	$95/hr	Public interfacing, stakeholder coordination, feedback integration, and recap reporting

Photography Services	$100/hr	Event coverage, editing, gear and equipment usage, file management and curation
Video Services (including drone)	$125/hr	Editing, drone operation (FAA licensed), storyboarding, scripting, and voiceover coordination
Social Media Content & Monitoring	$80/hr	Real-time posting, multi-platform campaigns, analytics reporting, community engagement monitoring
Website & App Management	$90/hr	UX and content updates, homepage refreshes, digital accessibility, platform support and troubleshooting

Note: All hourly rates are fully inclusive of design software, licensing, project management, digital tools (such as Canva Pro and scheduling platforms like Later or Hootsuite), file delivery, insurance, and administrative costs.

Monthly Retainer Minimum

We recommend the City commit to a monthly retainer of 60 hours at a blended rate of $95 per hour, totaling $5,700 per month. This ensures the City has reliable access to our core team, allows for proactive scheduling, and supports consistent outreach across channels.

The monthly retainer functions as a minimum commitment. If usage exceeds 60 hours, additional time will be billed at the specific hourly rate based on the service performed (as listed above). Hours under the 60-hour retainer are considered use-it-or-lose-it unless otherwise agreed upon in writing.

Subcontracted Photography and Video Services

When needed, we will coordinate photo and video services through experienced local partners. These subcontractors are fully insured and qualified to work in public-sector settings. All deliverables are managed and reviewed by our team to ensure brand and content alignment.

Subcontracted services are billed at the rates listed above and included in the monthly invoice with clear breakdowns.

Frequently Asked Questions

What happens if the City does not use all 60 retainer hours in a month?
The monthly retainer is use-it-or-lose-it. Any unused hours do not roll over. This structure allows us to allocate consistent time and resources for the City each month and remain available for timely support.

Can the retainer amount be adjusted later?
Yes. While we recommend starting with a 60-hour retainer in Month 1, we are open to adjusting the scope and monthly commitment once we have a better understanding of the City's ongoing needs.

How is time tracked and reported?
All hours will be tracked internally by service category and included as a summary on the final monthly invoice. This allows full transparency into how the time was allocated and what deliverables were completed.

What kind of lead time is needed for requests?
We understand that the City values fast turnarounds and timely communication. We will make every effort to respond quickly and meet tight deadlines. We also appreciate as much advance notice as possible for planned events and campaigns.

What if a request falls outside the agreed scope?
If a request falls outside the scope of work or the retainer, we will provide a separate quote before beginning the task. We will not proceed without written approval from City staff.

How will communication be handled day to day?
We ask that the City designate a primary point of contact for our team. This helps us move efficiently, clarify project needs, and ensure quick communication for time-sensitive tasks or questions.

AUTHORIZATION

I accept the terms and conditions of this proposal.

NAME: Samantha Winget-Castillo TITLE: Co-Founder

Please print or type name

Does this person have the authority to contract for your firm: ☒ YES ☐ NO

COMPANY: Castle Creative Media

ADDRESS: 23131 Pradera Rd

CITY/STATE/ZIP Trabuco Canyon, CA 92679

TELEPHONE: (909) 648-9404

AUTHORIZED SIGNATURE: _____ DATE: June 10, 2025



Marketing that moves people.

City of Cypress
RFQ - 2025 Communications and Marketing Services

Celtis Ventures
Matt Raymond, CEO
20351 Irvine Ave., C-4
Newport Beach, CA 92660
Celtis.com

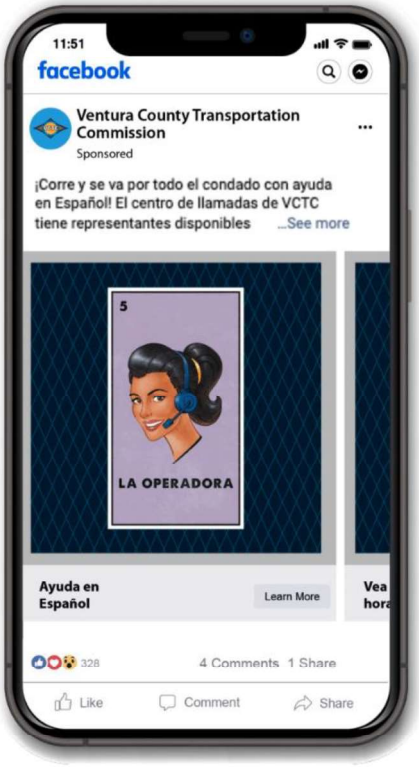
We are
Celtis

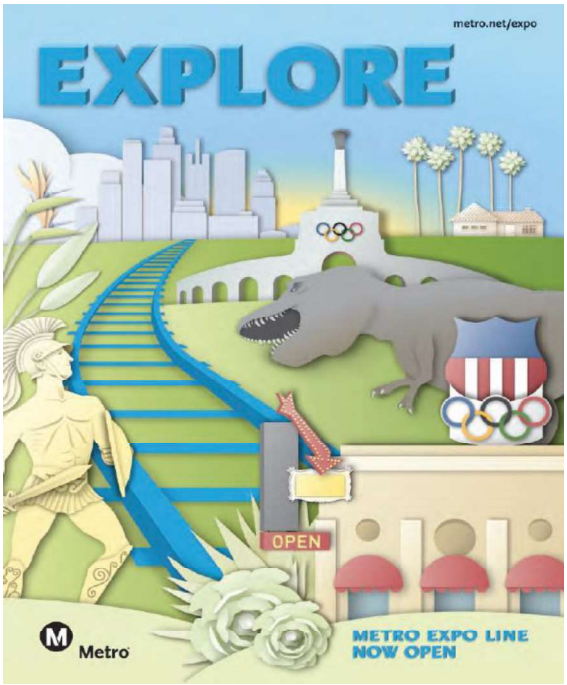
Table of Contents

Transmittal Letter	Page	3
Part 1: Experience	Page	4
Part 2: Approach	Page	10
Part 3: Cost	Page	25
Appendix A: Full Resumes	Page	26
Appendix B: Case Studies	Page	41
Appendix C: Authorization	Page	86









> Loteria FB ad for Ventura County
> Outreach table for Santa Cruz
> Foodie experiential event for Phoenix
> Kids coloring book to celebrate Expo Line

TRANSMITTAL LETTER

Transmittal Letter

"Celtis is the most powerful marketing ally a public agency could have".

Roger Snoble, APTA HOF,
Former CEO of LA Metro, DART, & SDTC

June 13, 2025

Jeff Draper
Recreation and Community Services Director
City of Cypress
5275 Orange Ave. Cypress, CA 96819

Subject: 2025 Communications and Marketing Services

Dear Mr. Draper:

Celtis is a highly innovative full-service marketing firm that delivers best-in-class traditional and digital solutions - all provided in-house. We specialize in enhancing customer experience, increasing engagement and delivering on all your objectives.

For the City of Cypress and Recreation District, we will deliver captivating digital content, effective outreach strategies and engaging marketing initiatives. Our marketing strategies are tailored to connect with diverse communities, extending the City of Cypress' impact and reach for the Recreation District and all its divisions. We aim to deliver a digital overhaul, enhance web and social media interfaces, engaging videos and photography and improve customer experience. We will focus on aligning the City's innovative offerings with smart-targeted audiences. We will improve public perception among key audiences to grow engagement more rapidly. Our approach is to integrate authentic experiences into marketing to enhance the credibility and relatability of the City of Cypress.

As Celtis CEO, I am authorized to represent Celtis in all negotiations and ensure all provided information and pricing remain valid for 180 days. This also serves as an acknowledgement and acceptance of the contracting requirements set forth in the standard City contract (Attachment I).

Thank you for considering Celtis.

Regards,

Matt Raymond
President /CEO Celtis Ventures, Inc.
20351 Irvine Ave., C4, Newport Beach, CA 92660
213.370.4254
matt@celtis.com

Hello Cypress, we are Celtis

Our work goes beyond campaigns — we drive vision into action. We're ready to help the City of Cypress grow, deliver results, and shape a new future for all the City's initiatives and programs throughout Cypress.

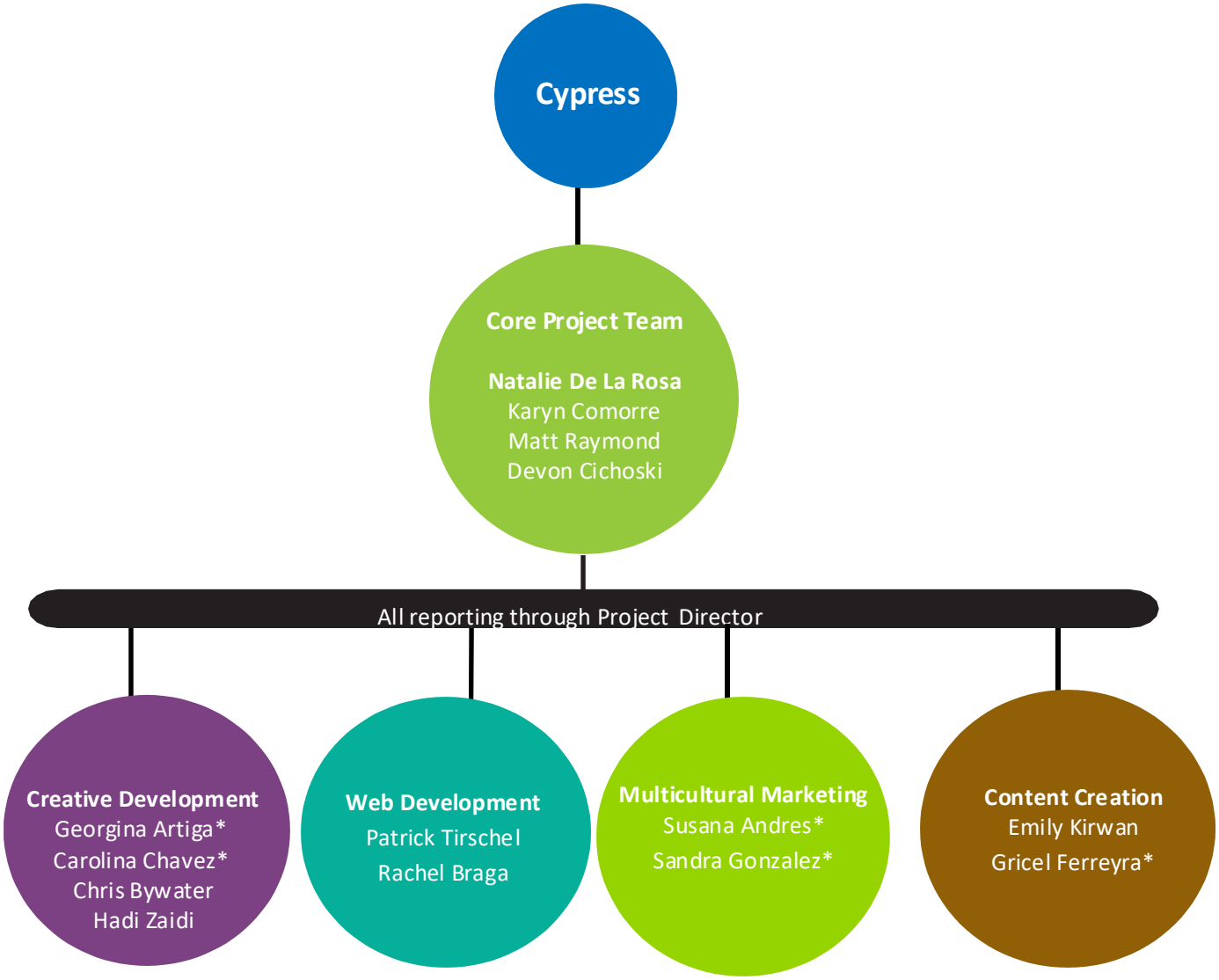


Shape the Future of the City of Cypress

Celtis combines over 30 years of marketing and advertising experience with a deep understanding of municipalities and the public sector. From driving ridership to reimagining brands and improving customer journeys, we know what works — and we're ready to build a tailored, data-backed approach to help Cypress grow public support, generate awareness of all the wonderful things you're doing for your residents and businesses and thrive.

Your Partners

Our approach is organized and integrated, offering Cypress a comprehensive suite of services that covers the full spectrum of marketing and communications needs. Our multidisciplinary team unites experts, from various fields, and public sector specialists. We ensure that every project we undertake benefits from a rich blend of knowledge and experience. This collaboration across specialties allows us to deliver exceptional results that will not only meet but will exceed the City of Cypress' expectations.



*Fluent in Spanish

Project Director and Core Team

Director



Natalie De La Rosa
Project Director

6 years in digital marketing and account management, 4 years with Celtis (and local neighbor to Cypress who loves going to your City for coffee, dining, your beautiful parks and so much more)

Core Account Team



Matt Raymond
Chief Executive Officer

Over 30 years in transit marketing strategy, brand strategy, and advertising, 13 years with Celtis, taught Marketing for 10 years at Mineta Transportation Institute SJSU



Devon Cichoski
Outreach & PR Strategist

25+ years in PR, community relations and outreach strategy, 9 years with Celtis



Karyn Comorre
Digital Expert + Project Manager

5 years in marketing, digital and project management, 2 years with Celtis

Graphic Design Team
Georgina Artiga
Carolina Chavez
Chris Bywater

Video Editing
Hadi Zaidi

Content Creation
Sandra Gonzalez
Emily Kirwan
Gricel Ferreyra

We are Public Sector Marketing Experts

We are proud to have worked with these amazing municipalities and public agencies:



A Shared Vision for Cypress' Future

We see an incredible opportunity to partner with the City of Cypress and help reshape the future for the City and improve public sentiment and support for all the City's initiatives and the Recreation District across its residential, business and visitor communities. With deep roots in the public sector and extensive experience with municipalities across the country, we fuse bold ideas with data-driven strategy to inspire action and build trust across communities, your current customers and potential businesses.

With over 30 years of collective experience in branding, marketing, PR and public engagement — including nearly a decade as the Agency of Record for major municipalities and public sector clients — we bring a deep understanding of the challenges and opportunities that public agencies face. Our work spans ridership campaigns, full agency rebrands, website redesigns, and customer experience initiatives, equipping us with the insights and agility needed to craft solutions that resonate with diverse, multicultural audiences.

This experience has also taught us the value of listening — of building relationships based on trust and respect across cultural, economic, and geographic boundaries. Cypress' rich cultural landscape and growing commercial environment require a communications strategy that honors that complexity. Our team is uniquely prepared to meet this challenge with culturally attuned, community-driven, and results-focused marketing.

A FULL-SERVICE TEAM FOCUSED ON RESULTS

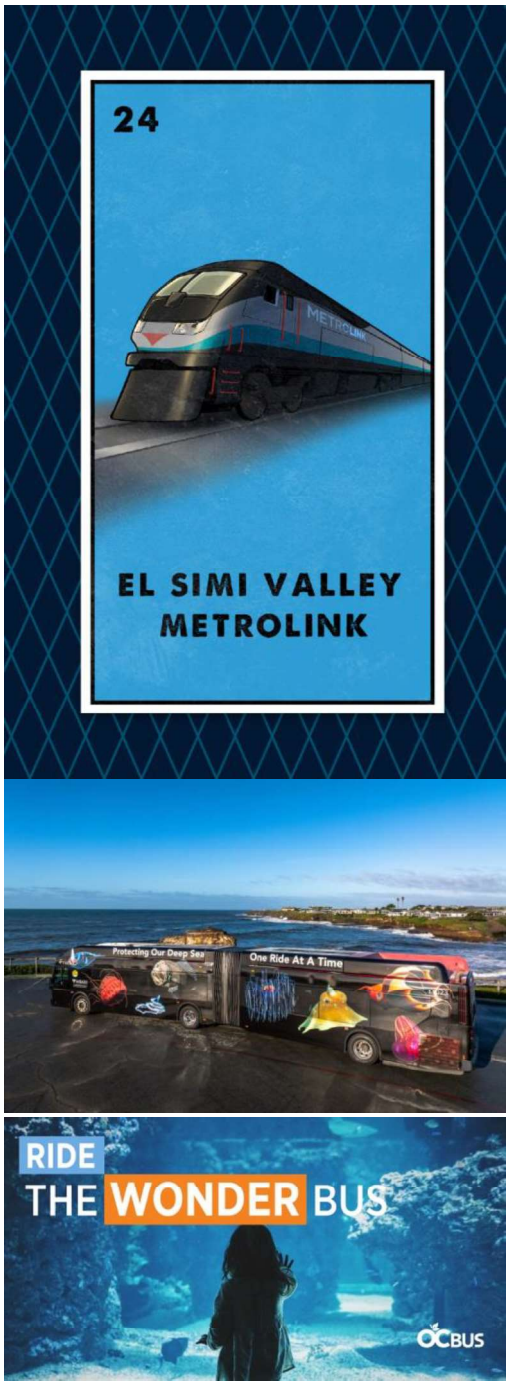
We Do It All - Differently

Refreshing your marketing approach and partnering with a new agency can lead to breakthrough results: Innovation thrives on change—choosing a new marketing agency can revitalize your brand's impact. Celtis is the right agency for the job and stands out for its advanced marketing expertise and digital solutions which are deeply embedded in community connectivity. Celtis' skill in crafting impactful narratives and effective campaigns is essential for the City of Cypress' objective to firmly establish itself as the City that cares and provides for the people, students, employees, businesses and multicultural communities across Cypress.

Our in-house team of creative minds will supercharge your brand's growth: Our design team has produced over a dozen award-winning campaigns and design solutions for clients across the country. They are experts at taking a brand and elevating it across all customer touchpoints with impactful imagery, video, content and a fresh, impactful approach to graphic design.

Digital experts will transform your brand's presence: Our team of digital experts knows how to create and implement powerful digital marketing campaigns that are focused on results and an optimal return on investment. It takes digital experts to enhance every multimedia campaign by strategically combining design, content, copywriting, and targeting to drive impressive results. We have also added in-house user-generated content experts to our team to create complementary influencer marketing that highlights brand desire, delivering the most authentic form of advertising as a part of your digital strategy.

We believe that the brands of tomorrow are built on meaningful customer experiences—our experts are here to shape yours: At Celtis, we believe that thoughtfully designing every customer experience and executing a comprehensive marketing approach will drive lasting brand growth and customer loyalty.



> VCTC Buenos campaign
> Santa Cruz METRO One Ride campaign
> OCTA Ride the _____ Bus campaign

WE DO IT ALL

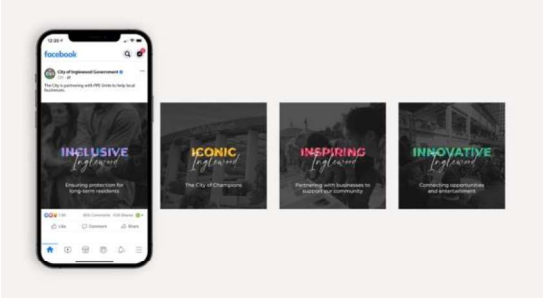
Cypress' Goals will be Realized

Celtis can significantly support the City of Cypress in achieving all its strategic plan goals through a comprehensive suite of digital, outreach, and marketing solutions. Our expertise in digital transformation, stakeholder engagement, and tailored advertising ensures enhancement in both customer experience and operational excellence.

- **Customized Digital Solutions**
- **Public Relations and Community Engagement**
- **Graphic Design and Marketing Materials**
- **Content Creation and Copywriting**
- **Photo and Video Services**
- **Website and App Management**

Celtis will align our public sector expertise with our innovative team of designers, content creators, and photo and video services to deliver advanced marketing solutions that not only meet but exceed the strategic goals of enhancing public support while fostering community trust and awareness.







> Persona campaign for Thousand Oaks
> Iconic Inglewood campaign
> Youth Ride Free for Ventura County

Driving Cypress Forward

Our approach is grounded in your agency's core values: customer satisfaction, safety, quality service, operational efficiency, and forward-looking growth. These principles will guide every aspect of our work — from strategy development to creative execution.

We're passionate about the role the City can play in building a better future for Cypress — from promoting local events to fostering economic growth to transforming public perception. These aren't just talking points for us; they reflect goals we're personally and professionally committed to achieving.

We will raise the visibility, value, and impact of the City of Cypress and all the initiatives and goals you are focused on promoting to your constituents — and position the City as a national model for innovation and success.

Beyond is our approach and recommendations across various areas. We look forward to the opportunity to move this vision forward, together.



We will Advance your Goals with a Digital-First Strategy

A strong, digital-first marketing strategy for the City of Cypress and Recreation District begins with enhancing the accessibility, clarity, and consistency of its digital assets across all platforms and reinforcing your brand story in every touchpoint in the customer journey. This includes prioritizing mobile-friendly content, visually engaging graphics, and real-time service updates that meet your various customers and constituents where they are—on their phones and social feeds.

Clear messaging around your programs, events, initiatives, economic development, and city benefits should be paired with a unified visual identity that reflects the city's culture and diverse communities. A content calendar aligned with residential and business needs, seasonal campaigns, and community events will help ensure consistent communication and timely engagement.

We will highlight success stories, behind-the-scenes perspectives, and business spotlights, to humanize the City and its services and build stronger community connection. Integrated analytics will guide continuous improvement, helping the team refine what works, expand reach, and engage new audiences. Together, these efforts position Cypress as a modern, responsive, and community-minded city.



CAPTURING CUSTOMER INTEREST

Our Content Team Elevates Brands



We excel at creating designs that inspire and motivate:

Our social media content will elicit feelings of adventure, relaxation, and pride, drawing in visitors and locals to Cypress' offerings. We turn Cypress' attractions and events into compelling stories that deeply connect with viewers and attract attendance and patronage. Our content and copywriting drives people to explore, attend events, and support local businesses.



We'll ensure every post, story and content mirrors a cohesive brand image, in line with Cypress' established identity. Our team proficiently applies your brand and writing style guides across all content, enhancing the brand while keeping your core identity and narrative intact. This consistent application fortifies your brand voice and visibility across markets. Celtis aims to future-proof Cypress' brand, ensuring its long-term appeal and engagement.

Our bilingual English and Spanish copywriting services aim to captivate and connect with your customer base. We align our clear, direct copy with Cypress' goals and story, crafting content that attracts, engages, and complements your marketing efforts.



Celtis is committed to maintaining Cypress' reputation as an exciting destination, inviting residents and visitors alike to discover its unique charm.



NEXT LEVEL SOCIAL MEDIA SOLUTIONS

Social Media Solutions You'll Love

Celtis is set to revolutionize Cypress' social media digital media strategy with a unified approach that includes careful planning, creative content development, diligent execution, and rigorous performance analysis.

We'll define Cypress' digital goals and audiences, choosing the optimal platforms for engagement based on your target audiences, campaigns and events. Our goal-driven content aims to boost tourism, attract regional visitors, highlight community events, and promote local businesses.

We'll schedule and manage Cypress' organic social media calendar across Instagram, Facebook, YouTube, and X platforms to ensure Cypress' messages reach your target audiences effectively.

Creative Ad Development: With our expertise in graphic design, video production, and copywriting, we'll craft engaging posts, videos, reels and UGC content that captures attention and motivates the audience to act.

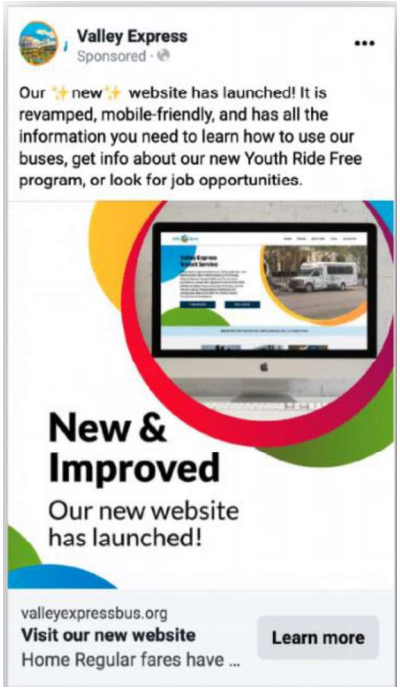
We'll track key performance indicators like impressions, clicks, and conversions, ensuring data accuracy, Utilizing advanced analytics tools.

We'll analyze audience behavior and engagement to gain insights into social media effectiveness, identifying areas for optimization.

We'll provide transparent Monthly Reports: Our detailed monthly reports will outline campaign results, insights, and tailored recommendations for future strategies. These clear and actionable reports empower Cypress to make informed marketing decisions.

Celtis aims to enhance Cypress' online presence, engage effectively with its audiences and drive interest.





> LA SkyRail promotional digital ad
> New website promo for Valley Express

POWERFUL PHOTOGRAPHY & VIDEOGRAPHY

Captivating Visual Storytelling

Celtis imagery brings stories to life. We specialize in capturing brand-enhancing imagery, including lifestyle, people, and places with the added energy needed to attract visitors, residents, and future Olympic event ticket-holders to Cypress. We understand that capturing people interacting with the elements and activities offered by Cypress and with each other makes photos come to life. Our objective is to produce dynamic visual representations of Cypress' brand across different lighting conditions and scenarios. This entails capturing the essence of Cypress' allure in a way that is both authentic and visually compelling.

Dynamic visuals capture attention. Capturing people truly enjoying events, dining, art/culture, businesses and more through video, photography and advanced aerial drone technology that is FAA certified is something Celtis excels at. Our endless portfolio features the transformation of videography and photography into eye-catching digital ads, Reels, TikTok videos, YouTube ads, web page content, traditional advertising and more.

Expertly-crafted photo/video editing and retouching. Post-production is a critical step in our photography and videography process. Our team will carefully edit and retouch photos and videos to enhance their visual appeal while ensuring their authenticity. Adjustments will be made judiciously to convey the intended aesthetic without distorting the reality of the subject matter.

We understand the importance of imagery and the timely, dependable distribution of photography and videography across platforms and tactics. You can count on Celtis to ensure all content is distributed, posted, promoted on newsletters, and boosted according to plan.









> Celtis video shoot

Photography Examples



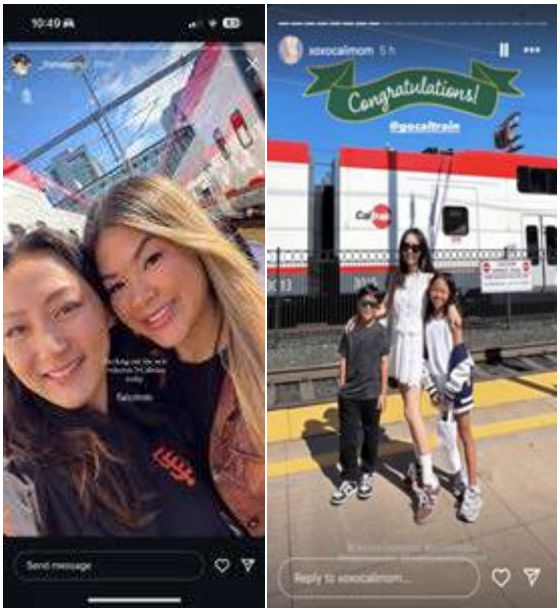






ENGAGING DIGITAL CONTENT

We Deliver UGC In-House



In-House Influencer and UGC Marketing

Celtis harnesses the compelling power of UGC and influencers, driven by data showing UGC videos significantly outperform traditional branded content, with influencers further amplifying results.

Influencer & Creator Management:

- **Talent Acquisition**: Access to a vast network of over 50 million creators across key platforms enables us to pinpoint and engage the perfect fit for any niche, supported by advanced tools for social listening and performance tracking.
- **Process Management**: From the initial brief to the final product, Celtis oversees every step ensuring a seamless collaboration and content that resonates with Cypress' vibe.
- **Quality Assurance**: All content is rigorously reviewed to align with Cypress' superior standards.

In-House Content Creation:

- **Skilled Creators**: Our team includes experienced creators capable of producing UGC-style content, including for Spanish-speaking audiences, ready to deploy at a moment's notice.

Creative Excellence:

- **Content Development**: From scripting to storyboarding, we craft engaging content ideas that connect with your audience and convert them into captivating narratives.
- **Production and Editing**: Leveraging cutting-edge techniques for both on-the-fly and studio-quality productions, our content stands out with a blend of UGC authenticity and polished branding.

Celtis combines strategic influencer collaboration with robust UGC campaigns to deliver measurable impact, utilizing our in-depth knowledge and resources to exceed Cypress' marketing objectives.



1,474 67

Liked by **arizonafinancialtheatre**, **cerretanews** and **others**

azfoodie Food trucks, live music, prizes, a digital scavenger hunt and hanging with some of my fav people, all at the upcoming #railversary party! @valleymetro is celebrating 10 years and you can come party it up too on Dec 27th from 5-10pm at @tsrarena. Admission is free! #azfoodie #myphx #valleymetropartner @jacobtylerdunn

ENGAGING DIGITAL CONTENT

We Create Moving Content

Celtis' User-Generated Content Strategy for Cypress:

Celtis plans to elevate Cypress' appeal by showcasing its vibrant lifestyle and diversity through user-generated content (UGC), tapping into firsthand experiences of its businesses, residents and visitors.







Key UGC Campaign Themes:

- **Active Lifestyle**: Highlighting Cypress' outdoor opportunities, including golf, parks, and trails, using real stories to attract individuals passionate about wellness and adventure.
- **Community Vibes**: Showcasing the city's seasonal dynamism and welcoming spirit through testimonials and images from visitors, emphasizing Cypress' ability to enchant guests year-round with dining, entertainment, nightlife and family fun.
- **Gateway to Recreation**: As a recreation hub, UGC will spotlight Cypress' convenient location and access to major entertainment venues like Disneyland, Knott's Berry Farm, Los Alamitos Race Park and the Aquarium of the Pacific, from local events to Broadway-style plays, gardens, theme parks and so much more, demonstrating how you can conveniently stay in Cypress and enjoy everything Cypress and beyond has to offer.
- **Demographic Diversity**: Targeting content to various groups — families, professionals, retirees — reflecting Cypress' wide appeal based on its demographic mix, primary languages, income level, and lifestyle options.

Our Approach:

By leveraging UGC, Celtis intends to capture Cypress' essence directly from its community and visitors, touching on its active lifestyle, welcoming community, entertainment options, and appeal across diverse demographics. We aim to create a compelling narrative that not only showcases Cypress' attractions but also fosters a connection with potential visitors on a genuine level, positioning the city as an aspirational lifestyle destination.

WE GET RESULTS AND WIN AWARDS

Best In Class In-House Creative

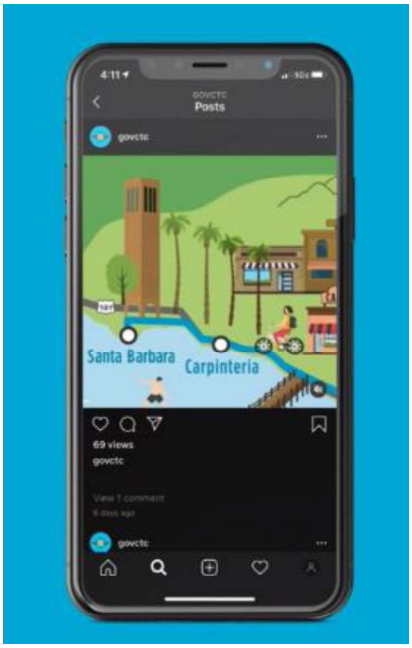
Celtis harnesses its in-house capabilities to generate creative solutions that resonate with the City of Cypress' diverse audiences. We leverage our comprehensive digital services, from social media management to multi-platform content creation, ensuring each campaign builds on solid, data-driven strategies relevant to our client's objectives.

Our creative team develops unique advertising concepts and crafts compelling narratives that engage customers, employees, and stakeholders. This is made possible by our expertise in end-to-end branding solutions, multicultural marketing, and our pause-worthy content approach to brand transformation, which align with the values and expectations of the City of Cypress' audiences.

We initiate original marketing strategies with a focus on cost-effectiveness utilizing our capacity for comprehensive campaign development, Celtis firmly believes in the power of direct community engagement and leverages diverse outreach services to establish trust and foster relationships. Our approach draws on neighborhood outreach and employer-employee engagement to create relatable messaging.

Celtis promises to provide a fully integrated creative process, acknowledging that relevance and authenticity are paramount. We commit to offering Cypress a unique blend of cultural intelligence and digital innovation, ensuring our media planning and creative output enhance audience connection, reflect Cypress' mission, and ultimately drive community-wide support for the Recreation District and citywide initiatives.







> Cal State University, San Bernardino campaign
> Ventura County animated ad
> Metro Opposites campaign

CYPRESS NEWSLETTER DESIGN

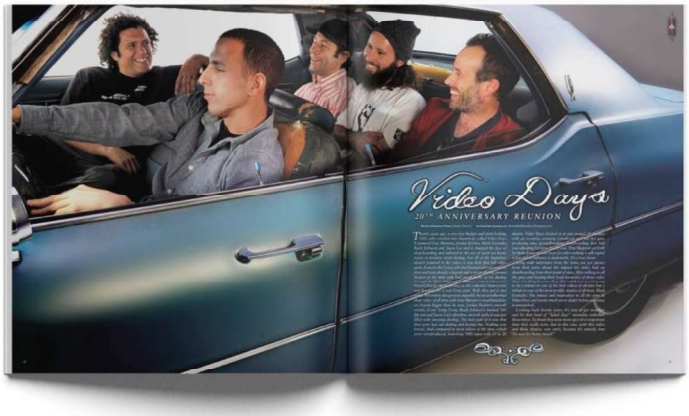
Mad Newsletter Layout Skills

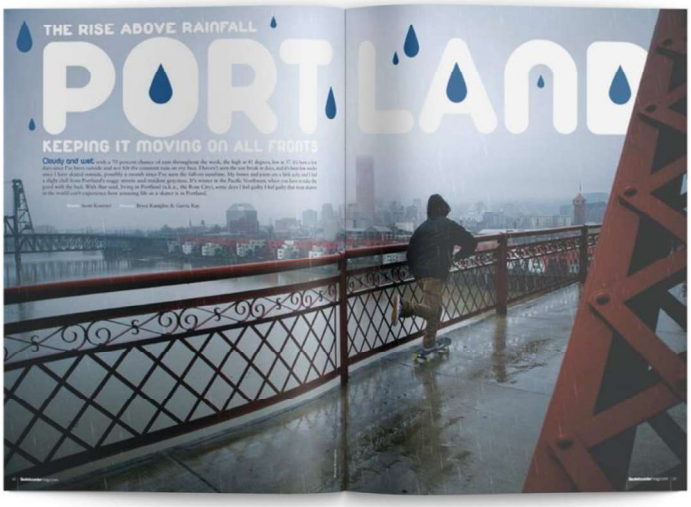
Celtis is uniquely positioned to bring the Cypress newsletter to life, promoting the city and all of its top-tier destinations. Having produced literally hundreds of magazines and thousands of brochures, Celtis promises to deliver a comprehensive and engaging newsletter that entices residents and visitors to explore all that Cypress has to offer.

We bring newsletters to life with our designs. Our design team boasts years of experience designing the layouts and leading the art direction and photography for many lifestyle newsletters and magazines. Here are a few examples of layouts that demonstrate different design techniques that combine the power of fonts, strong imagery and added touches that enhance the brand and tone unique to each layout. We look forward to refreshing your newsletter with compelling imagery and storytelling that elevates Cypress' vibrant lifestyle brand.

The City of Cypress will enjoy:

- ✓ Content development, research and copywriting
- ✓ Print experts that understand publication production
- ✓ Knows how to optimize content for digital distribution and interactive engagement
- ✓ Distribution planning to include media recommendations, partnership opportunities and promotional activities







> Magazine design by Chris Bywater

REACHING DIVERSE AUDIENCES

Delivering a Multicultural Approach

We recognize that your marketing and communications efforts must create an inclusive dialogue to reach the diverse population of Cypress. We are committed building multicultural marketing campaigns and strategies from the ground up.

We begin each campaign with in-depth research into the personas to be targeted. We look at demographic and linguistic data to paint an accurate picture of each audience. When relevant, our team brings in experts in the culture and languages represented to select appropriate strategies, tactics, messages and media channels that will resonate with them.

Our team integrates transcreation, robust translation and localization services to ensure every piece of content we produce resonates with its intended audience. Understanding that accurate translation extends beyond mere linguistic conversion, we emphasize culturally-relevant content that speaks directly to the heart of each community. Our team of seasoned translators and cultural experts are proficient in Spanish and have access to translators in multiple languages, aligning with the rich multicultural tapestry of Cypress' customer base.

With a history of delivering highly effective, award-winning multicultural materials, we can help Cypress execute campaigns that are linguistically and culturally-relevant:

- **Potent Video Content:** Video remains one of the most potent forms of communication. Our in-house production team is adept at creating engaging video content. We also offer full UGC services in-house.
- **Print and Digital Harmony:** Recognizing the ever-growing importance of digital platforms, we create website content, digital banners, and social media content that are optimized for multicultural engagement. We apply the same treatment to print materials and live experiences.
- **Multilingual Execution:** Our media team has a proven track record of securing diverse placements, strategic targeting and managing multilingual digital media campaigns, including executing social media, digital display, streaming radio, and SEO in Spanish and other Asian languages.





> Sí RTC digital ad targeting seniors for RTC
> Spanish supermarket rack advertising for Omnitrans

AMAZING IN-HOUSE WEB TEAM

Continual UX Optimization

Celtis offers expert website and app content management and design experience to amplify Cypress' digital presence and engage users. Below outlines our services:

Delivering end-to-end customer experience is our passion, and we will ensure that each campaign has a custom Call to Action (CTA) that takes the user to a complementary landing page to get all the information they need.

Event Promotion: We will promote city events for easy visitor planning.

Web Design: We produce and refresh web content and design web pages that will engage visitors with Cypress' unique offerings.

SEO: We will ensure all pages are crawlable and add descriptive text to improve user and SEO context. Include a concise and informative meta description for the website.

App: Our content team will ensure that your Cypress app features the latest content and UX/UI to enhance the customer journey.

User Experience UX

Page Optimization: Our web pages are user-friendly, with clear navigation and calls to action.

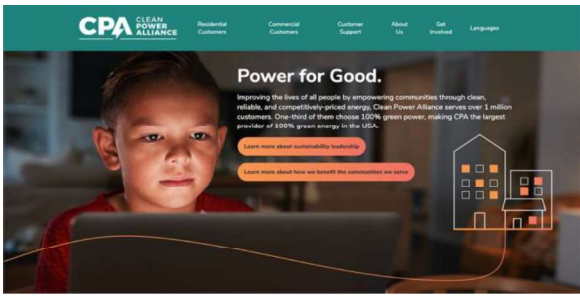
Form Optimization: We streamline online forms for user convenience and improved engagement.

Website Maintenance

Regular Updates: Working with Cypress staff, we ensure the website's home and secondary pages remain current and lively.

Granicus Support: We offer prompt technical support to address issues and maintain smooth website and app operation. Our web staff is experienced with Granicus and is prepared to hit the ground running.

Technical Skills: Celtis is equipped with advanced technical know-how for sophisticated website feature management and enhancement.



- Cleanpoweralliance.org
- EnvisionInglewood.org
- LAskyrailexpress.com
- Wheelsbus.com
- Omnitrans.org
- GoVentura.org
- SBMTD.gov
- RCTC.org
- ValleyExpressBus.org

> CPA homepage
> Sampling of Celtis website URLs

Building on a Cypress Successes

Our strategic recommendations are built around three core pillars:

- **Strategic Storytelling & Media Engagement**
  We propose a proactive PR approach that positions the City as a trusted, forward-thinking leader in building a strong community and economic development. This includes message development, media outreach, press coordination, and timely response protocols to manage narratives and amplify impact.

- **Stakeholder Engagement & Relationship Building**
  From elected officials and business leaders to community organizations and grassroots advocates, our strategy outlines methods for sustained, meaningful engagement. This includes stakeholder mapping, listening sessions, coalition-building, and consistent updates to ensure alignment and transparency.

- **Community-Centered Communications**
  To earn public trust and attract patronage, we recommend audience-specific campaigns that reflect the values, languages, and lived experiences of Cypress' diverse communities. This includes multicultural outreach, local storytelling, and inclusive content distributed across digital, print, and in-person channels.

Our expertise and in-depth knowledge of Cypress' media landscape, cultural dynamics, and key community stakeholders will ensure your communications that are not only strategic and effective — but also authentic, locally grounded, and culturally resonant.

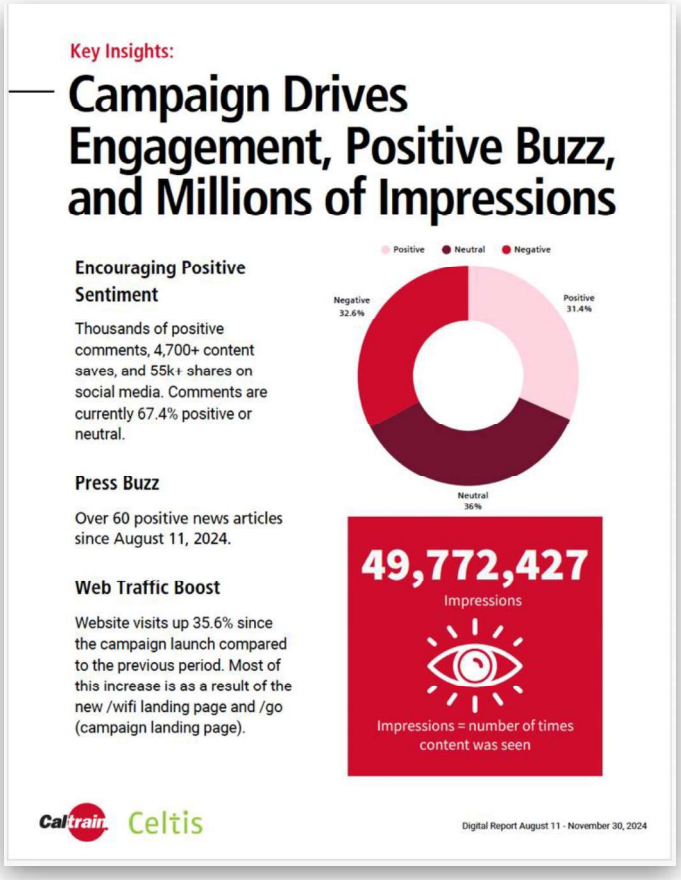
Celtis will offer a powerful blend of lifestyle communications expertise and community-rooted relationships — the ideal team to elevate the City's public relations and stakeholder engagement efforts.

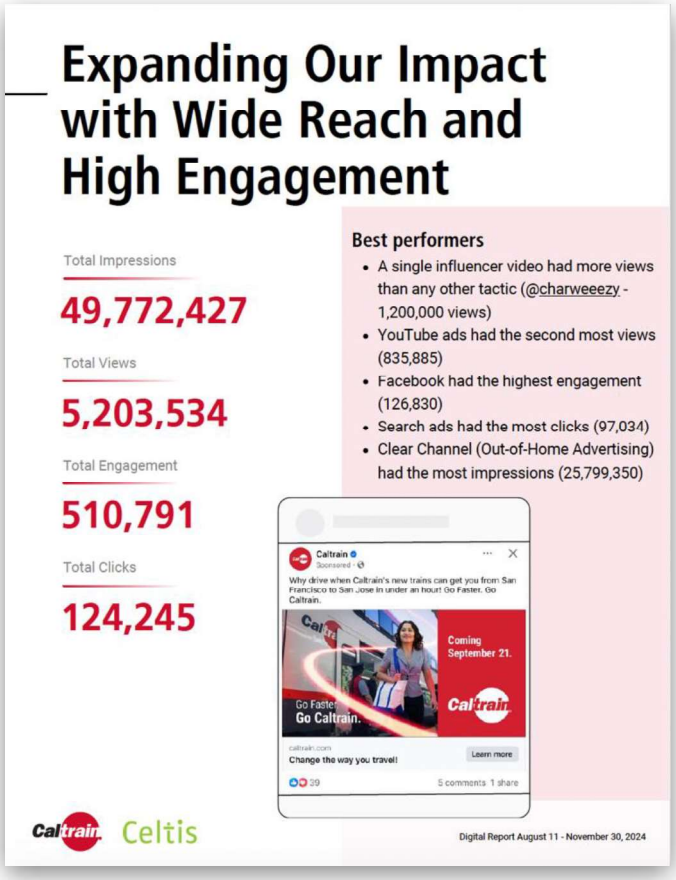


Data You Trust - Results You'll See

Great marketing is only as powerful as its ability to be measured, optimized, and communicated. Our media team prides itself on our robust and transparent campaign reporting systems — designed not only to track performance, but to tell the story behind the data.

Our reporting capabilities go far beyond surface-level metrics. We deliver real-time insights, adjust campaigns accordingly and provide in-depth analyses that translate complex data into clear, actionable strategies. Whether measuring impressions, engagement, conversions, or community sentiment, we tailor every report to align with your campaign goals and KPIs — providing both granular detail and high-level strategic overviews to guide every marketing initiative and campaign.





EXTENSIVE SUPPORT YOU CAN DEPEND ON

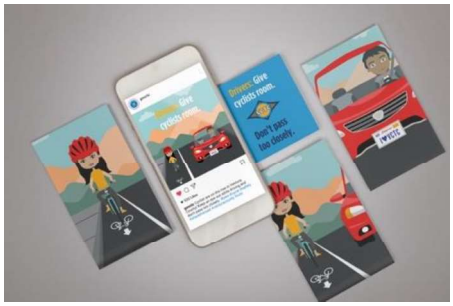
Approach to Client Services

Proven Efficiency in Handling Large Workloads

Our operational model is built on principles of efficiency and effectiveness, particularly in managing large volumes of work within compressed timeframes. This is achieved through:

- **Advanced Project Management Tools and Techniques**: Utilizing cutting-edge project management software (Celoxis) and techniques, we streamline workflows, enhance team collaboration, and ensure milestones and deadlines are met with precision. We also work with each client to establish a communications process that works best for them to optimize feedback, communication and continuously manage projects and expectations.
- **Collaborative Work Environment**: By fostering a collaborative work culture, we enhance the speed and quality of work output. Our team's synergy allows for quick ideation, problem-solving, and execution, crucial for delivering projects on time and within budget.
- **Robust Support Systems**: Our support staff plays a critical role in ensuring that our specialist teams can focus on delivering high-quality work without administrative or logistical hindrances.
- **Commitment to Diversity and Inclusion:** Recognizing the importance of diversity and inclusion, especially in a multicultural county like Los Angeles, our team composition reflects the communities we aim to engage. This approach not only enriches our creativity and perspectives but also ensures that our marketing communications strategies are culturally sensitive, inclusive, and effectively resonate with all segments of Cypress' diverse customer base.

With the Celtis team, Cypress can expect a partner that brings an unparalleled depth of marketing communications expertise, a capacity to quickly scale up for any volume of work, and a commitment to efficiency, diversity, and innovation. We are dedicated to supporting Cypress in achieving its objectives through impactful marketing strategies and flawless execution.







> Digital bike safety campaign for VCTC
> Branded brochure suite for Metro
> Media report for RCTC



> Photo by David Zaitz for LA Metro

SIMPLIFYING YOUR BILLING

The impact of Matt and his team's work has had ripple effects beyond LA, inspiring city officials in Mexico, Brazil and India to invest in marketing and communications to promote public transportation.

Ethan Arpi
Founder, Building with AI

One Blended Rate for All Your Needs

$119/Hour



> David Zaitz rideshare photo

FULL CELTIS RESUMES

RESUMES

Appendix A
Celtis Staff in Detail



Natalie De La Rosa

Account Services Executive

Natalie is a digital marketing specialist with expertise in developing and executing effective strategies. She has a proven track record in media buying, social media management (organic and paid), and digital campaign implementation. With a strong analytical mindset and keen attention to data, she optimizes marketing campaigns for effective decision-making. She is committed to delivering measurable results and exceeding client expectations.

EDUCATION

BS Marketing, San José State University

EXPERIENCE

6 Years

CERTIFICATIONS

+ Google Analytics
+ Google Campaign Manager
+ Google Display & Video 360
+ Hootsuite Social Media Manager
+ Twitter(X) Launch & Connect

VALUE TO TEAM

+ Digital Marketing Strategy
+ Media Planning
+ Paid Digital Marketing Ads Production
+ Social Media Production
+ Email Marketing
+ Search Engine Optimization
+ Campaign/Annual Report Production

EXPERIENCE

Increased Metrolink's Student Adventure Pass ridership by 42.6% as of November 2024, compared to the same period in 2023. Planned and executed a comprehensive media strategy targeting college students on TikTok, Snapchat, Instagram, Spotify, Google Search, and YouTube Shorts, driving awareness and engagement for the program through user-generated content (UGC), which allows college students to ride Metrolink for free.
Metrolink, Los Angeles, CA;
Account Services Executive

Developed and executive digital and traditional media buying strategy for SCMTD's environmental campaign. Ideal media platforms, placements, and times to run ads were secured, ensuring maximum effectiveness with specific audiences. A budget of over 100k was managed for the One Ride at a Time campaign, which featured stunning photography from local photographers, landing on the cover of Mass Transit.
Santa Cruz Metropolitan Transit District, Santa Cruz, CA;
Account Services Executive

Implemented multi-phased digital campaign and media buying efforts for Metrolink. Executed a digital and traditional media buying efforts for Metrolink's new Arrow Train service. A multi-phased digital campaign approach with curated creative targeting various audiences was implemented, utilizing multiple platforms such as Facebook, Instagram, TikTok, Google Search, and Google Display.
Metrolink, Los Angeles, CA;
Account Services Executive

Developed successful digital advertising campaigns resulting in over $27,000 in bus pass sales. Comprehensive media strategy to target residents on digital and traditional platforms resulting in $27,507 in bus sales. *Ventura County Transportation Commission (VCTC), Ventura, CA;*
Account Services Coordinator

Increased organic search rankings by 13 positions for RCTC.
Implemented search engine optimization strategy, developed blog and social content, provided strategic reports.
Riverside County Transportation Commission (RCTC), Riverside, CA; Digital Marketing Administrator



Karyn Comorre

Account Services Executive

Karyn is a digital marketing specialist with an expertise in managing online business presence with meticulous attention to detail and strong communication skills. Her strategic approach consistently yields positive results, enhancing visibility, boosting engagement, and driving measurable growth in leads. From search engine optimization to compelling content creation, Karyn's precision ensures comprehensive campaign success. Collaborating seamlessly with clients and cross-functional teams, her effective communication facilitates clear objectives and impactful campaigns, making her adept at navigating the dynamic landscape of digital marketing.

EDUCATION

BS Marketing, California State University, Northridge

EXPERIENCE

5 Years

CERTIFICATIONS

+ Google Analytics
+ Google Ads Search
+ Google Display & Video 360
+ Twitter (X) Launch & Connect

VALUE TO TEAM

+ Digital Marketing Strategy
+ Copywriting
+ Paid Digital Marketing Ads Production
+ Social Media Production
+ Email Marketing
+ Search Engine Optimization
+ Media Planning

EXPERIENCE

Crafted a multi-platform campaign strategy driving an increase in awareness and ridership. Developed an innovative campaign concept and executed a comprehensive, multi-platform strategy spanning digital, print, traditional, and streaming media. This approach maximized visibility and engagement, achieving an extraordinary 49.7 million impressions, with the influencer marketing initiative surpassing its projected KPI by an impressive 59%, and driving a 25.4% year-over-year increase in ridership.
Caltrain, San Carlos CA; Account Services Executive

Developed and executed copywriting across multiple platforms. Drove dynamic content creation and strategy implementation across diverse platforms, showcasing copywriting skills in crafting compelling social media content, articles, blog posts, and email marketing campaigns, all of which significantly amplified website traffic and elevated social media engagement metrics.
Ventura County Transportation Commission, Ventura, CA; Account Services Executive

Implemented multi-phased digital campaign and media buying efforts for SCMTD. Analyzed digital advertising metrics to identify specific target audiences, contributing to the optimization of a highly effective marketing strategy. The implementation of this strategy resulted in a notable % increase in conversions.
Santa Cruz Metropolitan Transit District, Santa Cruz, CA;
Account Services Executive

Maintained positive and consistent online presence for 75+ small businesses. Managed online reputation, impactful social media platforms, and strategically enhanced organic search engine rankings through dedicated off-page SEO initiatives. Achieved an average growth of 16 organic search rankings across all client accounts, demonstrating a commitment to optimizing online visibility and fostering positive brand perception.

Matt Raymond

Celtis President & CEO



Matt Raymond is a 30-year transit and transportation marketing professional and former CMO/CCO for LA Metro where he successfully led the effort to reinvent the agency and pass two sales tax measures (one as CMO and one as CEO of Celtis). Matt has been extremely successful in marketing and delivers results at every opportunity.

RELEVANT EXPERIENCE

Branded multiple transportation systems inside and out. Matt established brands of RTD, DART and LA Metro while leading marketing and communications for the agencies and has helped numerous agencies across the country brand and rebrand for success. This includes VCTC, RCTC, SBCTA, OCTA, SBMTD with more in the works.

Grew LA Metro ridership from 398 million annual boardings to 496 million annual boardings, a 25% increase, in 7 years. Recently hit record ridership growth for LAVTA and created a campaign that generated 19% growth on promoted lines.

Introduced and successfully marketed dozens of major projects and new services. Introduced rail in Denver, Dallas and Los Angeles. Branded capital expansion efforts and positioned them for success (and future tax measure victories). Achieved record productivity in terms of ridership and revenue growth. Rolled out multiple service innovations and restructurings.

Guided passage of one bond and three tax measures. One in Inglewood, two in Los Angeles (one as CMO '2008 Measure R' and one as Celtis CEO 2016 Measure M"); one in Dallas (largest bond election in Texas history).

Developed and implemented multiple successful fare systems, revenue programs and ridership campaigns. From EcoPass to E-Pass to TAP; From Day Passes to Annual Passes; implemented multiple fare changes that led to record revenue AND customer growth.

Provided comprehensive marketing and communication services to an extensive client base. Managed complex projects from inception and strategy to successful execution.

Taught Marketing and Communications Management for a decade. Adjunct professor at *Mineta Transportation Institute* SJSU Lucas School of Business - *San Jose, CA for over a decade.*

EDUCATION

MPA, Masters in Public Administration, MS Marketing and Management, BS Marketing, University of Colorado

EXPERIENCE

30+ YEARS

PSCo 4; RTD 5; DART 6; Metro 12; Celtis 11

VALUE TO TEAM

+ Support Generation
+ Industry Expert
+ Transformational Leadership Guidance
+ Strategic Planning and Execution
+ Large-Scale Marketing and Communication Implementation
+ Revenue Generation
+ Award-Winning Creative
+ End-to-End Branding
+ Fare Structure Optimization
+ Election Campaign Strategies

Devon Cichoski

Vice President and Outreach Strategist



Devon is a public sector veteran, communications expert, and proven manager with two decades of experience in community relations, media relations, public affairs and marketing. Devon specializes in building bridges and facilitating dialogue between complex organizations and the communities and stakeholders they serve.

EDUCATION

BA English, Northwestern University, Teaching Credential, California State University, Long Beach

EXPERIENCE

25+ YEARS

VALUE TO TEAM

+ Communications strategy
+ Community engagement
+ Stakeholder relationship development
+ Project Management
+ Website project management
+ Digital outreach strategy and management
+ Project Management

SELECTED PROJECT EXPERIENCE

Led campaign that boosted Metrolink's student ridership by 42.6% Grew usage of Metrolink's Student Adventure Pass with social, display, search and outdoor advertising. Leveraged user-generated content (UCG) and student influencers to drive engagement. Managed media planning, buying and reporting.
Metrolink, Los Angeles, CA;
Account Director (2023-ongoing)

Directed a campaign that increased RTC Washoe's online engagement with Spanish speakers by 200%
Campaign featured branded social and outdoor advertising paired with culturally relevant UGC videos. Managed creative development, creator relationships, social engagement, media planning, buying and reporting.
Regional Transportation Commission of Washoe County (RTC Washoe), Reno, NV,
Account Director (2024-ongoing)

Orchestrated a campaign to launch Metrolink's innovative Arrow train service
Drove service awareness and ridership growth with a campaign featuring social, display, search and outdoor advertising. Managed media planning, buying and reporting.
Metrolink, Los Angeles, CA;
Account Director (2022-ongoing)

Led advertising campaign that delivered highest-ever student ridership in Reno, NV
Grew usage of RTC's Ed-Pass with social, print, event, and outdoor advertising. Leveraged UCG to drive engagement. Managed creative development, creator relationships, social engagement, media planning, buying and reporting.
RTC Washoe, Reno, NV, Account Director (2024-ongoing)

Developed engaging and effective community outreach programs for bus restructuring studies in California and Nevada
Developed and implemented multilingual public engagement programs that feature digital, print and community-based outreach approaches to solicit input on pre-and post-Covid bus restructuring.

- *Gold Coast Transit District, Short Range Transit Plan, Oxnard, CA (2023-2024)*
- *Regional Transportation Commission Washoe County, TOPS Study, Reno, NV, Account Director (2021-2022)*
- *Los Angeles County Metropolitan Transportation Authority, Next Gen Bus Study, Los Angeles, CA, Account Manager (2018-2019)*

Gricel Ferreyra

Vice President and Brand Strategist



EDUCATION

BA, Business Administration and Marketing, Loyola Marymount University, CA

EXPERIENCE

28 YEARS

LANGUAGES

English, Spanish

VALUE TO TEAM

+ Strategic Planning and Execution
+ Large-Scale Marketing and Communication Planning
+ Transit Ridership Growth
+ Award-Winning Marketing Campaigns
+ Public Perception Strategy
+ Election Campaign Strategy
+ Customer Satisfaction and Retention Strategy

With over 28 years of marketing, advertising and media planning experience, including over 23 years in the public transportation industry, Gricel Ferreyra is an integral part of the Celtis team. She brings to the table a combination of proven, innovative strategies, creative leadership, transit expertise and a true understanding of the industry's challenges and opportunities. Prior to Celtis, she managed and led strategy for the in-house marketing department at Valley Metro in Phoenix and developed public involvement and communications strategies at the Arizona Department of Transportation. She also served LA County as a Communications Manager for LA Metro for 8 years.

SELECTED PROJECT EXPERIENCE

Delivering innovative marketing solutions, results-driven strategies and comprehensive creative campaigns. Leads and supports Celtis' account and creative teams and meets the marketing and communications needs of various transit agency and private sector clients across California and Colorado.
Celtis Ventures, Inc., Newport Beach, CA
Vice President (2019-Ongoing)

Rebranded agency, opened 3 light rail lines, and celebrated a decade of infrastructure improvements. Successfully managed in-house marketing staff, external contractors and ad agency staff across research, strategy development, creative conceptualization, production, media planning and implementation of all agency communications initiatives, events and campaigns, while overseeing a $5 million annual budget. Developed communication strategies and implemented successful grand openings of three light rail projects and promoted travel alternatives to the Super Bowl XLIX, 2016 College Football Championship Playoffs and 2017 Final Four.
Valley Metro, Phoenix, AZ Marketing Manager (2013-2019)

Implemented 360° marketing campaigns for 80+ ADOT projects.
Created, managed and implemented comprehensive multi-media communications, public relations, business mitigation and public outreach plans for over 80 planning, design, construction and maintenance projects and programs. *Arizona Department of Transportation (ADOT), Phoenix, AZ Community Relations Project Manager (2010-2013)*

Led brand transformation campaign, leading to record ridership and historic transit measure victory.
Developed, managed and implemented the strategic communications plans for the initial Metro Gold Line Light Rail grand opening and Metro Gold Line Eastside Extension opening; Federal, State and Local Government Relations; the 2008 Measure R local sales tax initiative and program implementation; the ExpressLanes toll road demo project; High-Speed Rail; corridor studies; highway, BRT and rail construction projects; employer/college segment promotions; Go Metro ridership campaign; Opposites discretionary rider campaign; Rideshare programs; the Imagine campaign; and organization-wide rebranding efforts. *Los Angeles County Metropolitan Transportation Authority (LA Metro), Los Angeles, CA Communications Manager (2002-2010)*



Susana Andres

Account Director

Susana is a bilingual marketing communications project manager with more than 15 years of experience working with Greater Cleveland's leading transportation agencies including LA Metro, RCTC, VCTC, and OCTA. The campaigns she's managed have included traditional media and digital media with multiple language needs and across a variety of demographics in diverse communities such as Los Angeles County. She has supported agencies in small towns and large metropolitan areas making her adaptable to all agency needs.

EDUCATION

MS Transportation Management, Mineta Transportation Institute, San José State University

BS Communications, California State Polytechnic University, Pomona

EXPERIENCE

18 YEARS

LANGUAGES

English, Spanish

VALUE TO TEAM

+ Project Management
+ Schedule Management
+ Budget Strategy
+ Bilingual Copywriting and Editing (English & Spanish)
+ Media Planning and Buying (Digital + Traditional)
+ Digital Marketing
+ Reporting
+ Strategic Planning
+ Social Engagement

EXPERIENCE

Managed successful redesign of LAVTA website. Managed team in the build of a modern, streamlined new site ensuring on-time and on-budget delivery.
Livermore Amador Valley Transportation Authority (LAVTA), Livermore, CA; Project Manager

Developed and managed successful rideshare evergreen advertising campaigns for VCTC. Drove program awareness with customized targeted print and digital campaigns.
Ventura County Transportation Commission (VCTC), Ventura, CA; Rideshare Program Marketing/Communications Project Manager

Oversaw website redesign for Valley Express. Led website redesign process to focus on site structure and UX that built the foundation for an easy-to use website.
Valley Express, Santa Paula, CA; Project Manager

Orchestrated print and digital campaigns increasing ridership by 26% for VE. Oversaw ongoing print and paid digital advertising campaigns targeting key audiences in local publications and on relevant social platforms.
Valley Express Bus, Santa Paula, CA; Director of Digital Marketing

Coordinated schedule, budget and team for RCTC Website Overhaul. Managed team in the effort to rebuild the RCTC website ensuring on-time and on-budget delivery.
Riverside County Transportation Commission (RCTC), Riverside CA; Marketing Project Manager

Provided marketing and communications support to over two dozen LA Metro transit and highway projects. Oversaw and managed the In the Works branding and worked with the planning and community relations team to maintain brand cohesiveness and support outreach to stakeholders, community members and the Metro Board members as needed.
Los Angeles County Metropolitan Transportation Authority (LA Metro), Los Angeles, CA; Senior Marketing Project Manager

Sandra Gonzalez

Account Manager



Sandra has rapidly evolved as a communications strategist at Celtis. She's covered everything from digital strategy, public outreach, copywriting, and translations, to project management. She has appeared in numerous videos, including UGC content and voiceovers, which have helped elevate campaigns. Sandra specializes in digital marketing for millennial and Gen Z audiences. Her integration of popular platforms like TikTok and Snapchat into the marketing mix for clients like VCTC and RTC Washoe helped exponentially expand the reach and tap into core markets that increased ridership.

EDUCATION

B.A Journalism, Chicana/o Studies, Minor in Spanish Language Journalism, California State University, Northridge

EXPERIENCE

8 YEARS

LANGUAGES

English, Spanish

RECOGNITION

+ APTA AdWheel

Best Marketing and Communications Educational Initiative

VALUE TO TEAM

+ Project Management
+ Budget Strategy
+ Social Media Marketing
+ Bilingual Copywriting and Editing
+ Event Planning
+ Email Marketing
+ Public Outreach
+ Multicultural Marketing

EXPERIENCE

Coordinated influential digital campaigns for RTC Washoe.
Developed, produced, and promoted UGC videos in Spanish, driving engagement and connecting with the local community. Boosted visibility for RTC services while fostering stronger relationships with Spanish-speaking riders.
Regional Transportation Commission of Washoe County (RTC Washoe), Reno, NV; Campaign Strategist

Groundbreaking Spanish language campaign drove a 217% increase in Spanish-speaking web visits.
Developed a campaign from the ground up to successfully reach a wave of new Spanish language visitors. By tapping into the cultural significance of Lotería, the campaign effectively captured the attention and imagination of the target audience. Through vibrant visuals and storytelling, the campaign highlighted the connection between the game and VCTC's services.
Ventura County Transportation Commission (VCTC), Camarillo, CA; Digital Multicultural Marketing Strategist

Deployed a Snapchat campaign that garnered 2X interaction.
Managed paid digital campaign on Snapchat. The platform offered features that better target Ventura County high school and college students, resulting in an 87% increase in impressions and 2X swipes, without increasing ad spend.
Valley Express, Camarillo, CA; Account Executive

Strategic targeting with minimal ad spent received over 600k impressions
Launched the Youth Ride Free campaign promoting free rides to youth on any public transit bus in Ventura County. The campaign received also received over 19k engagements (likes, comments, and shares).
Ventura County Transportation Commission (VCTC), Camarillo, CA; Digital Marketing Strategist



Emily Kirwan

Senior Director of Account Services

Emily Kirwan's robust marketing experience stems from 9 years in her field. Her unique talent lies in her ability to connect her client's service with the right audience. Emily's primary role is the development of media strategies across multiple online and traditional advertising platforms, execution, and reporting. Emily specializes in helping transit brands transition to digital, while cutting costs and improving results. Emily has worked with over a dozen transit agencies, including LA Metro, Ventura County Transportation Commission, Orange County Transportation Authority, as well as local Denver clients such as Andrew Hudson's Jobs List and Women's Bean Project.

EDUCATION
MS Marketing, University of Denver

BBA, Non-Profit Marketing, International Business, Baylor University

EXPERIENCE
11 Years

VALUE TO TEAM
+ Experienced Account Manager
+ SEO
+ Digital Marketing
+ Digital Media Buying
+ Reporting
+ Influencer Marketing
+ Strategic Planning
+ Email Marketing
+ Social Engagement

CERTIFICATIONS
+ Google Analytics
+ Google Search Advertising
+ Google Display Advertising

RELEVANT EXPERIENCE

Produced measurable digital results and cut costs by 75% for VCTC. Created significant return on investment on Facebook, Instagram, Google Ads, and Snapchat via brand awareness and online sales with smart-targeted digital campaigns.
Ventura County Transportation Commission (VCTC), Ventura, CA;
Director of Digital Marketing

Generated 3M+ impressions and 11K+ potential riders for OCTA. Secured and tracked relevant social media influencers, to create original, customized content. Designed special service awareness using email marketing and AdWords.
Orange County Transportation Authority (OCTA), Orange, CA;
Director of Digital Marketing

Orchestrated digital campaigns increasing ridership 26% for VE. Oversaw ongoing paid digital advertising campaigns targeting key audiences on relevant social platforms.
Valley Express Bus, Santa Paula, CA;
Director of Digital Marketing

Directed unique animated messaging to reach 15k youth for TOT. Led team in creation of visually appealing motion ads created specifically for the target audience, designed by Celtis and featured on Instagram and Facebook.
Thousand Oaks Transit (TOT), Thousand Oaks, CA;
Director of Digital Marketing

Rachel Braga

Senior Account Services Director

Rachel oversees major accounts and campaigns for Celtis, leading her clients to success with passion and insight. She specializes in campaign development, digital strategy, media buying, and website/UX, while always supporting her clients' big-picture goals.



EDUCATION
BA Communications, Wheaton College

EXPERIENCE
10 Years

VALUE TO TEAM

+ Digital Marketing Strategy
+ Media Planning and Buying
+ Copywriting and Editing
+ Search Engine Optimization
+ Social Media Management
+ Email Marketing

CERTIFICATIONS

+ Google Analytics
+ Google Search Advertising
+ Google Mobile Advertising
+ Certificate of Human Needs and Global Resources

EXPERIENCE

Oversaw campaign that led to 113% ridership increase for LAVTA's program. Creating a successful digital-only media strategy that featured TikTok-style videos plus a compelling offer led to a 113% ridership increase for LAVTA's Go Tri-Valley program.
Livermore Amador Valley Transit Authority, Livermore, CA; Account Services Director

Directed campaign strategy to increase youth ridership by 60% year over year for Omnitrans. Media strategy to target parents and youth on both digital and traditional platforms, combined with pause worthy creative led to the successful implementation and funding of a Free Fares for Schools program and increased student ridership year after year.
Omnitrans, San Bernardino, CA; Account Services Director

Collaborated to create buzzworthy environmental campaign that landed a Mass Transit cover for SCMTD. Oversaw the ideation, creation, and implementation of the One Ride at a Time Campaign for Santa Cruz Metro, featuring gorgeous nature imagery from local photographers highlighted on bus wraps, in digital and traditional advertising, and PR efforts to support local environmental groups through bus ridership.
Santa Cruz Metropolitan Transit District, Santa Cruz, CA; Account Services Director

Led digital strategy and media buying for educational campaign that resulted in passing Measure H for Inglewood. Clear, concise messaging paired with inspirational imagery and pinpointed media strategy contributed to the success of Measure H for the City of Inglewood and supported the future of transportation in LA.
Trifiletti Consulting and City of Inglewood, Inglewood, CA; Account Services Manager

Guided website redesign to prioritize user experience and custom features for Omnitrans. Led website redesign process to focus on UX research and site structure that built the foundation for a seamless, modern website for Omnitrans. The new site features all custom tools, from trip planner to maps to blogs and alerts.
Omnitrans, San Bernardino, CA; Digital Marketing Manager

Increased organic search traffic by 101% year-over-year for RCTC. Implemented search engine optimization strategy, developed blog and social content, and provided strategic reports. *Riverside County Transportation Commission (RCTC), Riverside, CA; Digital Marketing Manager*



EDUCATION

BFA, Otis College of Art and Design

EXPERIENCE

20+ YEARS

LANGUAGES

English, Spanish

VALUE TO TEAM

+ Art Direction
+ Graphic Design
+ End to End Branding
+ UX Design
+ Environmental Design
+ Product Design
+ Typography
+ Illustration

Georgina Artiga

Art Director

Georgina is a highly skilled environmental graphic design expert with specialties in transportation and consumer product design. Her transportation marketing career began at LA Metro after leading global product design for 7 years at Quiksilver. Now an 8-year transportation marketing professional, Georgina is passionate about applying holistic creative arts processes that protect the client's brand while still impacting the customer in a strong and enjoyable way.

SELECTED PROJECT EXPERIENCE

Revitalized courtesy signage into attention-deserving icons. Transformed passenger rules and courtesy content into a standardized icon library with friendly and easy-to-understand messaging.
Los Angeles County Metropolitan Transportation Authority (LA Metro), Los Angeles, CA; Designer

Educated the public about rideshare modes and benefits. Strategically selected photography and directed artwork for social ads in still and motion graphics versions to expand rideshare awareness.
Ventura County Transportation Commission (VCTC), Ventura, CA; Art Director

Designed award-winning campaign that increased ridership 19.5%. Created awareness of riding the bus by producing a suite of traditional and digital ads focused on destination marketing, diverse images, and targeted messaging and keywords.
Orange County Transportation Authority (OCTA), Orange, CA; Art Director

Rebranded county agency with system-wide visuals. Incorporated the county's landscape and local routes into the development of a new logo, then extended visuals into multiple touchpoints based on foundational design, resulting in an adopted company brand guide.
Santa Barbara Metropolitan Transit District (MTD), Santa Barbara, CA; Art Director

Reinvented traditional bus routes into visually appealing map art. Converted a geographic drawing into a customized schematic map with a concentration on typographic details, transformed an outdated bus schedule into a 36-page info booklet and produced print-ready files.
City of Thousand Oaks Transit (TOT), Thousand Oaks, CA, Art Director

Carolina Chavez

Graphic Designer



Carolina is instrumental to the Celtis creative design process as an Adobe program wizard. Her ideas and detail-oriented design execution have earned our clients award-winning campaign recognition. Carolina has developed hundreds of design files for print, digital, and outdoor, including animation and illustration assets. Her artwork has been selected for an outdoor installation at the Coachella Valley Music and Arts Festival.

SELECTED PROJECT EXPERIENCE

Produced promotional collateral that increased attendance 32%

Created ad sets, a program book, event signage, and a PowerPoint template for VCTC's education and career exploration student summit, contributing to 32% higher attendance YOY.
Ventura County Transportation Commission (VCTC), Ventura, CA, Graphic Designer, (2017-Ongoing)

Designed captivating digital collateral for rideshare program
Developed multiple creative sets for social, web, and print, designed to drive participation and engagement in VCTC's Ride week and "Pledge to ride" initiative.
Ventura County Transportation Commission (VCTC), Ventura, CA, Graphic Designer, (2017-Ongoing)

Developed campaign graphics that garnered 5.5M impressions
Created a series of visuals for web, social, and print media, promoting fun OC destinations. Ridership on targeted lines increased 19.5% and the campaign generated 13,000 respondents, over half of which were new riders.
Orange County Transportation Authority (OCTA), Orange, CA Art Director (2017-Ongoing)

Created social graphics for student targeted digital campaign
Designed a suite of graphics for paid social platforms targeting students, reaching the targeted student population over 10x and led to an increase in transit ridership by 26%.
Valley Express, Santa Paula, CA, Graphic Designer (2018 – ongoing)

EDUCATION

BFA, Minor in Marketing Management and Art History, California State Polytechnic University, Pomona

EXPERIENCE

12 YEARS

LANGUAGES

English, Spanish

VALUE TO TEAM

+ Graphic Design
+ UX Design
+ Typography
+ Illustration
+ Web Design
+ Photography

Hadi Zaidi

Graphic Designer



EDUCATION

Gnomon School of
Visual Effects

EXPERIENCE

14 YEARS

VALUE TO TEAM

+ Motion Design
+ Video Production, Editing
+ Graphic Design
+ User Experience Design
+ Illustration
+ Maya, 3D Studio Max, Cinema 4D, ZBrush, Blender

Hadi's proficiency with motion graphics and graphic design provide a wide range of skills for our clients. He has public and private sector experience that ranges from design for print to motions graphics for various digital platforms, campaign concepts, videos and more.

Graphic design for public agencies for print and digital platforms

Develop concepts and design marketing campaigns for various public agencies. Create and animate bespoke online ads with Adobe After Effects and Google Web Designer. Edit video and typography for social media campaigns. Create wireframes and flowchart for company website refresh. Produce digital and print marketing collateral for various internal projects.

Celtis Ventures - Redondo Beach, CA, Graphic Designer/Motion Graphics Designer (2020-Present)

Supported over 20 clients' social media accounts in a timely, fast paced routine

Created tailored content, graphics specifically designed for social media including logos, banners, images and landing pages. Created and edited video content from raw footage for IGTV, Instagram Stories, Facebook, YouTube and more. Create video animation and motion graphics for a variety of projects.

Studio III Marketing, Glendale, CA, Freelance Graphic Designer/Motion Graphics Designer (2018 – 2020)

Designed graphic packages for various video game genres

Collaborated with domestic and international clientele to design modular, lightweight, broadcast ready graphics packages in the form of matte painted backgrounds, lower thirds, tickers, bugs, and splash screens. Designed Twitch stream overlays for a variety of video game genres including FPS, MMO, and battle royale. Designed logo, icons, letterhead, Power Point presentations, business cards, and overall identity for sub-brand. Executed all visual design stages from concept to final hand off to programming.

Reality Check Systems, Burbank, CA, Graphic Artist, UI/UX Designer (2016-2017)

Updated logo and developed suite of graphics for print and digital

Created original print ads, digital ad banners, web headers, user interface designs and feature graphics. Conceptualized, touched up and recreated logo to better fit company's website and needs. Produced original social media content to increase subscriber engagement on Facebook, YouTube, and Instagram. Created ordering guides, color cards, brochures, pamphlets, and business cards for clientele and internal use.

RJR Fabrics, Torrance, CA, Integrated Graphic Designer (2013-2016)

Chris Bywater

Graphic Designer



Chris is a skilled creative lead who manages projects and develops ongoing, multi-seasonal campaigns in multiple product categories for the last 20 years. Chris conceives of and executes creative ideas and strategies, designs and project projects from beginning to end.

Oversees creative from beginning to end
Created the mainstay of graphics and lead all branding, illustration, design, print, web, social media ads, copy writing, website take-overs, products, lead photo shoots (lifestyle and product), catalog layout, direct product videos, animation and hard goods associated with growing a brand.
Celtis Ventures - Redondo Beach, CA, Graphic Designer (2024-Present)

Worked closely with a variety of licensees to creative successful brand collaborations.
Created new products, packaging, tech-packs and co-ordinate with our factory in China. Communicate frequently to maintain high quality production of goods. Successfully meet ever-changing deadlines and challenges all while keeping the brand fun and fresh, while remaining current or industry trends.
Creative Director — enjoi skateboarding 2015 —2023. El Segundo, CA

Led a team art directing numerous SIP newsstand magazines
Working with remote editors in New York. Sourced photos from online stock photo resources. Creative lead on multiple published illustrations and leader of all digital ads, print ads and logo design.

Art Director — TEN: The Enthusiast Network 2013 —2015 El Segundo, CA

Was the entire Art Department for *Skateboarder Magazine*
For 51 issues (just under 8 years). Responsible for the entire look and feel of the brand and did all layout and photo re-touching, worked with numerous contributing photographers, created digital marketing, video titles, promotional items, contributed to editorial direction of the brand, had published photos and writing. Worked with a tight-knit team. Designed all creative for SBC Skateboard Magazine including a re-branding of the publication, standardized the photo color correction process, t-shirts and marketing assets, contributed to editorial direction.

Art Director — Skateboarder Magazine 2005 —2013 San Clemente, CA

EDUCATION
George Brown College
Graphic Design and Advertising
Diploma
Toronto, Canada.

EXPERIENCE
25 YEARS

VALUE TO TEAM

+ Graphic Design
+ Brand Identity
+ Typography
+ Photography; Studio & Location; Retouching
+ Trendcasting
+ Magazine Layout
+ Video Editing
+ Illustration

Patrick Tirschel

Web Developer



Patrick is Celtis' resident web developer and designer. A triple threat–designer, developer, and multi-language coder. Patrick is an asset to all web projects, from landing pages to complex site redesigns. He ensures intuitive user experience and easy client-side administration, helping clients meet project goals and learn quite a bit along the way.

WEB CAPABILITIES

+ Proficient in all web development coding languages
+ Proficient in developing for multiple CMSs
+ Adobe Creative Suite
+ Knowledgeable with the current WCAG spec and implementation

EXPERIENCE

20+ YEARS

VALUE TO TEAM

+ Web Development
+ HTML, CSS, JavaScript
+ Web Design
+ User Experience Design
+ Mobile-first Design
+ Troubleshooting
+ Graphic Design

SELECTED PROJECT EXPERIENCE

Developed a landing page that enhanced digital campaign performance leading to decade-high ridership. Prioritized user experience to design and develop a branded landing page that converted users from a digital campaign to potential riders. The landing page was the focal touchpoint of a digital campaign that contributed to the agency's highest ridership in 10 years.
Successful re-design included mobile-first build with easy-to-use trip planner and featured custom photography of LAVTA's service area and fleet.
Livermore Amador Valley Transportation Authority (LAVTA), Livermore, CA; Web Developer

Implemented SEO and increased organic search traffic by 101% YOY. Optimized the entire site, including tags, metadata, and site structure. Implemented site speed optimizations. Conducted content research and optimizations, all contributing to a year-over-year increase in organic traffic of 101%.
Riverside County Transportation Commission (RCTC), Riverside, CA; Web Developer

Executed website re-design that led to a 50% increase in relevant users.
Conducted user experience research, prioritized client wish list, planned website build, and executed full website re-design with Celtis team support. Successful re-design included mobile-first build with easy-to-use trip planner and featured custom photography of the beautiful county.
Ventura County Transportation Commission (VCTC), Ventura, CA; Web Developer

Valley Express, Omnitrans, LAVTA:
Coded using core CMS languages to ensure ease of use for clients to update and manage content with small learning curve; as well as an easy to navigate, fast, clean, ADA-compliant front-end



> Go Caltrain photograph

CASE STUDIES

Appendix B

Case Studies



City of Inglewood

The Inform Inglewood campaign established branding that elevates the reborn City of Champions to the global stage. It also supported outreach efforts that led to the passage of a sales tax measure to fund future transit projects and infrastructure growth.

Inform Inglewood Campaign Elevated Their Brand



This campaign brought Inglewood at the same level as the heavy hitters and major brands. Traditional tactics broadened awareness and brought the campaign to life in person.

- 16 street billboards
- 4 freeway billboards



Designed a City Brand That Created Pride

Outreach Materials







SOCIAL MEDIA

2.5M
Impressions generated by digital campaign

The digital strategies led to a 7% response rate to the digital survey, reflecting active community involvement. This influx of community insights has continuously fueled governmental decisions, strengthening the trust and relationship between Inglewood's local government and its residents, and uniting the City of Champions.



Ushered in a New Era of Public Engagement and City Unity

Outreach Materials Extended the Brand at Every Touchpoint

EIR Reports



7,500 Voters,
6,500 Unique Website Visitors



A dedicated website was designed as the Call to Action on all campaign materials and provided the one source for information on the ballot measures and hosted key documents like the factsheet and FAQ.

A Ballot Winning Campaign



- *Dedicated website*
- *Outdoor Ads*
- *Local Newspaper Ads*
- *Direct Mail*
- *Organic Social*
- *E-mail*



Measure H passed with 62% support



The comprehensive educational communications supported the City of Inglewood to inform the public on Measures H&I by providing consistent, clear communications on what the Measures were, the goals of the Measures, and how to vote.

1.7M
Impressions

226K
Unique Reach

6K Clicks

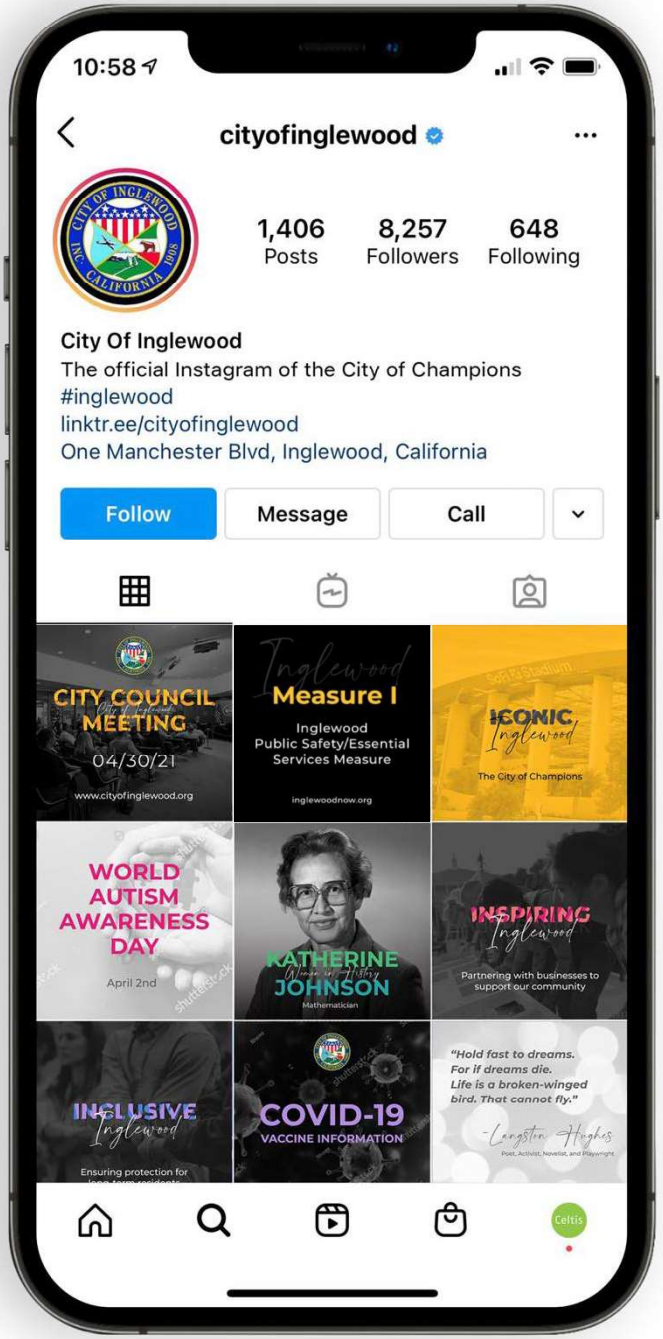
A targeted digital campaign ran across Facebook, Instagram, and Google to reach Inglewood voters online. The campaign was targeted to people within voting age range in Inglewood, as well as the audience who followed the Inglewood Facebook page.

SOCIAL MEDIA



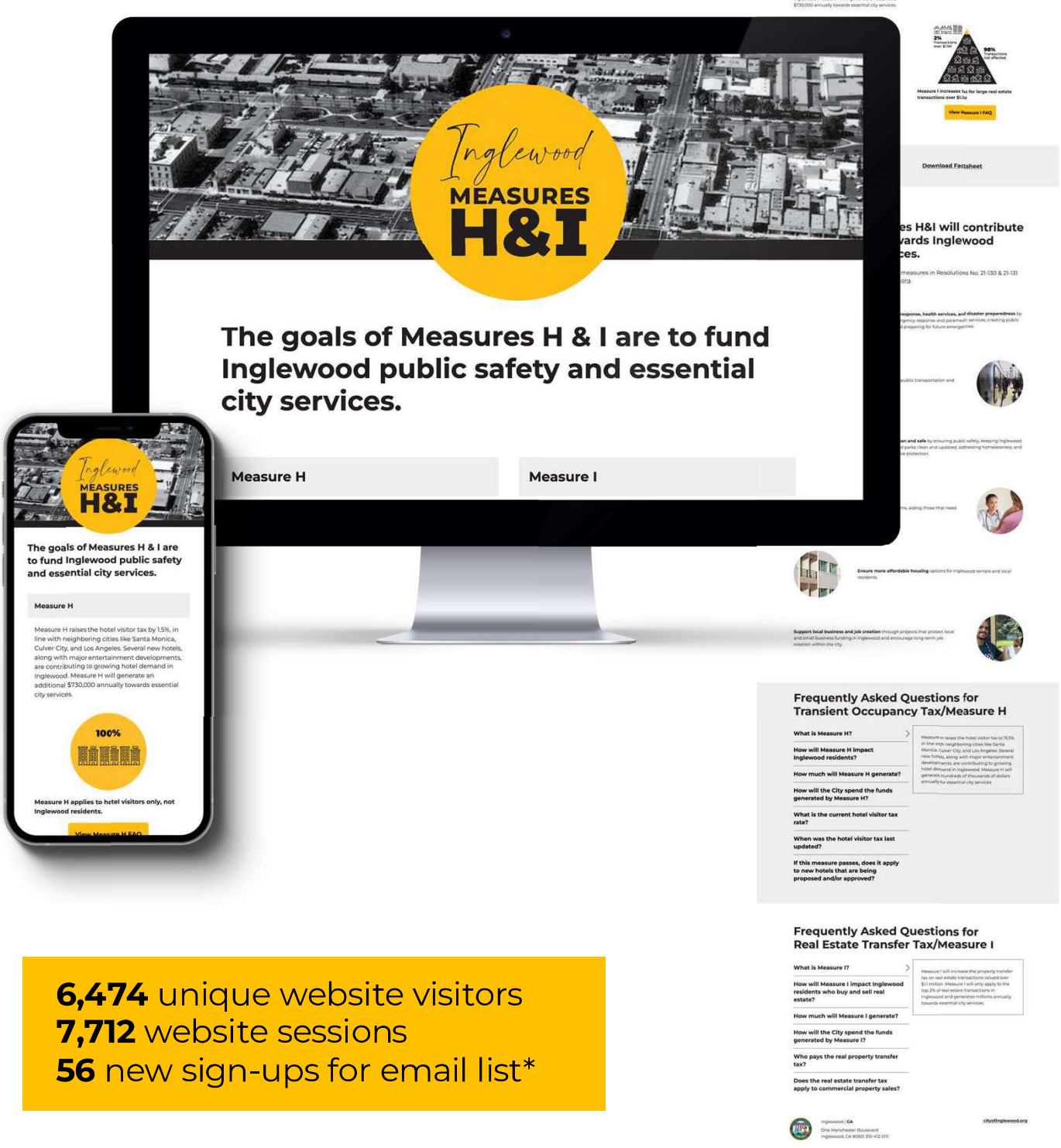






Dedicated Website

Provides Information Source



6,474 unique website visitors
7,712 website sessions
56 new sign-ups for email list*



Santa Cruz METRO

Our client tasked Celtis with transforming their bus brand to an environmental brand that can be appreciated and celebrated by residents and visitors across Santa Cruz County in California - and we delivered!



Led to a 15% Bus Ridership Increase

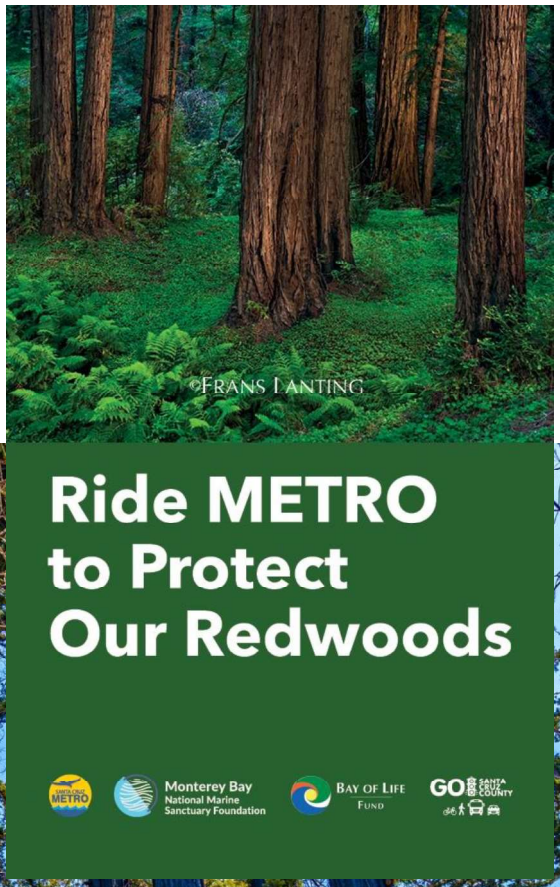


We transformed the Santa Cruz landscape One Ride at a Time

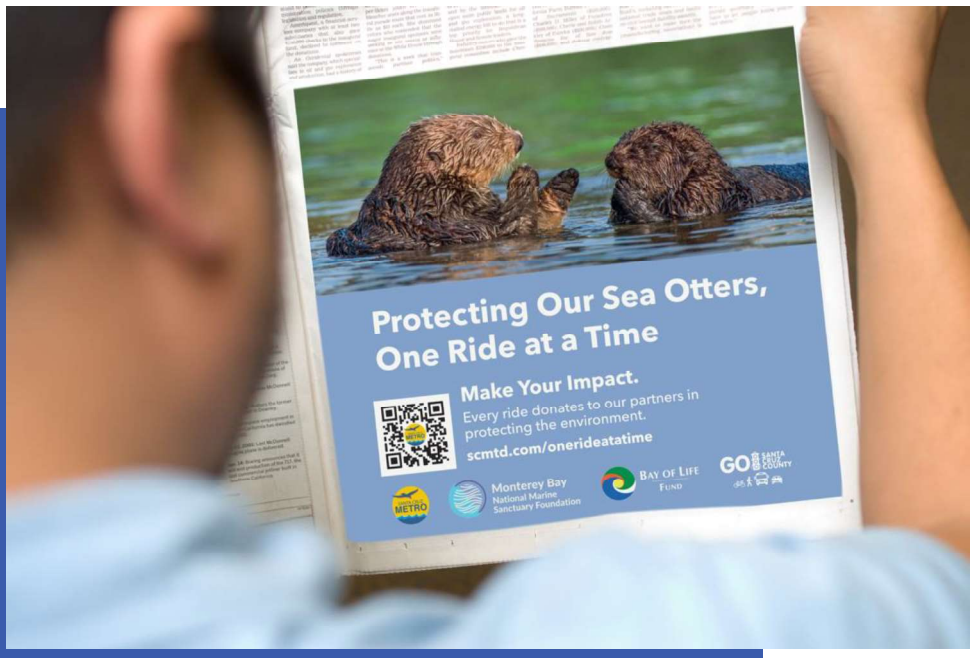
As the agency behind the **"One Ride at a Time"** campaign, we set out to position Santa Cruz METRO not just as a means of transportation—but as a powerful act of environmental stewardship for the residents of Santa Cruz County. This integrated marketing initiative featuring a partnership with local nature photographers reframed bus ridership as a simple, accessible way for individuals to protect the region's natural beauty and biodiversity, while also fostering a deeper emotional connection between the community and their local transit system.

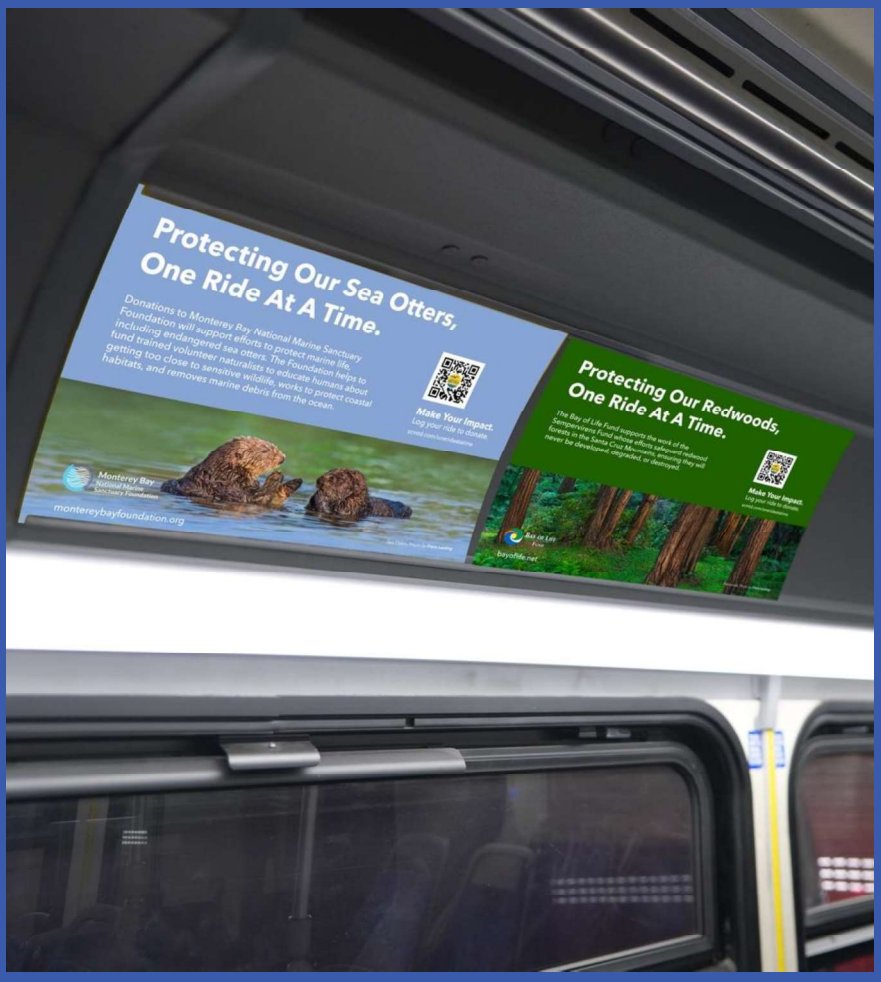


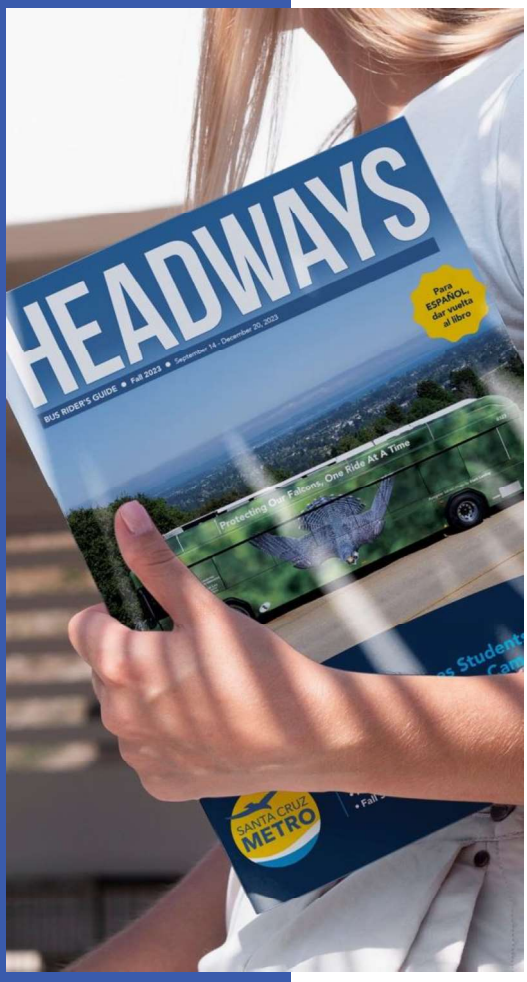
One Ride at a Time
Campaign



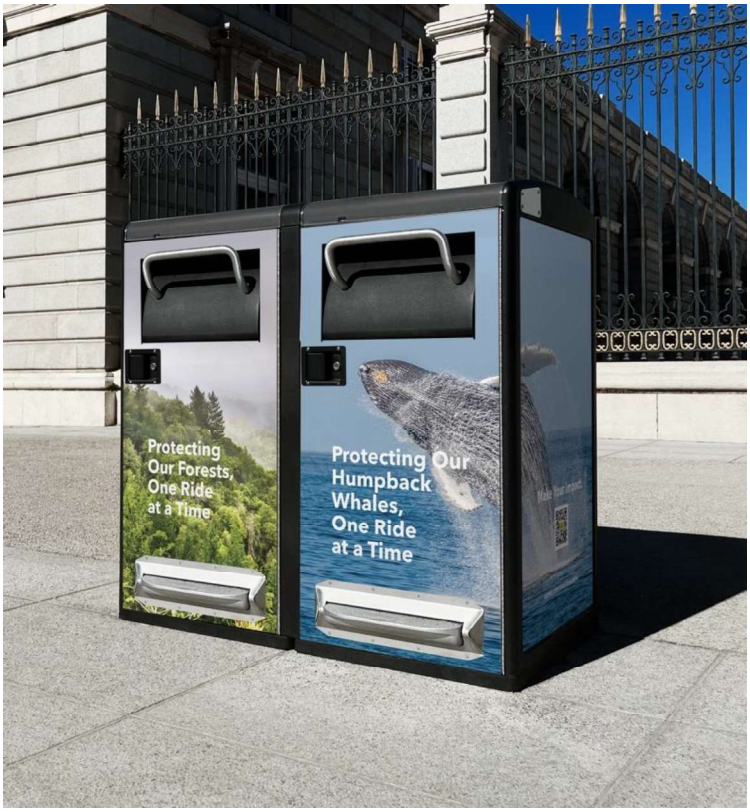
Extending the Campaign Print & Onboard Media



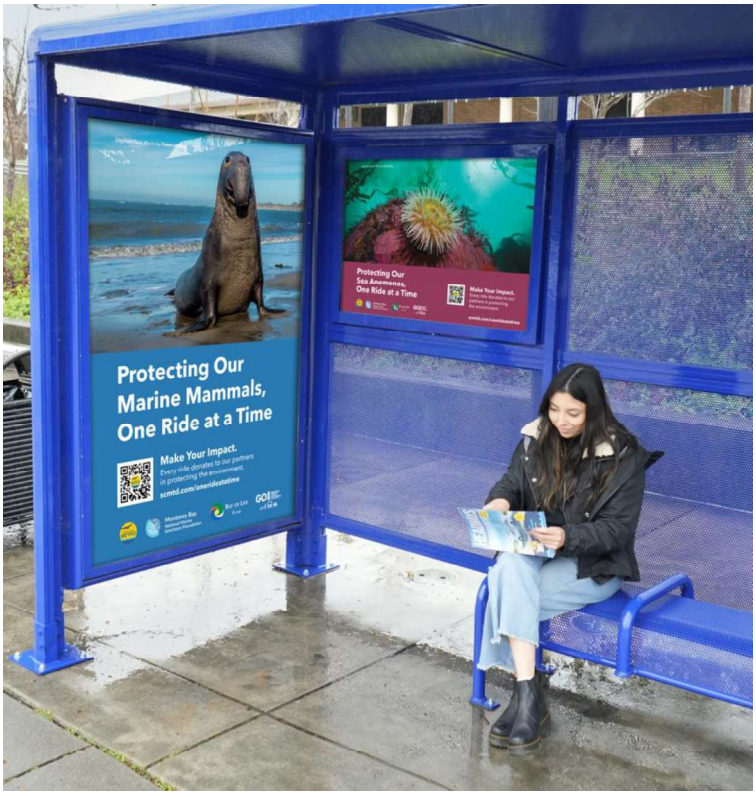




Outdoor Advertising & Event Visuals







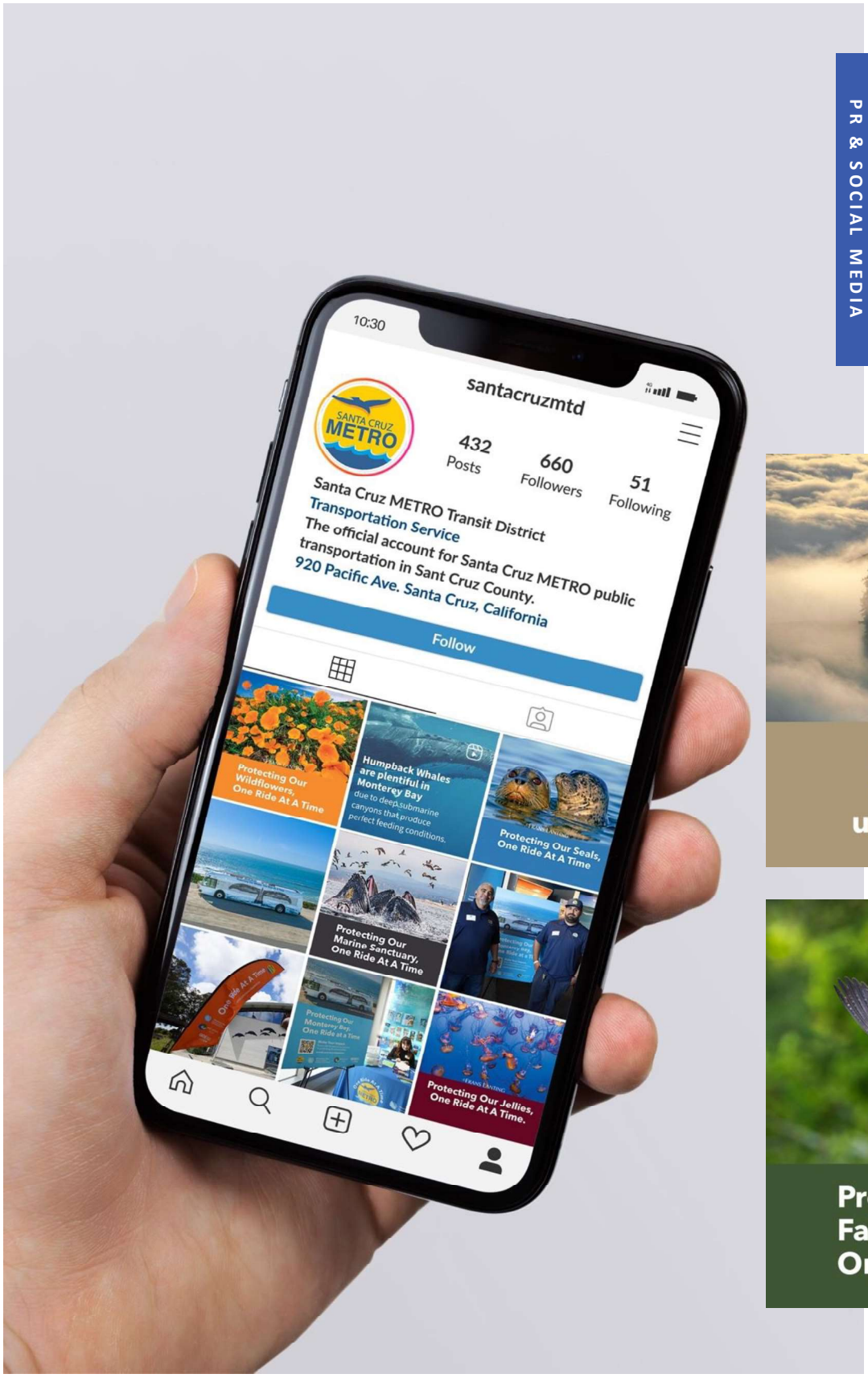


PR & SOCIAL MEDIA

412% YOY Increase Earned Media Coverage

Impressive Campaign Performance:

- ✓ 88,051 clicks
- ✓ 15,930,512 impressions





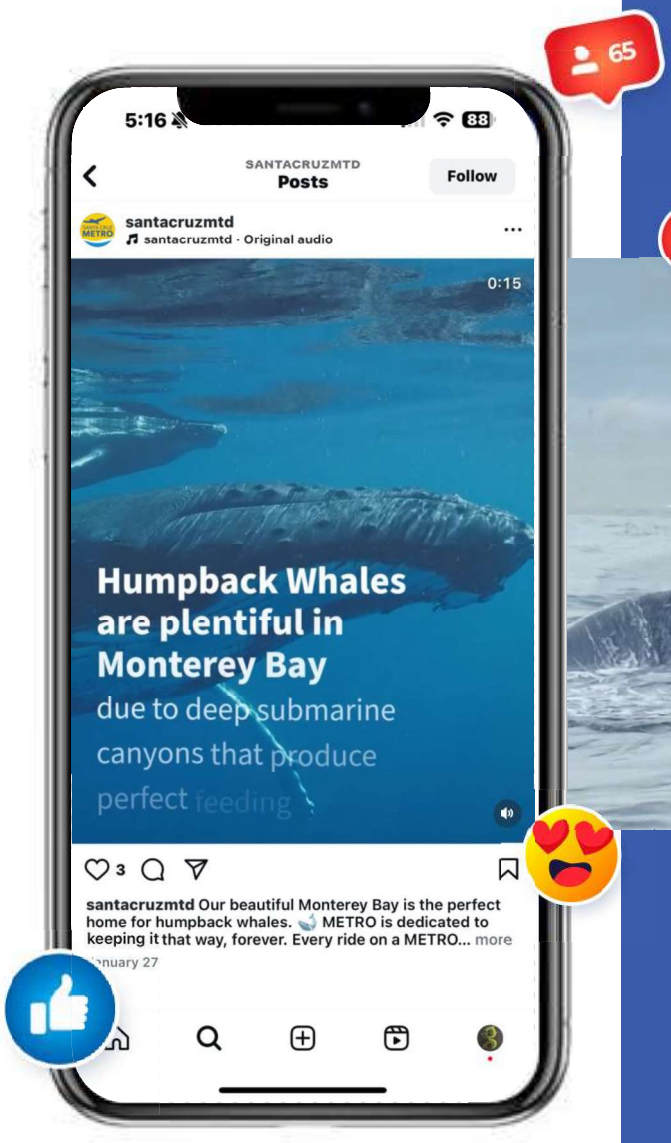


SOCIAL MEDIA

32%

Facebook follower growth from launch of campaign

We leveraged a strategic blend of organic and paid social media to build awareness and inspire community action. Organic content highlighted the beauty of the Monterey Bay region, celebrated everyday riders, and shared the campaign's environmental mission, while targeting for paid social ads ensured the message reached a wider audience—including commuters, students, visitors and eco-conscious residents.







Award Winning
Campaign



One Ride at a Time
Campaign

American Public Transportation Association

Best Marketing and Communications Comprehensive Campaign

HERMES CREATIVE AWARDS

- *Best Strategic Marketing/Promotion Campaign - Platinum Award*
- *Best Print Media Advertising Photography - Platinum Awards*
- *Best Social Media Video (Fundraiser) - Gold Award*
- *Best Print Media Advertising - Other (Bus Wraps) - Platinum Award*

CAPIO
Advancing Public Sector Communicators

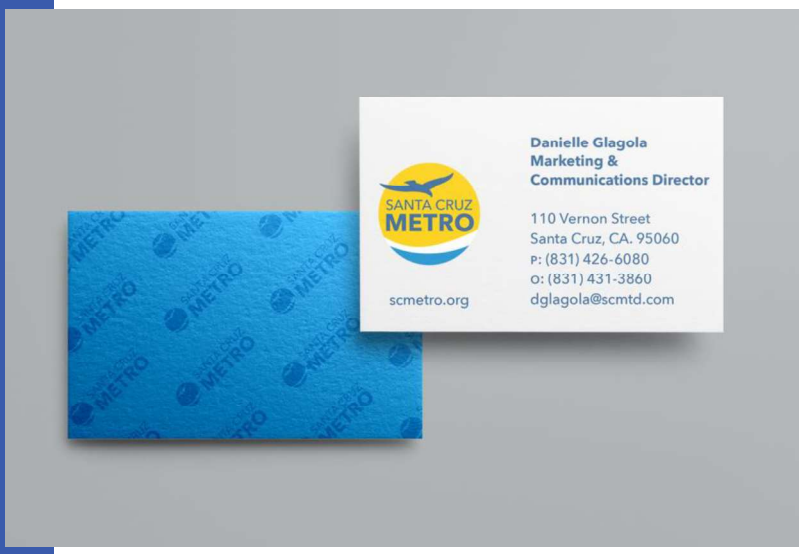
Most Innovative Communications Campaign

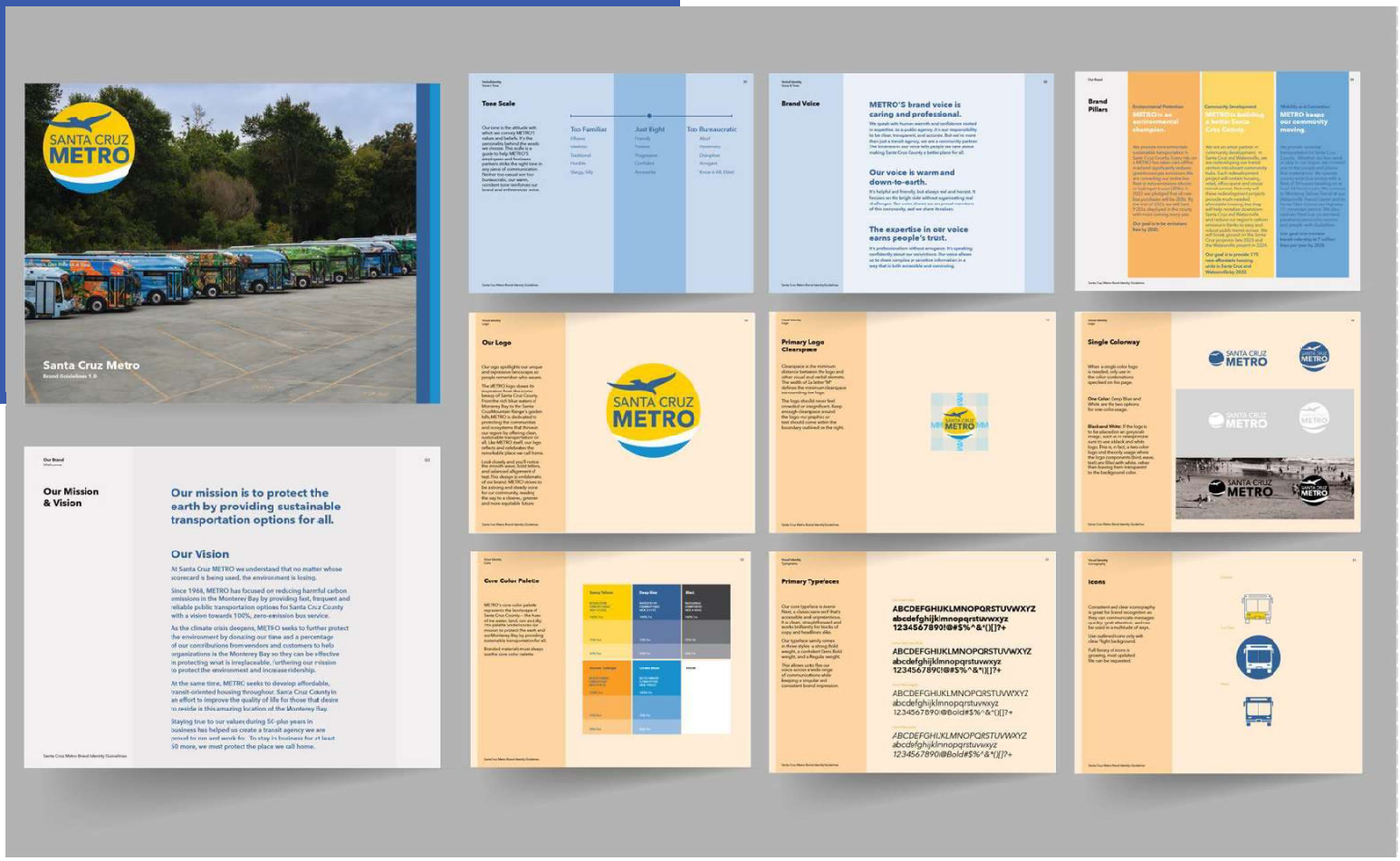
ctf california transportation foundation
recognize. remember. educate.

Public Outreach Program of the Year 2024

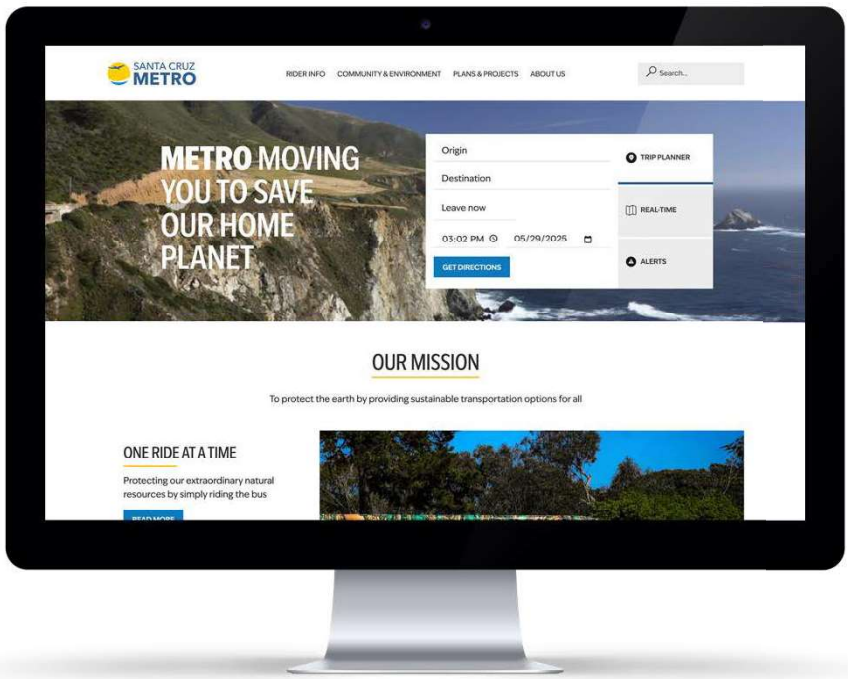
Rebranding with Purpose

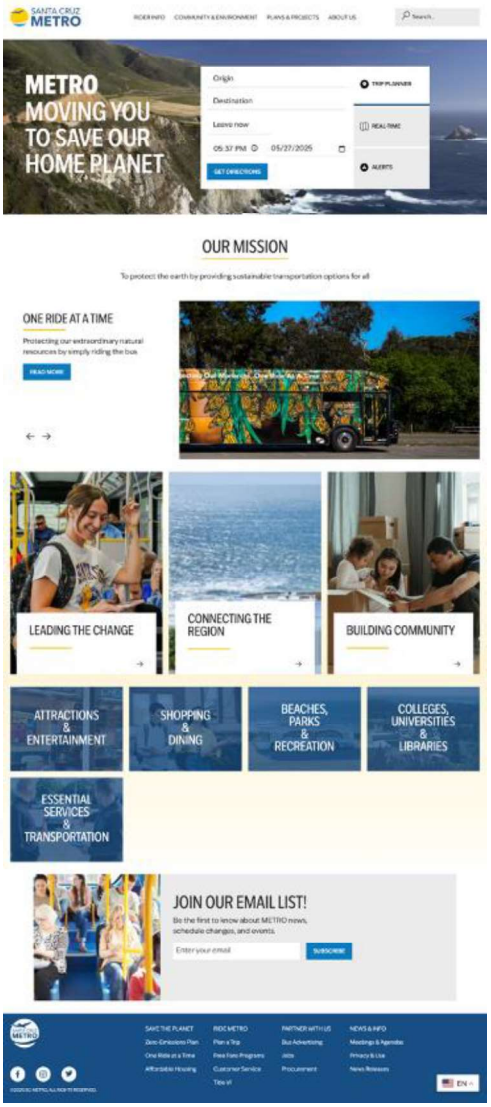
A clean update to the Santa Cruz METRO brand aligned with a greener vision. The refreshed logo features a simplified wave design and brings consistency across all brand materials—reflecting the agency's modern fleet, sustainability goals and the diverse coastal communities they serve.

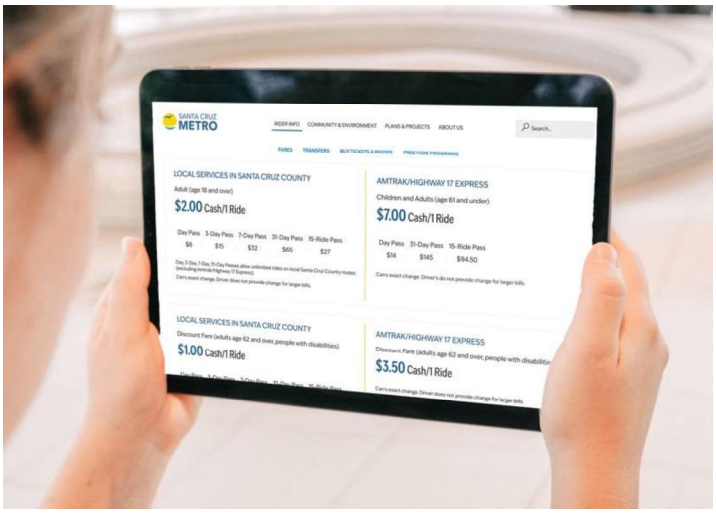




New Website Designed with User Experience in Mind

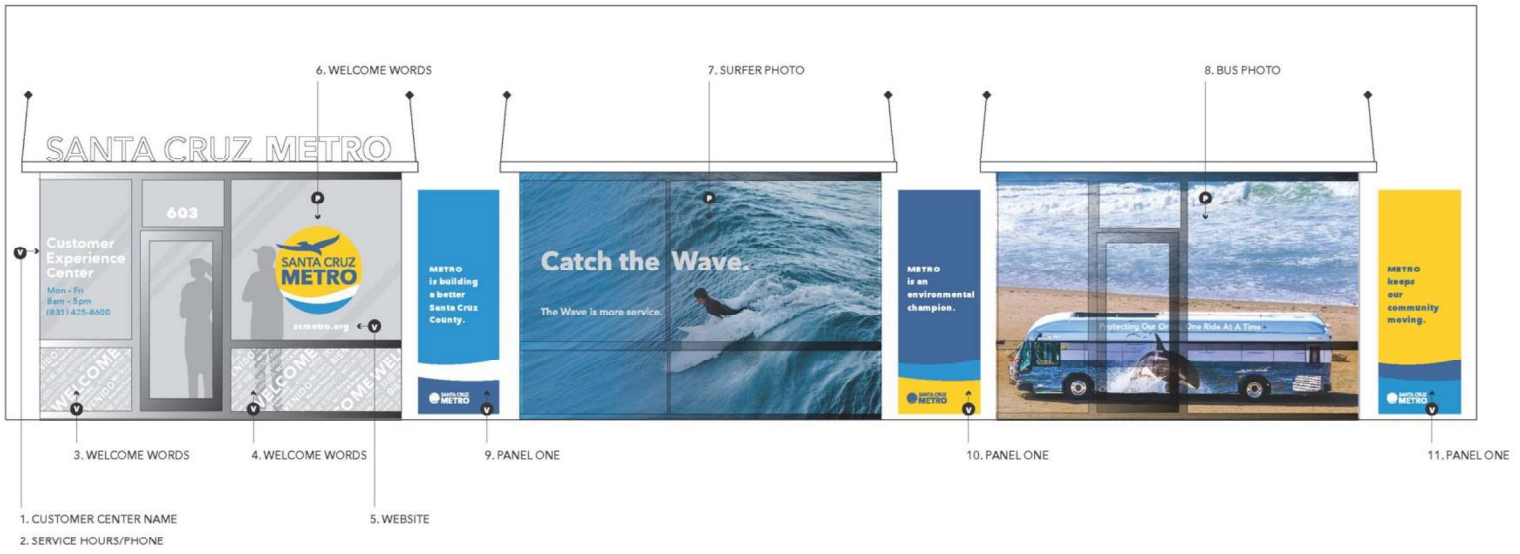






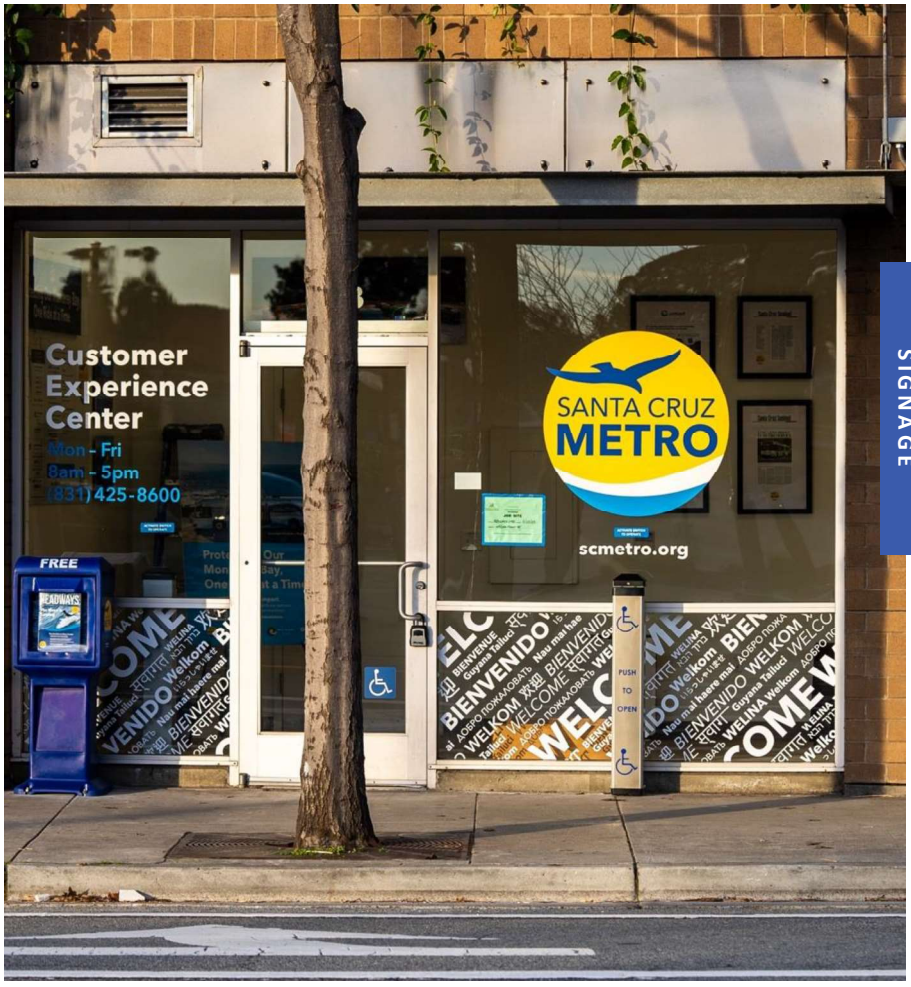
Visual Evolution

Across Every Touchpoint



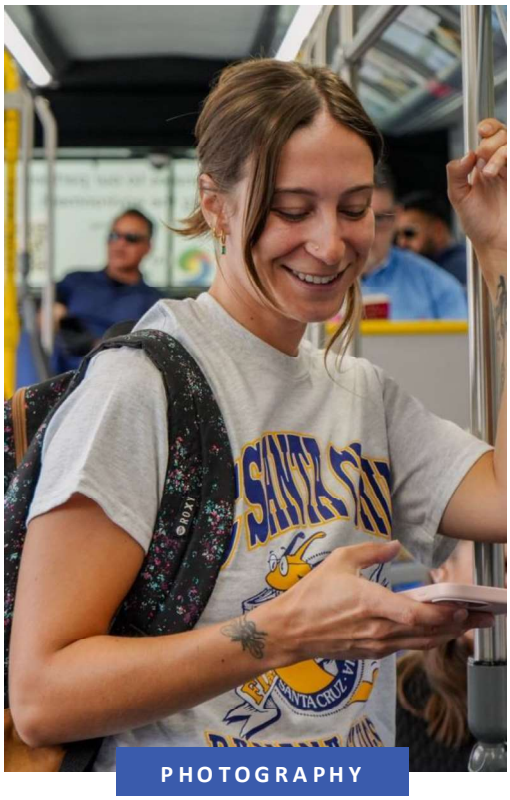
- Vinyl
- Perforated Vinyl

- WHITE
- C78 M31 Y1 K0
- C88 M64 Y18 K3
- C0 M18 Y100 K0

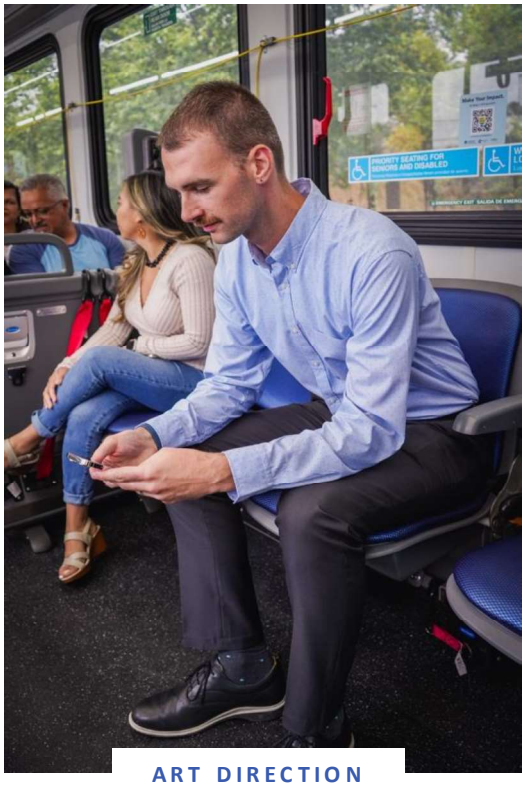


SIGNAGE

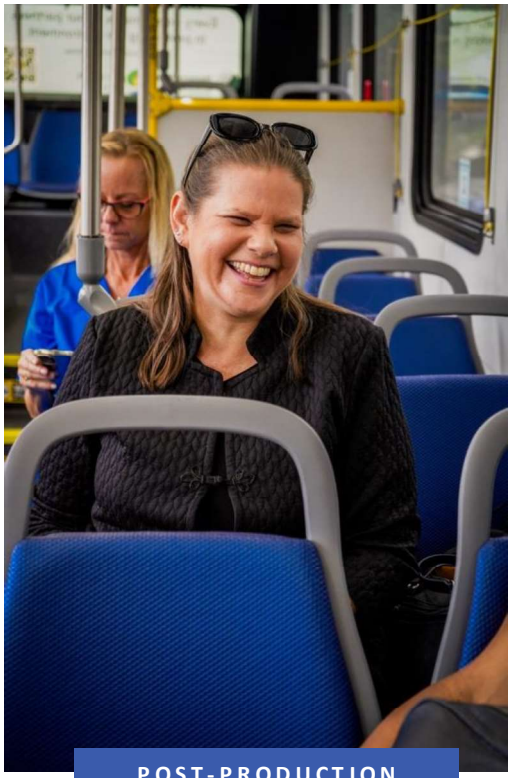
Directing the Mood, Shaping the Scene with Local Photo and Video Shoots



PHOTOGRAPHY



ART DIRECTION



POST-PRODUCTION

At Celtis, we believe that the most effective transit campaigns are rooted in authenticity—and nothing brings that to life more powerfully than featuring local photography and videography. Showcasing real riders, local faces, and recognizable destinations helps build immediate trust and connection with the community. By capturing the everyday beauty of the region and highlighting real customer experiences, we create content that not only reflects the lived reality of transit riders but also inspires pride and participation. This local-first approach ensures that every campaign feels relevant, relatable, and deeply aligned with the values of the people it serves.



Caltrain

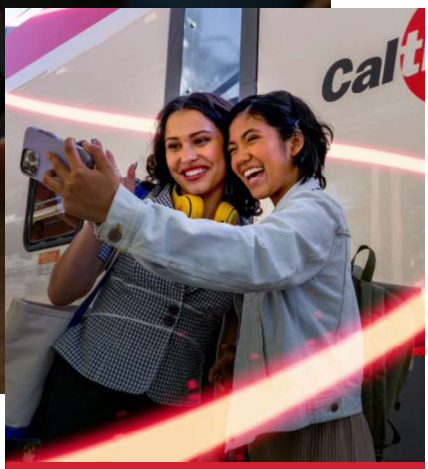
The “Go Faster. Go Caltrain.” campaign that Celtis created promotes the groundbreaking nature of Caltrain's electric transformation. This multi-faceted media strategy spans digital, print, and broadcast platforms, ensuring broad visibility and engagement across various channels.

Electrifying Campaign Leads to **41% Increase In Ridership**



Campaign featured:

- ✓ UGC/Influencer marketing (all organic)
- ✓ Paid social media ads
- ✓ Organic social media
- ✓ Search ads
- ✓ Print (local newspapers)
- ✓ Broadcast/streaming TV
- ✓ Radio/streaming
- ✓ Mailers
- ✓ Station ads



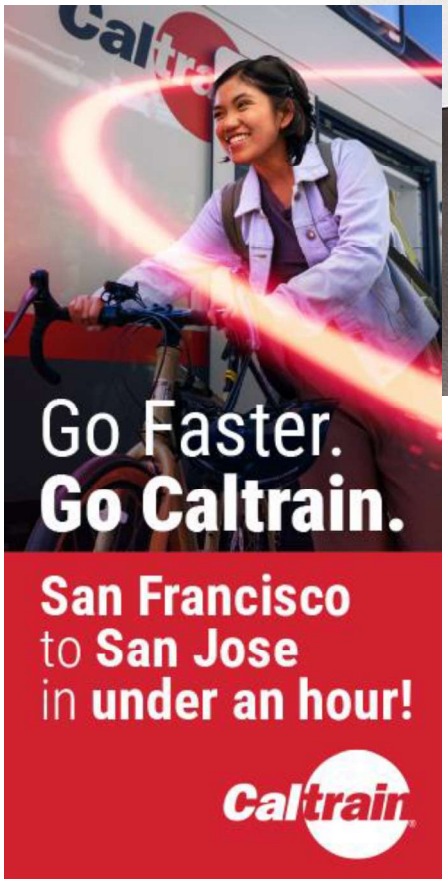
New electric trains are here!

Plan your trip at caltrain.com/go



Go Faster
Go Caltrain
Campaign

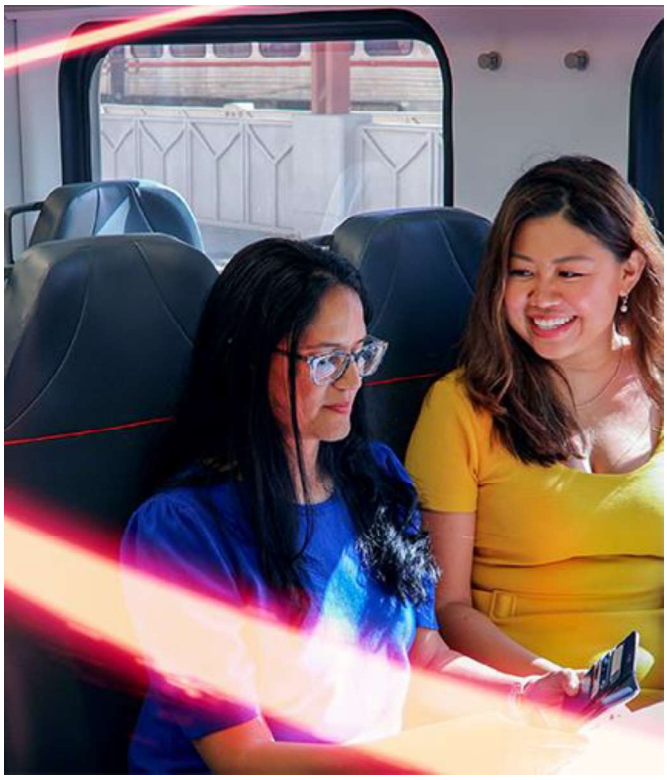




Crafting Visual Stories
Through Video & Photography

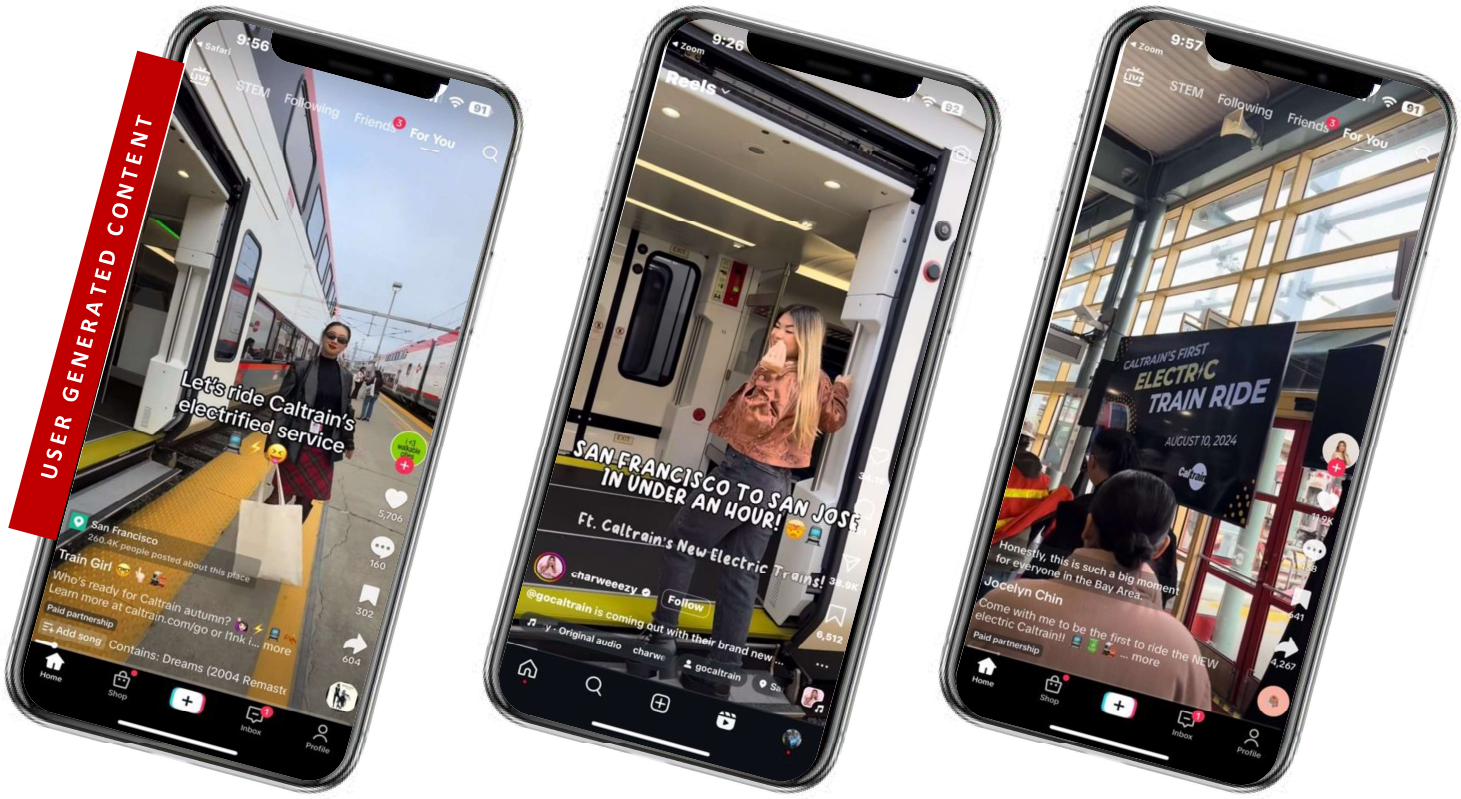
ART DIRECTION







Crafting Content
That Connects



Influencer Goal was Exceeded by 59%

Influencer campaign exceeded projected KPI for performance by 59% (1.59M impressions)

35.6%

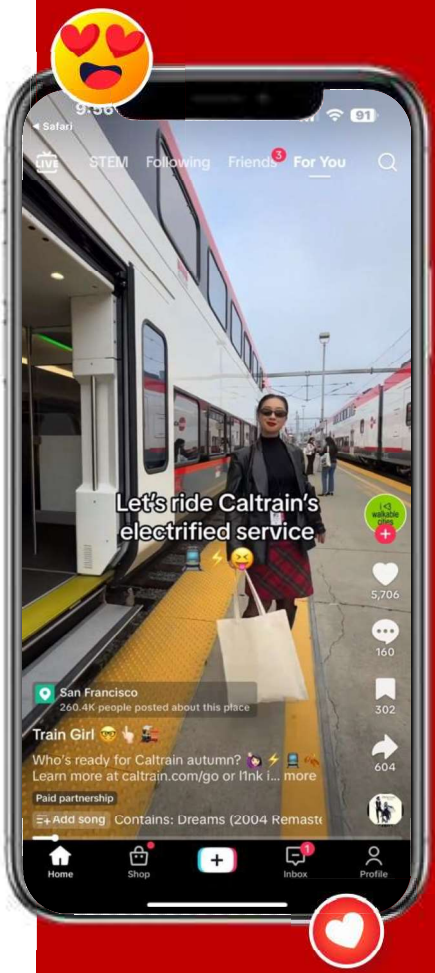
Website Traffic Increase

SOCIAL MEDIA

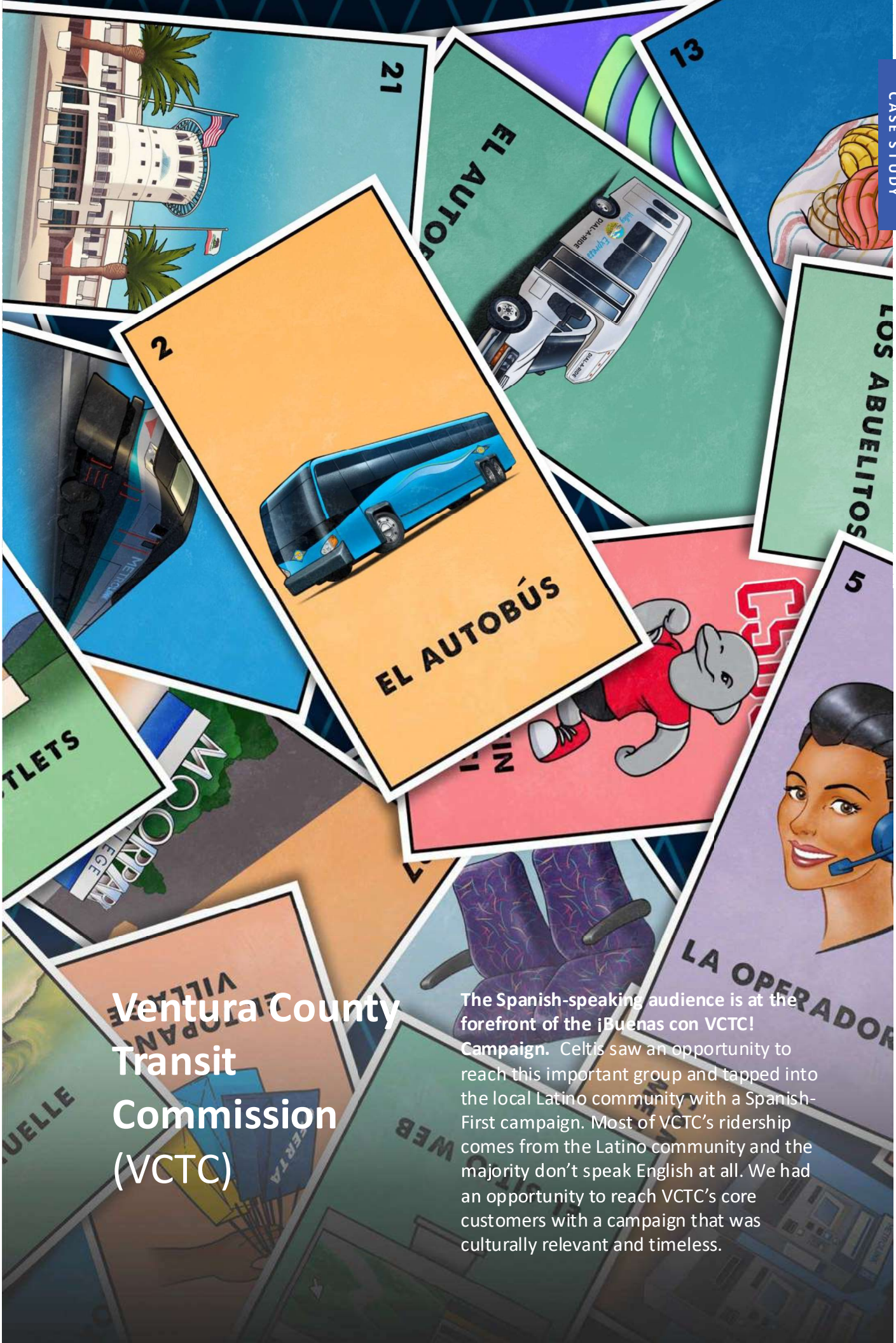
Campaign Performance Highlights:

- ✓ **55K+** shares
- ✓ **4,700+** content saves
- ✓ **5.2M** total views (digital assets only)
- ✓ **60+** news articles/earned media









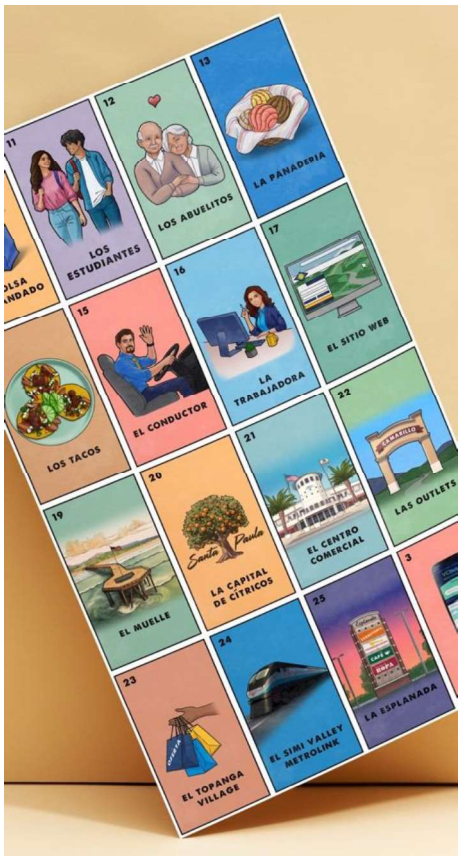
Ventura County Transit Commission (VCTC)

The Spanish-speaking audience is at the forefront of the ¡Buenas con VCTC! Campaign. Celtis saw an opportunity to reach this important group and tapped into the local Latino community with a Spanish-First campaign. Most of VCTC's ridership comes from the Latino community and the majority don't speak English at all. We had an opportunity to reach VCTC's core customers with a campaign that was culturally relevant and timeless.

Speaking their Language

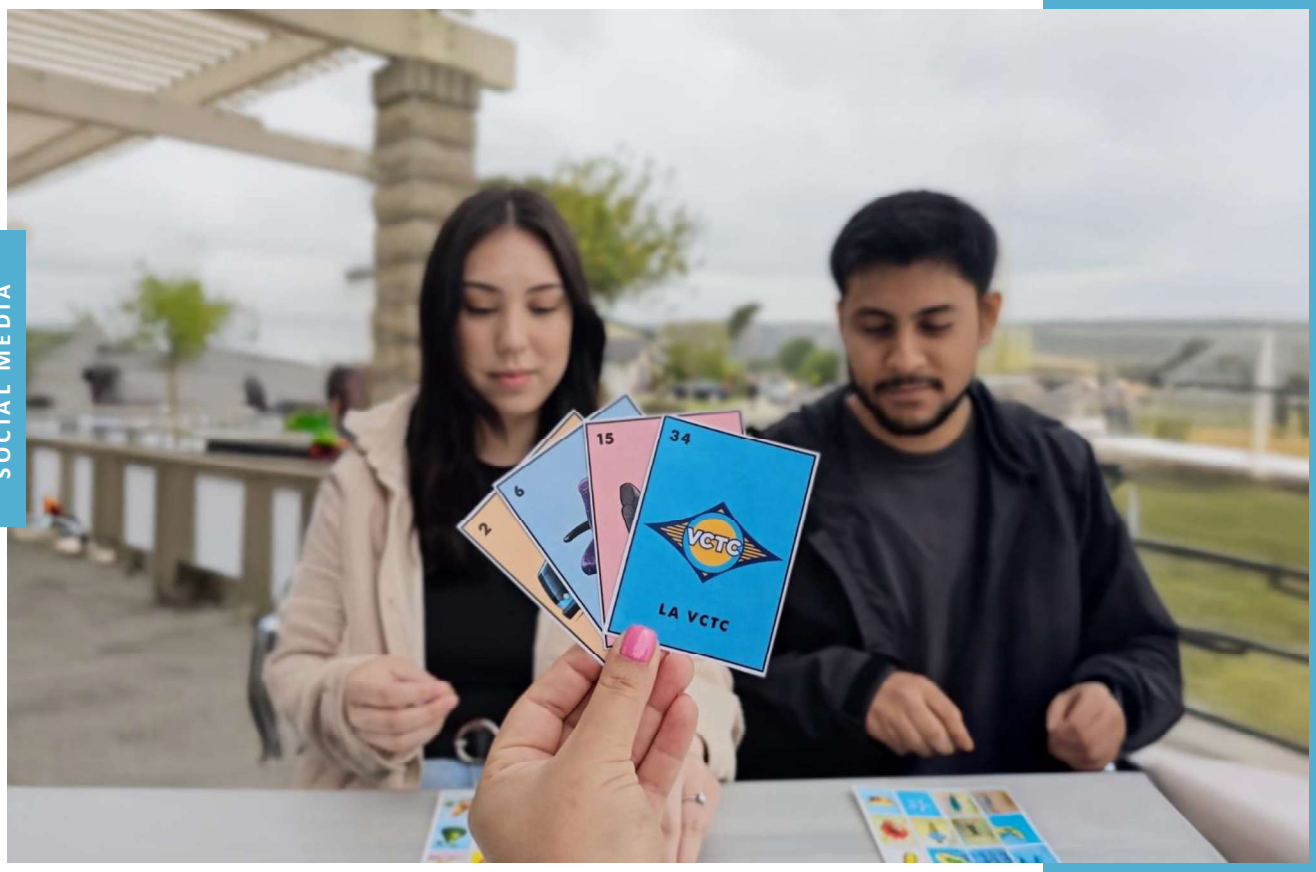
Spanish-First Campaign

This culturally-relevant campaign featuring inspiration from the popular game “Lotería” also known as “Mexican Bingo”. It has empowered Spanish speakers In Ventura County to give public transit a try. Strategic components that were a part of the campaign included ads on a local Spanish-language radio station, content developed from a local influencer, Spotify ads, and ads in the largest Spanish-language newspaper in the county. Each with tracking capabilities incorporated.



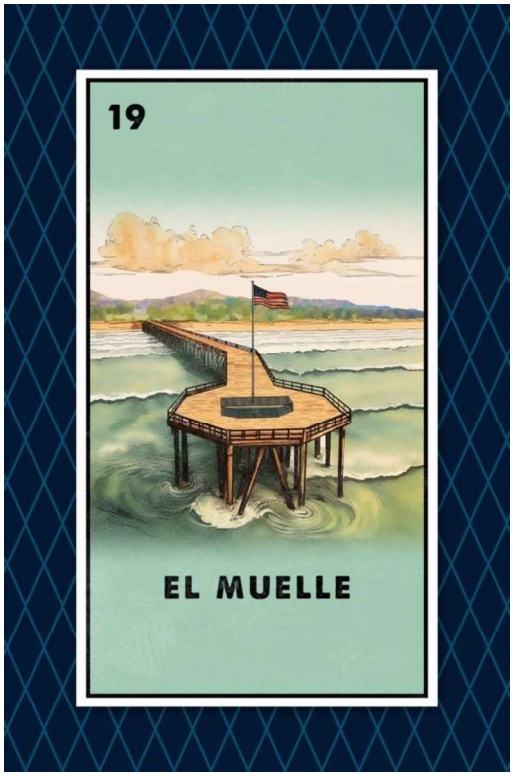


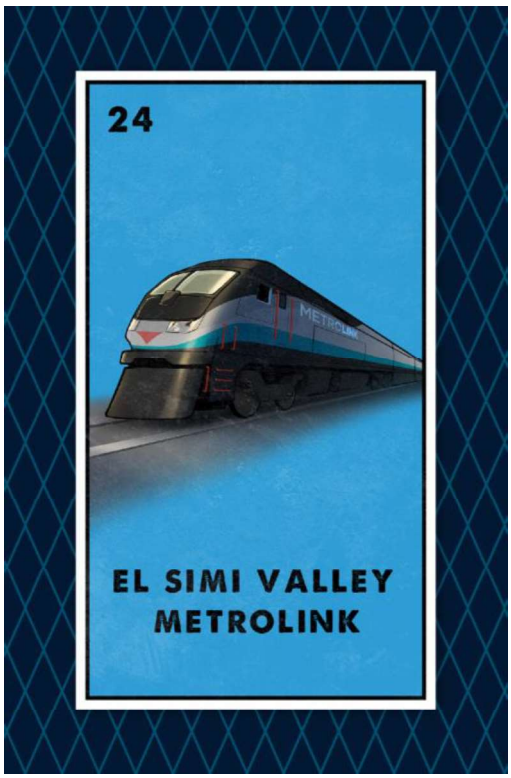
SOCIAL MEDIA



Custom Illustrations, Shaping the Campaign with 34 Cards & Counting…

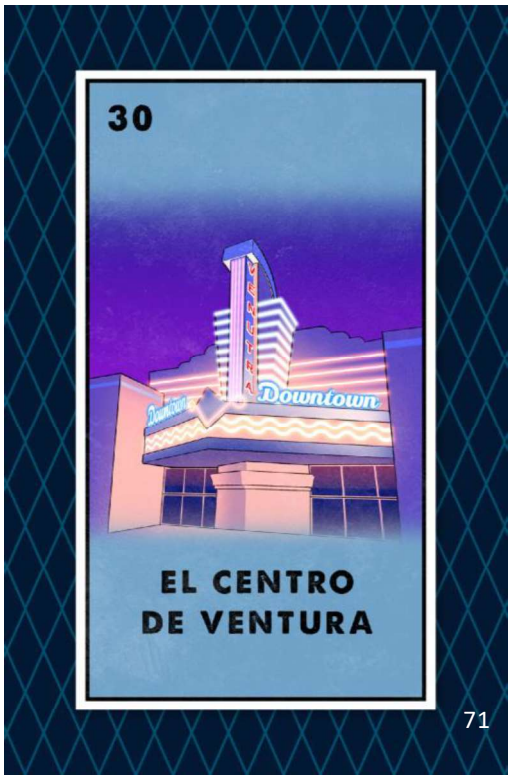












Advertising that is Rooted in Community

Multimedia Reach



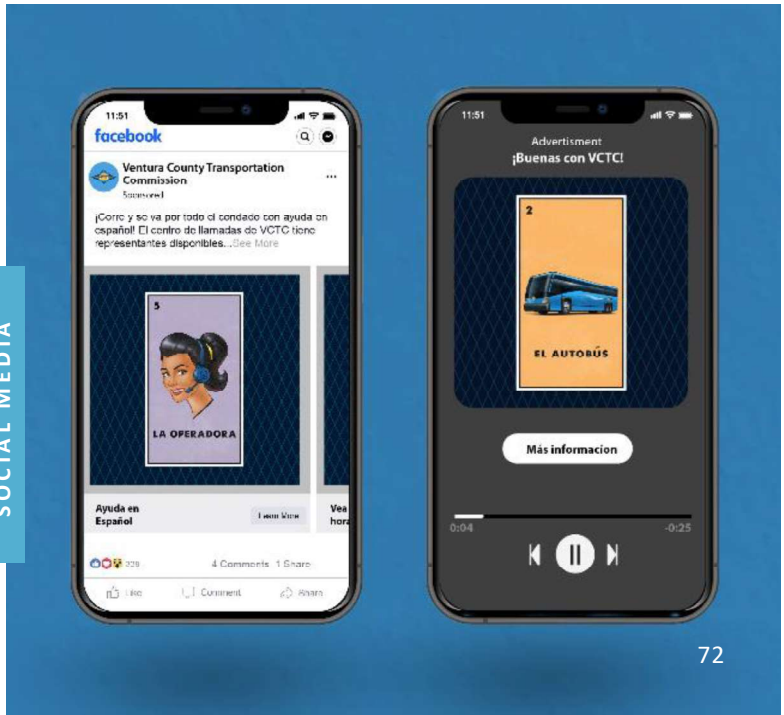


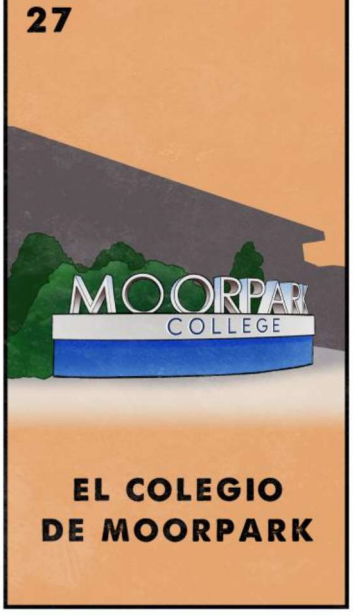
217% Increase

Spanish-Speaking Web Visitors

This is a powerful indicator of campaign success, proving that our messaging is reaching and resonating with the intended audience.

SOCIAL MEDIA







Campaign Creative That Connects Communities

Custom artwork brought Ventura County's unique charm to life, spotlighting local landmarks and neighborhoods. Each piece was paired with specific route promotions to make riding the bus both visually engaging and destination-driven.





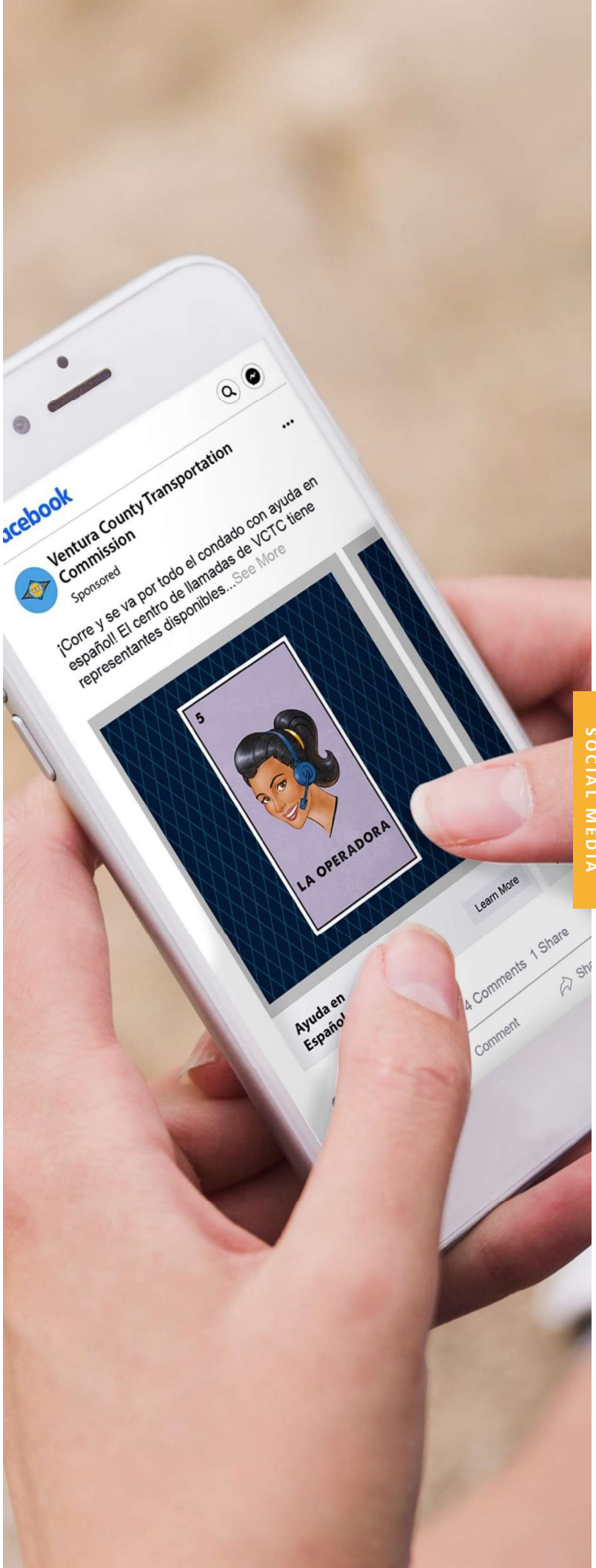
2,592,670 Total Campaign Impressions





UGC Videos Amplified Results

As the campaign evolved, UGC videos were introduced to bring this campaign to life with authentic, relatable storytelling. It not only boosted performance—it drove meaningful connections.



SOCIAL MEDIA

American Public Transportation Association

AdWheel Grand Prize Award

¡Buenas con VCTC! Campaign

We're thrilled that our ¡Buenas con VCTC! advertising campaign has been recognized by APTA with a prestigious Grand Prize for social media creative and strategy excellence. This is a true testament to the hard work and innovation of our team. This national recognition celebrates the impactful and creative approach we've taken to connect with our multicultural target audience through advertising and social media, setting a new standard for excellence in the industry.



Regional Transportation Commission of Washoe County, Nevada (RTC)

Celtis has helped RTC continue a 34-month over month ridership growth trend with a series of successful campaign strategies and customer experience initiatives.

SOCIAL MEDIA



Created a Standout Spanish-First Campaign

Sí RTC

First, we created a strong Spanish tagline, Sí RTC, and then we created a multimedia Spanish-First campaign that drove results and even won an APTA award in its first year!



Leveraging Small Budgets is Something Celtis Does Well



No matter how small your budget is, we will craft an effective multimedia campaign strategy that leverages your onboard tactics, public property and includes cost-effective digital strategies that tap into the power of ROI with smart targeting.



MEDIA BUY

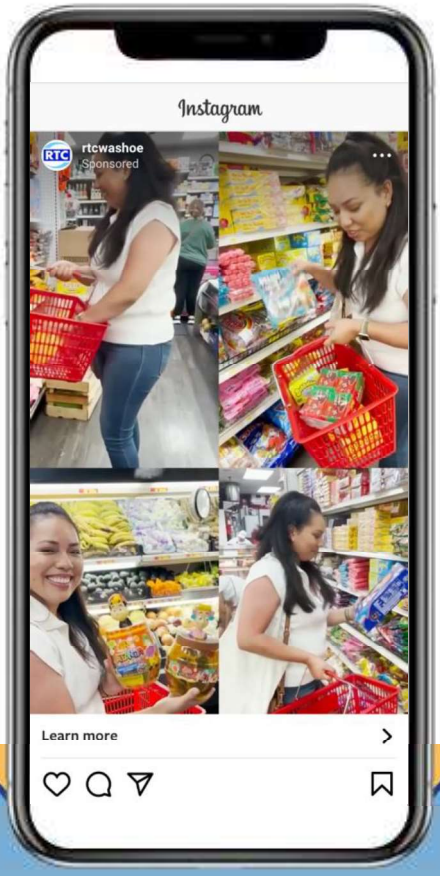


UGC-Style Videos are our Most Powerful Tactic The Results Speak for Themselves



We evolved the Sí RTC campaigns from digital branded ads to a series of UGC style videos that highlighted different ways the Latino audience could use RTC to reach places they want to go – from shopping for a birthday celebration to enjoying the local Reno nightlife.





2.92% Click-Thru Rate

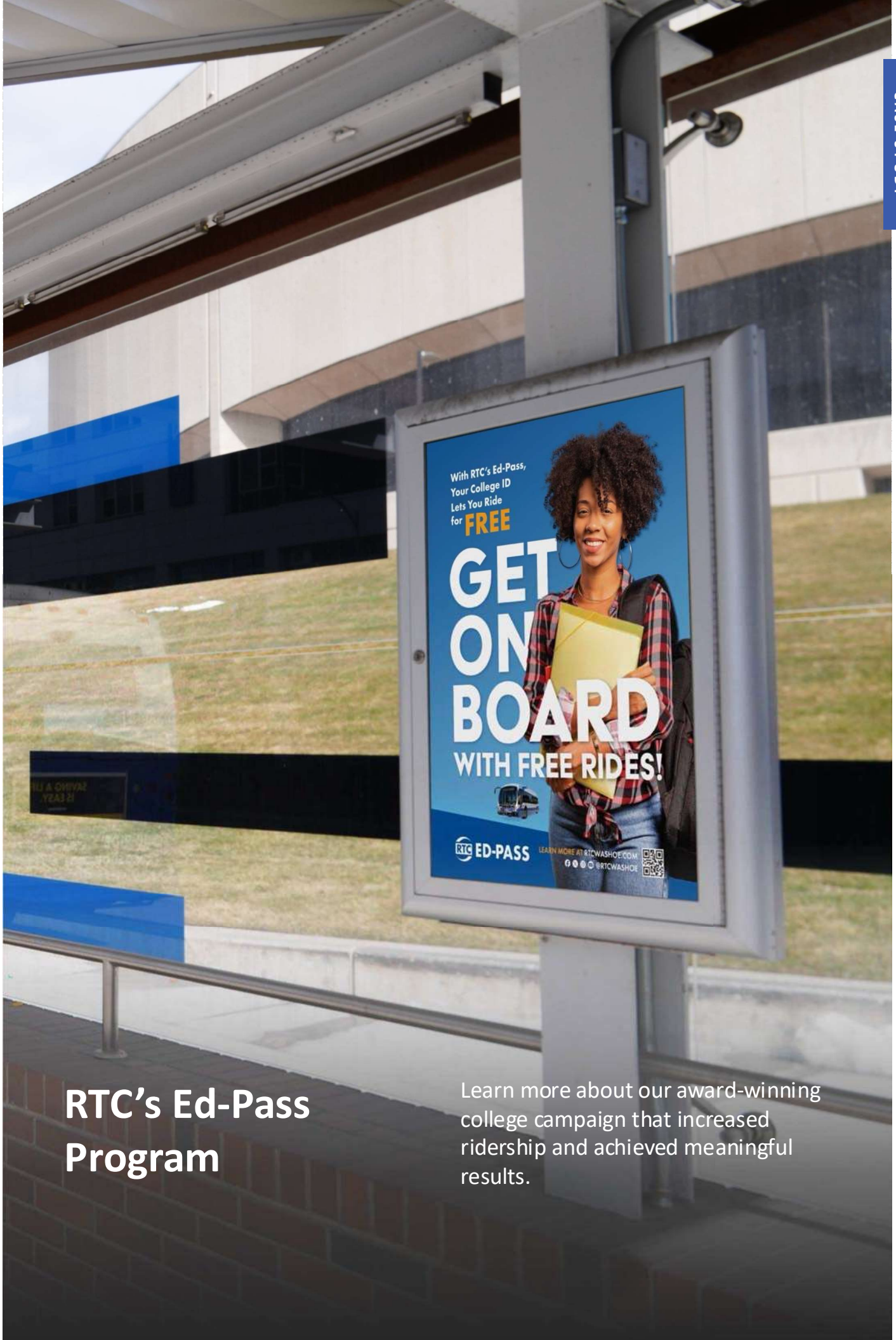
(vs. Typical Meta Average Performance of 1%)

Clicks: 28,471
Impressions: 2,147,884
Cost Per Click: $0.31

Enhancing the Customer Journey with a Branded, Consistent Approach

At Celis we know that a campaign and the client's brand needs to be extended across all customer touchpoints ensuring that they customer tone, messaging and the brand story is reinforced at every stop in the customer journey.



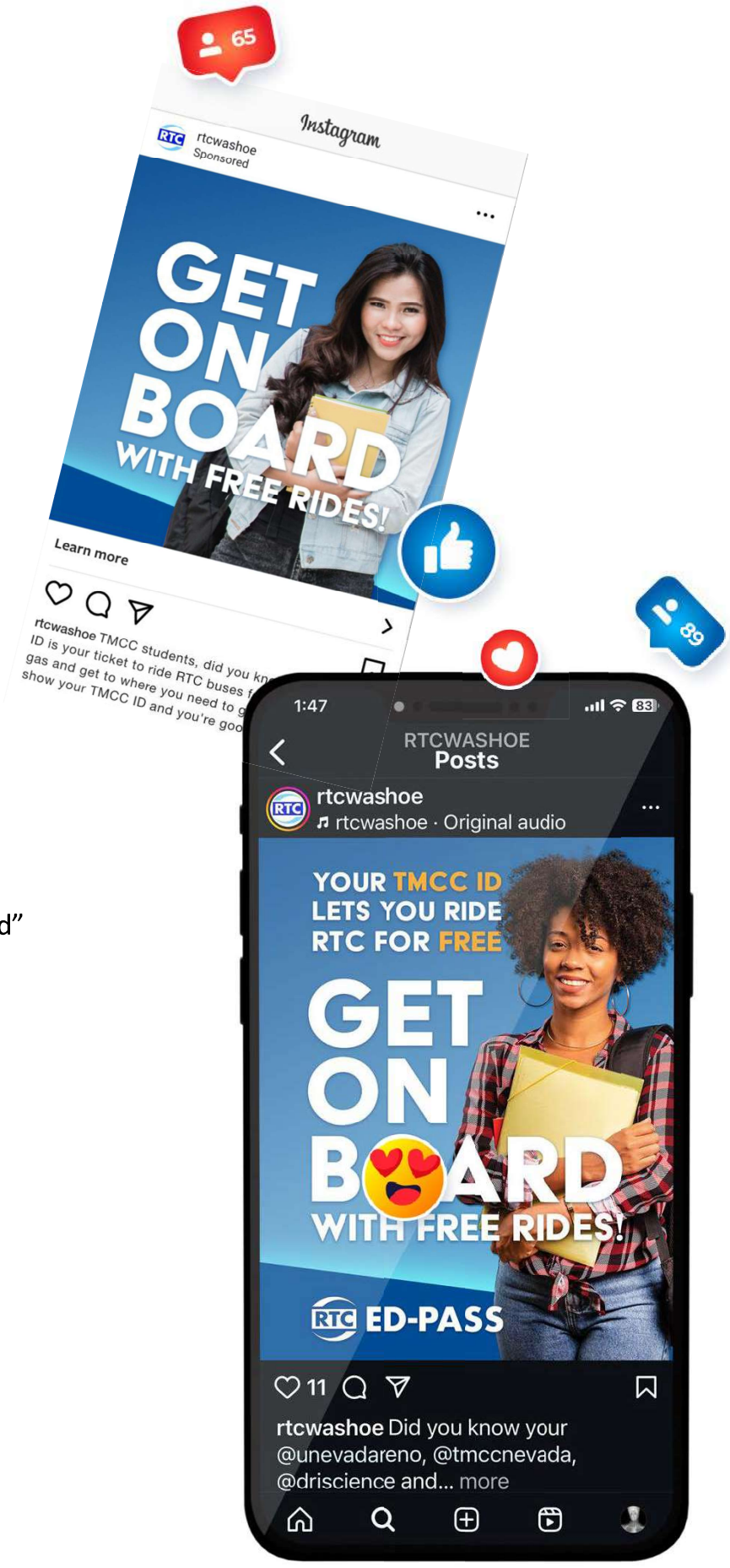


RTC's Ed-Pass Program

Learn more about our award-winning college campaign that increased ridership and achieved meaningful results.

The Secret Of Success Is Doing Things Well

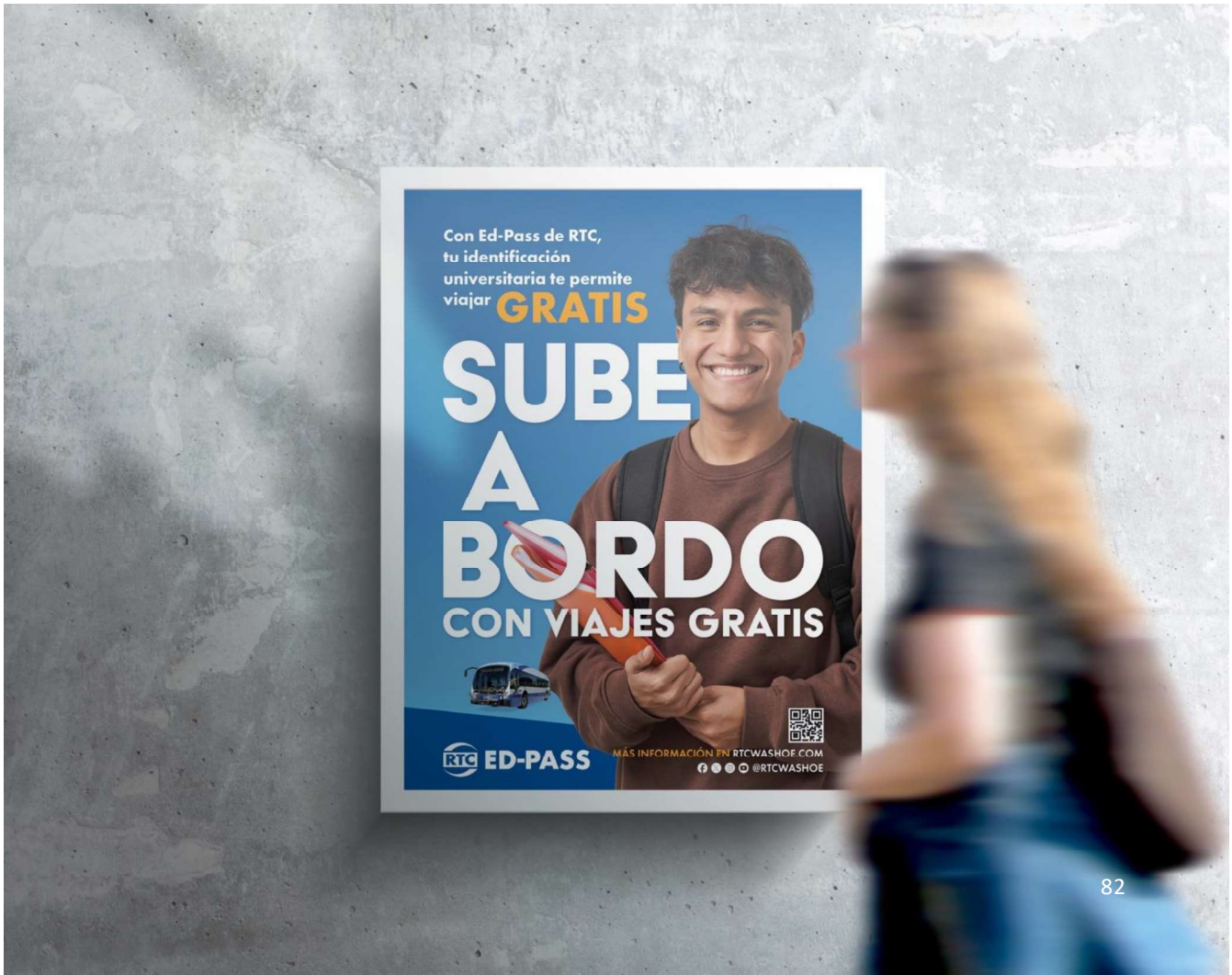
Our design team created a phased campaign to promote the Ed-Pass Free Ride for College Students program at RTC. The “Get On Board” tagline was created to be simple, clear and intended to evolve as additional tactics, such as UGC, were introduced in latter phases.



Get On Board

College Print Campaign





SOCIAL MEDIA

45%

Increase in UNR Student Ridership!

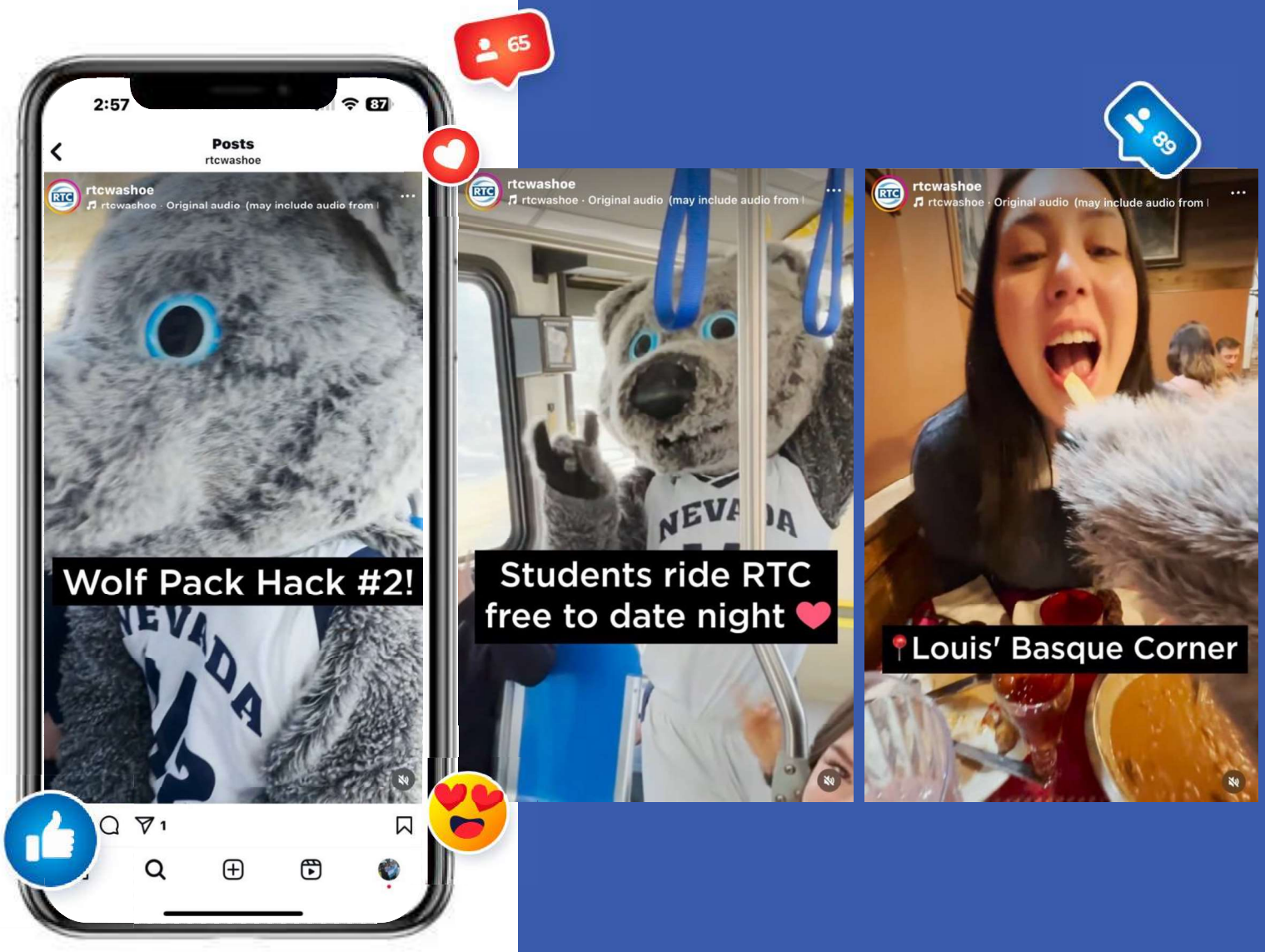
April 2025 vs. March 2025

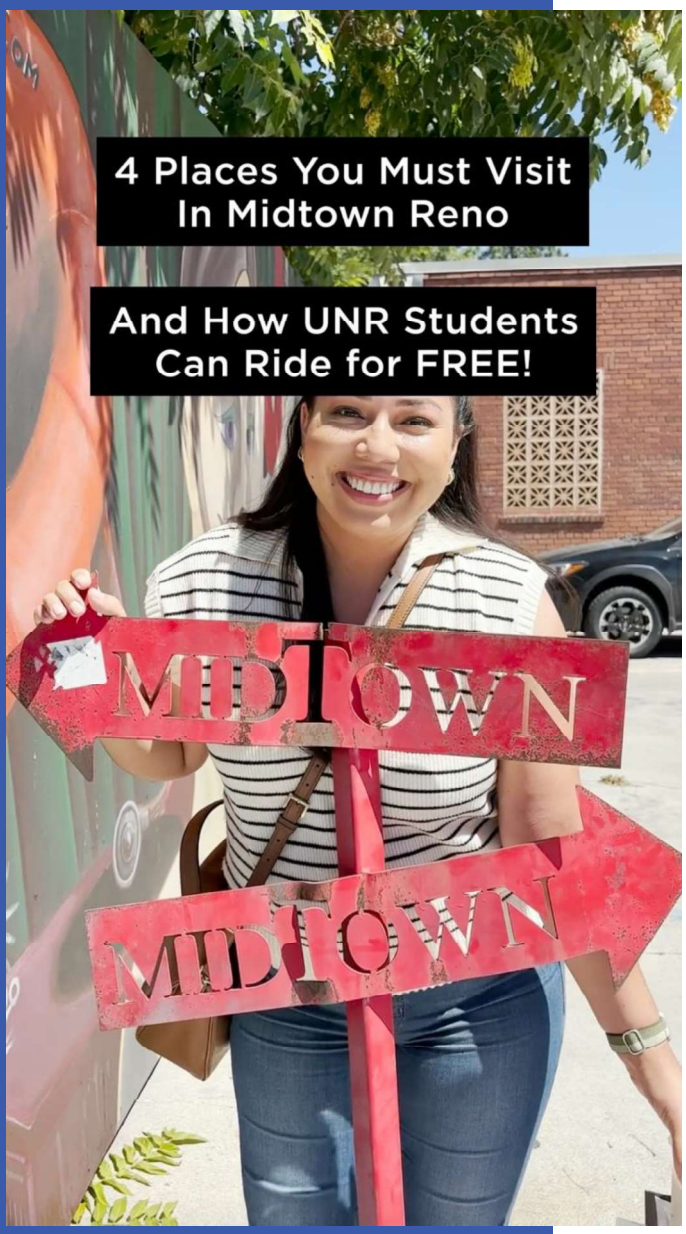
Since launching a new 5-part series of UGC-style ads to promote Free Rides for University of Nevada Reno students featuring first-person POV with their mascot Wolfie, RTC reported a student ridership increase of 45% in April 2025.



SOCIAL MEDIA

Tapping into college mascots with a unique, creative approach





American Public Transportation Association

AdWheel Grand Prize Award

Ed-Pass UGC Campaign

Best Marketing and Communications to Support Ridership - Social Media

AUTHORIZATION

I accept the terms and conditions of this proposal.

NAME: Matt Raymond TITLE: President/CEO

Please print or type name

Does this person have the authority to contract for your firm: ☑ YES ☐ NO

COMPANY: Celtis Ventures, Inc.

ADDRESS: 20351 Irvine Ave, C-4

CITY/STATE/ZIP Newport Beach, CA 92660

TELEPHONE: (213) 379.1134

AUTHORIZED SIGNATURE: _____ DATE: 6.10.25

FORMS

Authorization

Appendix C





City of Cypress Commune Communication response to RFQ for Communication and Marketing Services

Ryan La Rosa
ryan@communecomnunication.com

245 E. 3rd St.
Long Beach, CA 90802
562-366-0080

06/11/25

Table of Contents

A	Experience	2
B	Work Being Proposed	11
C	Cost	28

Cover Letter

Dear City of Cypress Team,

Commune Communication is pleased to submit our proposal in response to the City of Cypress's RFP for Communications and Marketing Services. We understand the City's commitment to elevating its public presence while maintaining a consistent, trusted brand across platforms — and we are excited by the opportunity to help you do just that.

Headquartered just minutes away in Long Beach, we recognize first hand Cypress's reputation as a forward-thinking city rooted in community. We are already familiar with your voice and identity — and excited to help evolve it through thoughtful, strategic, and beautifully executed storytelling. Our close proximity enables us to offer agile, collaborative support across departments and projects, from Recreation to City Manager to Communications, and well beyond wherever it's required.

Commune is proud to be one of California's leading civic-focused creative agencies. Our team has delivered award-winning work for cities and public institutions across the state, including the **City of Long Beach**, **Downtown Long Beach**, **City of West Hollywood**, **City of Los Angeles**, **City of San Francisco**, **City of Arroyo Grande**, and **City of Dublin**, among many others. Across all these engagements, our approach has been the same: bring big-agency strategic experience and rigor and breakthrough creative solutions to causes and communities that deserve the very best.

We don't believe in "good enough" communications for cities. We believe in campaigns that inspire, visuals that elevate, and a marketing infrastructure that's as polished as it is practical. From digital and social strategy to newsletter design, from video storytelling to real-time community engagement, our work is grounded in a desire to find the unique position and story of each community we represent. There's no "shop, dine, play" here. Cypress's story is too rich and we intend to showcase it to its fullest.

Thank you for considering our proposal. We would be honored to collaborate with the City of Cypress to help build a communications and marketing program that reflects your values, strengthens your reach, and celebrates all that makes Cypress unique.

Warm regards,
Ryan La Rosa
Co-Founder & Chief Operating Officer
Commune Communication
ryan@communecommunication.com | 562-366-0080

A. Experience

Commune is a full-service agency with comprehensive in-house capabilities aligned directly with the priorities outlined in the City of Cypress RFQ. From strategic campaign development to graphic design, from newsletter production to social media management, videography, photography (including drone), app and website content support — every service Cypress is seeking is something our team provides regularly.

Our structure means tighter timelines, greater creative consistency, and fewer handoffs. Whether the City needs an urgent event flyer, a video series to spotlight community programs, or a strategic communications plan for a new initiative, our team is equipped to execute across all touchpoints — concept to completion — without outsourcing.

This breadth is not just technical; it's also deeply rooted in public sector fluency. We've built and sustained long-term relationships with cities across California, all of whom have trusted Commune to shape public-facing storytelling, manage stakeholder expectations, and raise the creative bar for civic communications.

In every engagement, we bring:

- **Strategic Thinking:** We don't just make deliverables — we help shape the strategy behind them, ensuring alignment with city goals and community needs.

- **Award-Winning Creative:** Our work has been recognized nationally, including multiple American Advertising Awards — a rare feat for an agency focused on civic storytelling.

- **Community-Focused Execution:** We approach every project with empathy for the audience and fluency in civic voice.

- **Reliable, Responsive Partnership:** We work with cities every day. We understand what it means to operate on municipal timelines, meet compliance requirements, and keep workflows organized and collaborative.

With our full team based in Southern California — and just minutes away from Cypress — we're ready to plug in immediately, offer hands-on support, and become an extension of your team.

Commune's connection to work with California City and Neighborhood Branding:
Since its founding, Commune was built with a focus on services that solve City-based communication challenges, including employing diverse research methodologies, brand strategy, communications planning, visual identity design, copywriting, and website design. While our staff and capabilities have grown since our founding, the combination of these things has allowed us to meet complicated problems with insightful solutions and award-winning campaigns for City departments and Business Districts throughout California, and we feel confident these capabilities will directly meet the challenge set forth by the City of Cypress. Commune primarily works with California-based organizations given it's our home and where we're based. We care deeply about increasing the taste level of our home state by working directly with the organizations tasked with communicating its virtues.

Qualifications and Experience:
Commune Communication provides services including brand strategy, communications and marketing plan development, media planning and reporting, creative services (copywriting, design), social media services, website design and development, account management, content development, public relations, and more. We have a track record of successfully delivering impactful marketing campaigns across various industries, including with City Departments, and the Travel and Tourism Industry. Our qualifications include the following but are not limited to:

- **Stakeholder-Centered Research & Engagement -** We design and facilitate research campaigns — from one-on-one interviews to large-scale community surveys — that uncover insights about residents, businesses, and City staff. These inputs shape strategy and ensure messaging reflects community values and real needs.

- **Data-Driven Strategy Development -** Our team analyzes marketing performance, social media metrics, survey data, and audience behaviors to inform clear decision-making. We apply these insights to optimize creative content, outreach tactics, and campaign cadence across platforms.

- **Integrated Communications & Marketing Planning -** We build comprehensive communications plans that define messaging by audience type, outline channel-specific strategies (e.g., newsletter vs. Instagram), and support ongoing

content creation, event promotion, and citywide initiatives.

- **Deep Familiarity with City Government Structure -** We understand how to work within and across City departments — including Economic Development, Recreation, Public Works, and Communications — to ensure cohesion, efficiency, and strategic alignment with broader municipal goals.

- **Economic Development and Program Marketing -** We've supported site selector events, community investment campaigns, and business-facing initiatives that inspire engagement from developers, investors, and civic stakeholders — all while ensuring community benefits remain front and center.

- **Award-Winning Campaign Creative -** Our team has developed nationally recognized campaigns across design, copywriting, and media execution. We specialize in messaging that is both emotionally resonant and visually distinct — always tailored to the identity and goals of the city we're serving.

- **Place-Based Marketing & Wayfinding Expertise -** From community signage and banners to neighborhood campaign installations, we translate civic infrastructure into welcoming and effective public communications — often coordinating with city engineers and planners to ensure clarity and compliance.

- **Event Identity & Environmental Design -** Whether it's a City milestone, holiday celebration, or press-facing activation, we create trade show-style footprints and supporting materials that attract attention, drive engagement, and leave lasting impressions.

- **Targeted Media Strategy & Buying -** We plan and execute paid media campaigns across digital, print, out-of-home, and emerging channels. Our strategies are tailored by audience geography, demographics, and behavioral data to ensure cost-effective, measurable reach.

- **Multimedia Content Production -** All photo, video, animation, and motion graphics work is produced in-house — including drone footage and live-event capture. Our integrated team creates cohesive content across social, web, print, and broadcast formats.

- **Advanced Digital Media Optimization -** Using custom tools and industry-leading platforms, we monitor live campaigns in real time to adjust spend, improve messaging, and report on visitation, engagement, and ROI — a capability especially valuable for social media and tourism-facing efforts.

- **Public Relations & Crisis Communication -** We craft press releases, media kits, response templates, and talking points. Our team also provides executive media training to ensure City staff can confidently communicate across channels and during high-stakes moments.

- **Seamless Client Communication -** Commune is built for collaboration. We offer clear points of contact, centralized feedback tools, and transparent documentation across projects — supporting staff with limited time by making processes efficient and accountable.

- **Efficient Project Management & Reporting -** We manage all projects against agreed timelines, deliverables, and performance indicators. Reporting is clear, customized, and scheduled — so stakeholders are always in the loop and data can drive future improvements.

The following are key projects relevant to the City of Cypress project requirements:

City of Long Beach – "All Ready Here" Site Selector Conference - To support economic development and business recruitment, Commune worked closely with the City of Long Beach's Economic Development Department, Visit Long Beach, and the Long Beach Economic Partnership to launch the city's first-ever Site Selector Conference. This included custom stakeholder research, event brand development (name, logo, identity), strategic marketing, and full-service creative production. Commune also managed event communications and logistics, creating a multi-day experience designed to attract national investors — a scope directly aligned with Cypress's goals to promote its own development assets and elevate its civic brand presence.

City of Long Beach – Economic Blueprint - Commune collaborated with the Economic Development team to concept, write, and design the 2023 Economic Blueprint — a flagship report celebrating departmental impact and setting strategic direction. In addition to creative execution, we facilitated internal workshops to align stakeholders, shaped key narratives, and ensured visual consistency across city communications. This

work is directly applicable to Cypress's need for well-branded materials, internal coordination, and external storytelling across departments.

City of Long Beach – Neighborhood Marketplace Profiles - Commune is actively developing a series of neighborhood-specific profiles, spotlighting unique investment opportunities and community narratives throughout Long Beach. This includes on-the-ground interviews, original content creation (photo, video, writing), and the design of digital-first materials to be featured on a new interactive website. These materials offer a model for Cypress in developing localized outreach and business development tools for its own neighborhoods and corridors.

City of Long Beach + Downtown Long Beach Alliance – ICSC Collateral & Website - In preparation for the International Council of Shopping Centers (ICSC) conference, Commune developed co-branded print collateral and a microsite showcasing Long Beach's investment-ready assets. The materials helped civic leaders and commercial partners present a unified, compelling message to national retailers and developers — an approach well-suited for Cypress's own business attraction and trade show needs.

Los Angeles Economic Development Corporation – Annual Report & Video Series - Commune worked with the LAEDC to produce a narrative-rich, visually engaging annual report supported by a custom video series. These assets were used across social media, digital ads, events, and newsletters (all produced by Commune) to showcase year-round accomplishments. The Cypress Communications team could benefit from similar creative storytelling to highlight internal department wins, amplify civic pride, and reinforce community-facing transparency.

Long Beach Airport – Messaging & Media Strategy - When Long Beach Airport initiated major construction on a new airport corridor, Commune developed a citywide messaging and media plan to educate and engage travelers and residents. The strategy balanced transparency with enthusiasm, helping to reduce concerns and increase buy-in. For Cypress, this type of campaign structure could be applied to infrastructure upgrades, new City programs, or recreation facility improvements.

Downtown Napa – Tourism & Engagement Campaign - Commune leads an ongoing digital campaign for Downtown Napa, focused on increasing off-season tourism through targeted media. Using connected TV, pre-roll, and geo-based ad targeting, we've improved visitation and reported real-time performance data back to stakeholders. This

campaign offers a template for Cypress in driving community event attendance or promoting recreational services through data-backed outreach.

Long Beach Transit – Ridership and Brand Campaigns - As LBT'sagency of record since 2017, Commune handles strategy, media, creative, and digital presence. Our work has contributed to brand modernization, revenue growth, and ridership expansion. This holistic model — where strategy and execution are housed together — is ideal for the City of Cypress as it seeks a partner who can provide consistency across newsletters, app content, community campaigns, and public engagement efforts.

Downtown Long Beach – Tourism Branding Campaigns - Over multiple years, Commune has partnered with the DLBA to launch place-based campaigns that celebrate the district's character and drive visitor interest. These include unique brand strategies, creative ideation, and advertising rollouts — all of which can inform Cypress's efforts to promote local identity and economic vibrancy in a way that feels authentic, inclusive, and fresh.

Visit Camarillo – Event-Based Digital Reengagement Campaign - Commune created a digital reengagement strategy for Visit Camarillo, retargeting previous visitors with creative seasonal ads using location-based data and behavioral targeting. This approach helped Camarillo generate repeat visits and increase awareness of local events — an approach that can directly benefit Cypress's Parks & Recreation marketing, especially in promoting seasonal programming and facility usage.

Downtown San Mateo Association – Website Design & Stakeholder Empowerment - For the DSMA, Commune refreshed the brand and redesigned its website with usability and stakeholder autonomy in mind. The final platform balanced visual storytelling with simplicity, giving volunteers and staff the tools to update content easily. For Cypress, this model is directly applicable to maintaining fresh content across the City's website and Cypress Central App, ensuring community info is accurate and user-friendly.

Sports Basement – Southern California Launch Campaign - When Sports Basement entered the Southern California market, Commune developed a full creative campaign — from social content and pre-roll to out-of-home, direct mail, and experiential activations. This campaign, which earned an American Advertising Award, exemplifies our ability to create dynamic, multi-platform campaigns that inspire action — a valuable asset as Cypress seeks to raise awareness and participation in City services and initiatives.

Case Study: Downtown Long Beach Tourism Campaign - Strategy, Branding, Creative Development, Photo and Video Production

Commune has partnered with the Downtown Long Beach Alliance (DLBA) since 2018 to lead integrated branding, strategic communications, and campaign development for one of California's largest and most diverse Business Improvement Districts. DLBA represents a multifaceted downtown ecosystem — with over 50,000 residents, 2,000+ businesses, and a steady flow of regional and international visitors — and sought to raise its public profile while deepening local engagement.

Community-Informed Strategy, Tailored for Public Impact

At the outset, Commune conducted a comprehensive discovery process to better understand the needs of the community, the perceptions of external audiences, and the messaging opportunities that could unite them. This included:

- Focus groups and interviews with residents, business owners, and community leaders.
- Multicultural audience segmentation and outreach planning.
  Development of a unifying campaign strategy that emphasized vibrancy, inclusivity, and local pride.

These inputs informed a messaging platform that could resonate across neighborhoods, age groups, and visitor segments — a strategy particularly relevant to the City of Cypress as it looks to serve both long-term residents and potential program participants across its Recreation offerings.

Creative Execution Across Channels and Audiences

The result was a multi-year campaign titled "Opposite of Ordinary" — a platform that celebrated the eclectic, welcoming spirit of Downtown Long Beach while offering the flexibility to promote diverse City programs and activities.

Deliverables included:

- Visual Identity System: Applied across signage, newsletters, event materials, print collateral, merchandise, and wayfinding — maintaining brand cohesion while allowing visual diversity across campaigns.

- Photography & Videography (including Drone): Captured real community members enjoying everyday moments — from youth swimming to seniors dancing

at public events — creating an authentic media library used across platforms.

- Social Media Content Planning & Monitoring: Commune developed monthly content calendars, managed posts across channels, and used analytics to refine messaging and increase engagement.

- Web & Newsletter Updates: Refreshed web content and email communications with updated visuals and editorial tone to improve clarity and consistency for public audiences.

- Performance Reporting: Delivered ongoing analytics reports detailing social impressions, event attendance, digital traffic, and user engagement to inform optimization and stakeholder communication.

Relevance to the City of Cypress:
This case study mirrors many of the goals outlined in the City of Cypress's RFP — namely, creating a modern, unified communications system that works across departments, reflects community identity, and drives participation in City and Recreation programs. Like Cypress, DLBA needed creative assets that could live across print and digital platforms, a newsletter and social media strategy that speaks to distinct audience segments, and content that reinforced trust while inspiring action. Commune's work elevated the visibility of Downtown Long Beach, increased engagement across demographics, and provided stakeholders with a clear return on communications investment — outcomes we are confident we can help achieve for the City of Cypress.

DOWNTOWN LONG BEACH

OPPOSITE OF ORDINARY

DOWNTOWN LONG BEACH

OPPOSITE OF ORDINARY

#2A2B69	C100 M98 Y28 K16
#643189	C75 M98 Y7 K1
#EE4844	C0 M87 Y75 K0
#F27A2C	C1 M64 Y94 K0
#FBB119	C0 M34 Y99 K0
#FFEE00	C2 M0 Y97 K0



PRIMARY FONT:

FAT FRANK

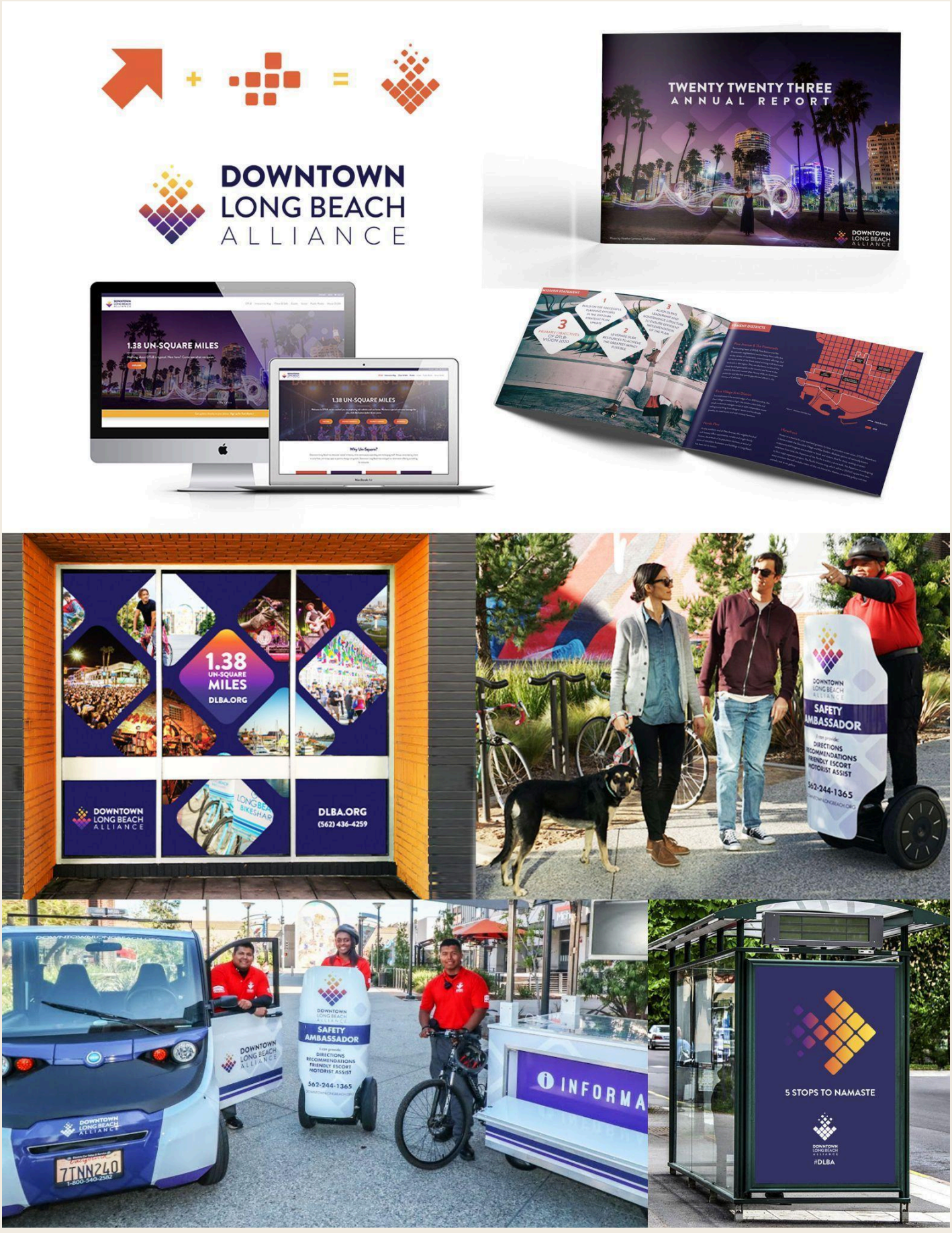
tracking: -30
leading: 12/12

SECONDARY FONT:

MONTSERRAT

tracking: 0
leading: 10/12




DOWNTOWN
LONG BEACH
ALLIANCE
TWENTY TWENTY THREE
ANNUAL REPORT
1.38 UN-SQUARE MILES
1.38
UN-SQUARE
MILES
DLBA.ORG
DLBA.ORG
(562) 436-4259
SAFETY
AMBASSADOR
DIRECTIONS
RECOMMENDATIONS
FRIENDLY ESCORT
MOTORIST ASSIST
562-244-1365
5 STOPS TO NAMASTE
#DLBA

City of Los Angeles, City of San Francisco, City of Arroyo Grande, City of Long Beach, and more - brand strategy, creative production, media planning, and more.

Commune has long served as a trusted communications and design partner to local and regional elected officials, as well as municipal departments spanning City Manager offices, Economic Development, and Public Works. Our team is highly familiar with the compliance standards, tone sensitivities, and structural protocols that define public sector communications — especially when working across departments or with elected leadership.

For clients ranging from California State Senators to City Mayors and senior municipal staff, we have developed creative systems that reflect each program's identity while aligning with the broader tone and brand of the City. Commune's scope of work across this category includes:

- Design and layout of economic development reports, capital improvement updates, and department milestone documents
- Branding and messaging for public programs, including campaign naming, visual identity systems, and signage templates
- Creative support for State of the City presentations, budget engagement events, and public forums
- Custom website design and landing page development for initiatives needing greater visibility or resident interaction
- Visual content and talking points for elected leaders, formatted for use across newsletters, press releases, app messaging, and social media

This type of flexible, multi-format support is directly aligned with Cypress's RFP goals — particularly the need for newsletter design and copywriting, department communications, app and website content, and materials that reflect both the City brand and specific program identities.

Relevance to the City of Cypress

The City of Cypress is seeking a communications partner that can serve multiple stakeholders, honor existing brand and departmental structures, and produce materials that are clear, inclusive, and adaptable across platforms. Commune's experience supporting elected officials and senior City staff means we know how to develop content

that builds public trust, communicates complex updates in accessible formats, and reflects the tone and professionalism that residents expect from their City.

Whether designing content for a Recreation campaign, preparing talking points and slides for a councilmember event, or helping a department report on a year of milestones, Commune has the tools and structure to provide high-quality, on-call service that supports leadership and amplifies public value.



Case Study: Long Beach Transit, Ridership Increase Campaign - Project Management, Brand Strategy, Creative Services, Media Planning, Photo/Video Production, Website Design and Development, Social Media Management, Public Relations

Since 2017, Commune has served as the strategic and creative partner for Long Beach Transit (LBT), supporting its mission to reconnect with riders, rebuild trust in public services, and boost ridership after a decade-long decline. In 2022, following a pandemic-era pause in outreach, LBT engaged Commune to launch a revitalized campaign designed to reintroduce the brand, increase participation, and reflect the needs of a diverse community — goals that closely mirror the City of Cypress's vision for inclusive, citywide communications.

Strategic Approach Rooted in Equity and Engagement

Commune's first step was to engage in audience segmentation and research, identifying distinct community groups with different motivations and communication preferences. These included students, multilingual families, older adults, and daily commuters — echoing the City of Cypress's need to reach youth, seniors, and residents through accessible, locally resonant messaging.

We established a campaign framework focused on:

- Reframing public services as shared community assets — safe, accessible, and essential.
- Cultural competency across messaging, with a focus on bilingual and multicultural outreach.
- Efficiency in platform use, ensuring visibility and reach within the confines of public-sector budgets.

While Long Beach Transit's scope included media planning and digital ad placement, the strategy is directly translatable to Cypress's communications goals: drive participation in City and Recreation programs, increase newsletter and app engagement, and create citywide cohesion in brand tone and messaging.

Creative & Content Execution Across City Channels

Commune created a suite of cross-platform creative assets designed to reflect the lived experiences of community members and amplify civic identity.

Deliverables included:

- Inclusive messaging and storytelling — featured in print, social media, video, and public signage — that celebrated community voices and encouraged new participation.

- Photography and videography, including drone and live-shoot assets, spotlighting diverse riders in real settings. These visuals were adapted for use in print collateral, newsletters, bus shelters, and online content.

- Ongoing social media support, with monthly calendars, performance reporting, and content development tailored to changing campaign needs.

- Website landing pages and content, written and designed to provide seamless conversion and accessibility across desktop and mobile.

These campaign assets were developed to scale across departments and platforms — an approach ideally suited to Cypress's goal of unifying content across its newsletter, website, Cypress Central App, social media, and print communications.

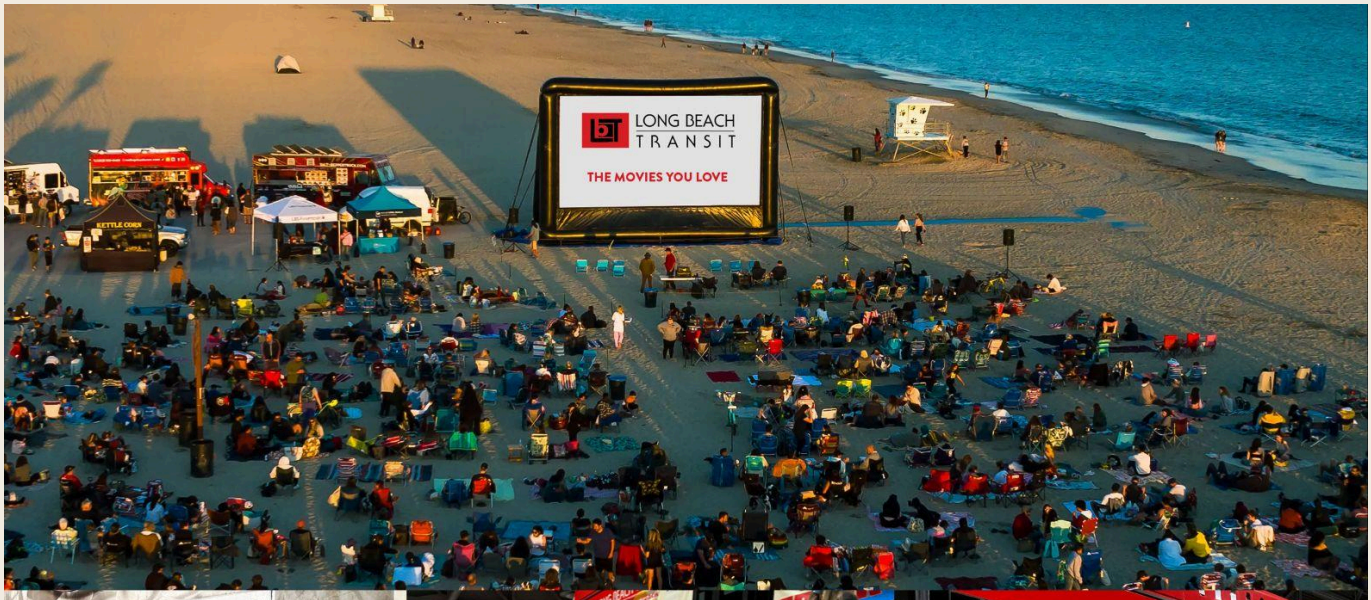
Performance Measurement and Real-World Impact

While the project included robust campaign tracking and optimization, Commune is experienced in working with the tools and resources most common to City environments — including basic analytics dashboards, social media metrics, and real-time community feedback. Notable outcomes from the Long Beach Transit campaign include:

- 15% increase in ridership, reversing a 10-year downward trend.
- 6% growth in revenue, attributed to improved brand awareness.
- 116M+ Spanish-language ad impressions, reinforcing multilingual equity.
- 3.9M+ video views and a significant uptick in social media engagement
- Dramatic improvements in cost-efficiency.

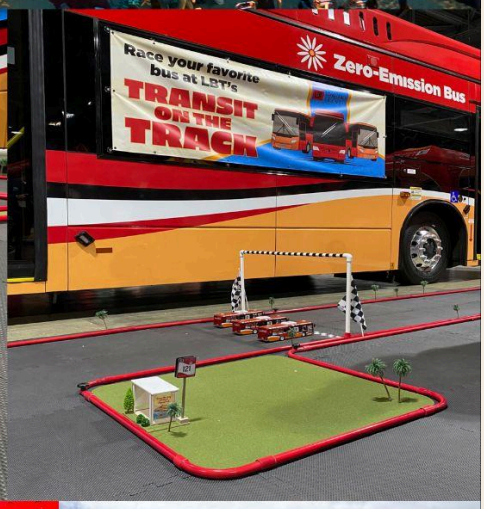
Relevance to the City of Cypress

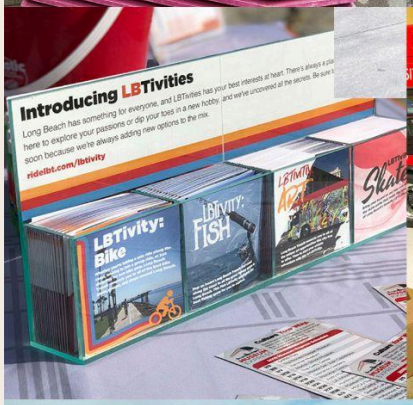
The goals of the Long Beach Transit campaign — to inspire public participation, rebuild community connection, and increase engagement with public services — directly reflect the needs outlined in the City of Cypress RFP. Whether promoting seasonal recreation programs, communicating updates via the Cypress Central App, or unifying the tone across departments, the City requires a partner who can think strategically, design inclusively, and execute consistently. Commune's experience with LBT demonstrates not only our ability to build cross-channel creative systems, but also our fluency in working within City timelines, stakeholder structures, and measurable outcomes.


LONG BEACH TRANSIT
THE MOVIES YOU LOVE


SHELTER E
STOP # 4009
Buses leaving from this shelter:
91
92
93
94
What's ahead:
Shelter F
Shelter G
Shelter H
What's behind:
Able Arts Work
believes in empowerment through the creative arts


LONG BEACH TRANSIT
Zero-Emission Bus


Race your favorite bus at LBTs
TRANSIT ON THE TRACK
Zero-Emission Bus

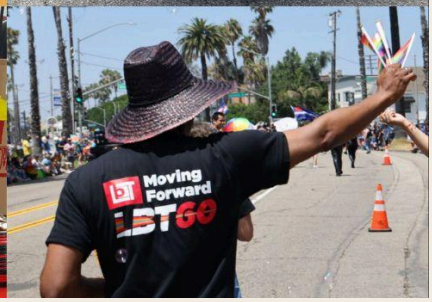

Introducing LBTivities
Long Beach has something for everyone, and LBTivities has your best interests at heart. There's always a pl
here to explore your passions or dip your toes in a new hobby, and we've uncovered all the secrets. Be sure t
soon because we're always adding new options to the mix.
ridelbt.com/lbtivity
LBTivity: Bike
LBTivity: Fish


100% Battery Powered
Same stops, new site.
LONG BEACH TRANSIT
ridelbt.com

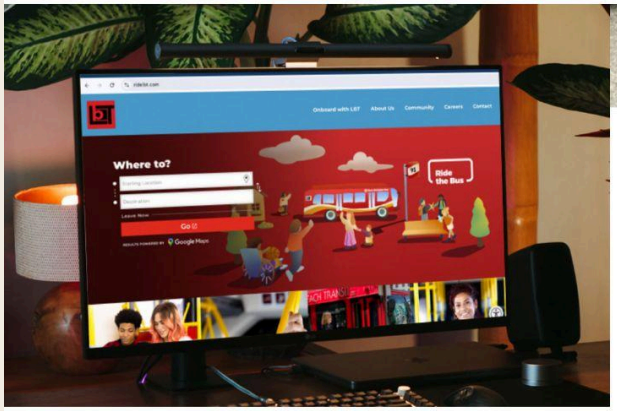

RIDE WITH PRIDE




ADMIRAL

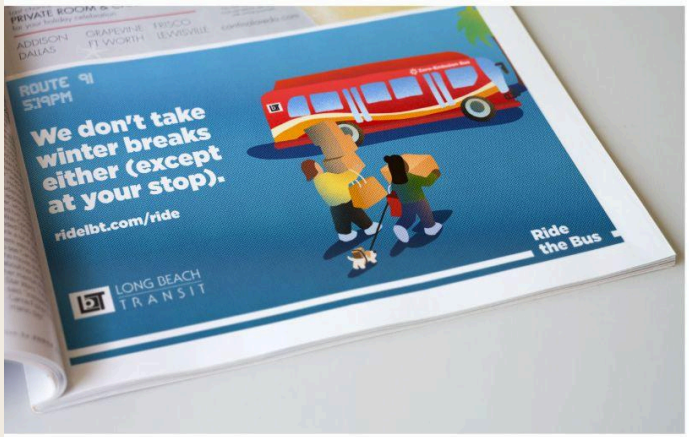

Moving Forward
LBTGo


609
Moving Forward
LBT60

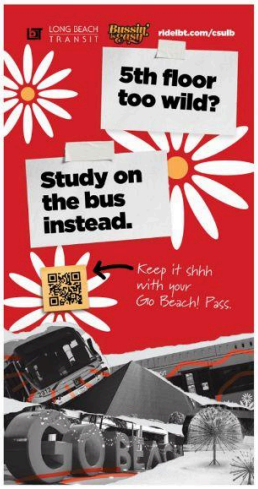

Where to?
Ride the Bus


Instagram
longbeachtransit
Parking is painful.
Bussin' is Easy


ONG BEACH TRANSIT
CAREER DRIVEN?
Long Beach Transit is hiring new team members.
Apply at ridelbt.com/careers


ROUTE 91
5:34PM
We don't take winter breaks either (except at your stop).
ridelbt.com/ride
Ride the Bus
LONG BEACH TRANSIT


No paramos ni en vacaciones de invierno (solo en tu parada).
ridelbt.com/ride
Viaja en el Bus


LONG BEACH TRANSIT
Bussin' is Easy
ridelbt.com/csulb
5th floor too wild?
Study on the bus instead.
Keep it shhh with your Go Beach! Pass.


LONG BEACH TRANSIT
Bussin' is Easy
ridelbt.com/csulb
The Gap saves you time.
This pass saves you money.
See why the Go Beach! Pass is a perfect fit.


LONG BEACH TRANSIT
Bussin' is Easy
ridelbt.com/csulb
The journey from lower to upper campus is hard.
Bussin' is Easy
Save on bus rides with the Go Beach! Pass.


LONG BEACH TRANSIT
Bussin' is Easy
ridelbt.com/csulb
Million* Dollar Idea:
a reduced fare bus pass for CSULB students.
The Go Beach! Pass means business.


LONG BEACH TRANSIT
Bussin' is Easy
ridelbt.com/csulb
And for your mental health?
Stress less with a Go Beach! Pass.
Your cure for parking pain.

Case Study: City of Long Beach Bike Share for All; Project Management, Brand Strategy, Data Analysis and Optimization, Creative Services, Media Planning, Photo/Video Production, Website Design and Development, Social Media Management

To help the City of Long Beach increase participation in its citywide Bike Share and e-bike programs — particularly in neighborhoods with historically lower ridership — Commune developed an integrated outreach initiative focused on reframing community perception of biking as a safe, viable, and culturally relevant transportation choice.

This campaign is a direct parallel to the City of Cypress's goals: raising awareness for public programs, fostering positive associations with civic offerings, and reaching underrepresented groups through inclusive, behaviorally informed messaging.

Strategic Messaging and Targeted Outreach

Commune began with an audience discovery phase that revealed key barriers to participation — from perceptions about safety to a lack of visibility in certain neighborhoods. Our approach prioritized:

- Messaging Strategy: Designed to position biking not just as transportation, but as a means of freedom, connection, and exploration. Messaging was tailored for specific audience segments, including families, students, and multilingual communities.

- Equity-Driven Engagement: Emphasizing inclusion, we created campaigns that reflected the City's full diversity — from language access and cultural references to neighborhood-specific signage and outreach.

This foundation is highly applicable to Cypress, where Recreation programs and City services benefit from storytelling that highlights accessibility, promotes trust, and invites participation across age, language, and mobility groups.


$5 a year to skip the gas pump.
Join Bike Share for All
$5 a year and there's always room for one more.
Join Bike Share for All
Get Rolling with These Eligible Assistance Programs
Because Fall is Better on a Bike
Join Bike Share for All


3 al pastor tacos + $5 annual bike pass =
one epic first date
Join Bike Share for All
The Perfect 100-Song Playlist
+ 1 annual bike pass
ultimate hangout sesh
Join Bike Share for All


$5 a year to
skip the gas pump
Join Bike Share for All
$5 a year to
never worry about a flat.
Join Bike Share for All
$5 a year and
there's always room for one more.
Join Bike Share for All

References:

Client: **City of Arroyo Grande**

Scope: Commune has been the Agency of Record for the City of Arroyo Grande since winning an RFP for tourism promotion services in June, 2024. Commune's responsibilities include working directly with the City and TBID to increase revenue and TOT for the city through marketing activities including brand strategy, research, media planning and buying, branding graphic design, video and photo production, website design and development services and more.

Outcome: Since officially starting work, Commune has undertaken an approach to completely revise the way the City of Arroyo Grande has worked and measured their success, resulting in clear ROI, updated strategies, and a new creative campaign.

Dates: 7/1/24 - Current

Reference: Sheridan Bohlken, sbohlken@arroyogrande.org, 805-473-5478; City of Arroyo Grande, Director of Recreation Services

Client: **City of Long Beach Economic Development Department + Downtown Long Beach Alliance (DTLB)**

Scope: Commune was responsible for communications strategy, visual identity design and creative production of a series of print and digital materials to support the Economic Development Department and Downtown Long Beach Tourism with an appearance at the Economic Development-focused conference, ICSC. Commune developed a webpage and printed materials for easy distribution at the conference to prospects. Clicks on the materials led to economic development focused information and opportunities within the city of Long Beach and surrounding areas.

Outcome: The approach generated significant interest at the conference, leading to over 500 measurable and highly targeted clicks on the conference materials.

Dates: 6/1/24 - 7/31/24

Reference: James Ahumada, jamesa@dlba.org, 626.825.8693; Deputy CEO, City of Long Beach

Client: City of Long Beach - Mayor Rex Richardson ongoing communication

Scope: Commune has been a trusted partner of Mayor Rex Richardson since his inauguration in 2023, working in lock step to develop most public facing communication from the Mayor's office, including high stakes public presentations like the annual "State of the City" address.

Outcome: Commune is a trusted partner because of our ability to work closely together at a moment's notice and for long term efforts. The result is a collaborative working relationship that has resulted in a unique look and feel for Mayoral communication that reinforces the Mayor's personal taste while establishing trust and recall among his constituency.

Dates: 5/1/24 - 12/31/24

Reference: Malini Basu, Manager, City of Long Beach, malini.basu@longbeach.gov, 214-945-4172, 400 W. Broadway, Long Beach, CA 90802

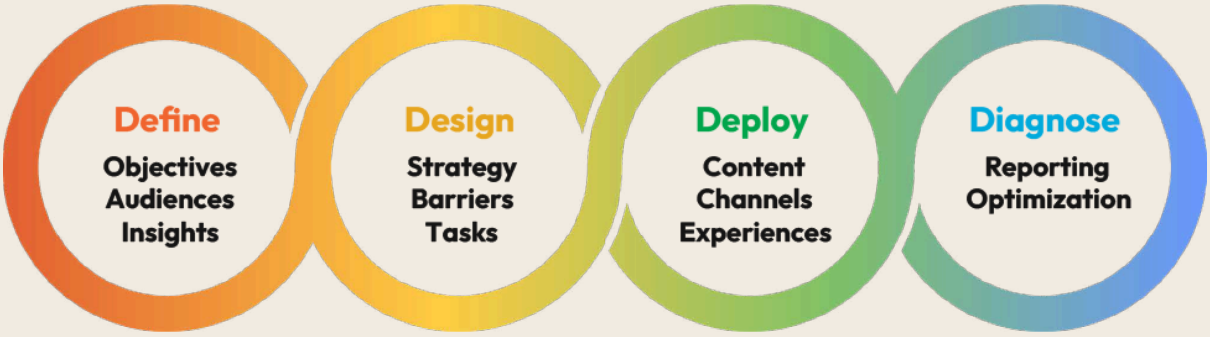
B. Work Being Proposed

Commune recognizes that the scope of work features many possible outputs that could be used at any time over the course of the life cycle of the contract. Additionally, because there isn't a single point of emphasis outlined in the RFP, we've built our work proposal section to correspond to the following language - **"The City will work closely with contractors to develop an effective marketing plan to engage the community and promote the City. However, it is expected contractors develop their own creative ideas to present to the City on a regular basis to ensure outreach activities, messaging and designs are constantly evolving and become more effective over time."** The below approach ensures we deliver on the campaign requirements, while using our process to generate and present ongoing creative ideas in support of measurable goals.

Commune understands how to accomplish the work in the proposed project because building strategies for cities, regions, and attractions is our primary expertise. Since our founding, we have refined a process that ensures each community we serve has a completely unique message, built and tailored entirely to the virtues it offers and the audience it's trying to reach. Our process is built to uncover opportunity, clarify audience

insights, inspire action through creative campaigns, and ultimately drive opportunity to Cypress.

Our Process:



Phase 1 – Define - Research, Discovery, and Audience Insights

Commune begins all engagements with a comprehensive discovery process to understand the specific audiences, values, and dynamics that shape a city's communications needs. For Cypress, this includes close collaboration with City and Recreation staff to uncover insights that drive creative, community-first storytelling.

Key activities include:

- **Preliminary Strategy Brief** - A foundational document that aligns goals, stakeholder expectations, and audience targets. This ensures shared clarity before creative development begins and confirms Commune's understanding of the City's objectives.

- **Stakeholder & Community Outreach Plan** - Commune will identify, organize, and engage a range of stakeholders — including City staff, Recreation participants, residents, and business leaders — using interviews, discovery sessions, and public input opportunities to surface key perspectives.

- **Digital Survey Distribution** - To capture a broader range of community input, Commune will deploy online surveys targeted by demographic and user type (e.g., youth program participants, residents using the Cypress Central App). This augments in-person research with scalable quantitative data.

- **Review of Existing Programs & Materials** - We will analyze existing Cypress newsletters, press materials, program flyers, app content, and branding to ensure our work builds on established strengths and identifies areas for consistency or

improvement.

- **Research Summary & Audience Profiles** - The final research report will include a clear snapshot of Cypress's core audiences, their communication preferences, messaging opportunities, and recommendations for segmentation across City departments and Recreation programs.

Phase 2 – Design - Communications Plan Development
Based on Phase 1 insights, Commune will build a strategic, department-spanning communications plan that supports cohesive marketing, public engagement, and ongoing City storytelling. This plan will reflect the multiple needs outlined in the City's RFP — from campaign development to content management.

Deliverables include:

- **Cross-Channel Communications Plan** - A detailed plan outlining the tactics, timing, and content approach across owned platforms: newsletters, social media, Cypress Central App, City website, public signage, and more. Each channel's role will be defined by audience segment and message type.

- **Content Planning & Messaging Strategy** - Commune will develop key messaging themes and editorial planning tools (e.g., content calendars) to help City and Recreation staff schedule, produce, and coordinate messaging across initiatives.

- **Community Engagement Framework** - A strategy to foster two-way communication with residents, including recommendations for public input opportunities, app notifications, social media interactions, and other forms of participation that promote transparency and civic pride.

- **Newsletter Strategy & Content Framework** - Based on existing assets and audience needs, Commune will propose editorial approaches and design updates to the City's printed and digital newsletters, ensuring engaging, accessible, and brand-consistent materials.

Phase 3 – Deploy - Creative Campaign Development
Commune will develop an overarching campaign concept and accompanying content toolkit that brings Cypress's voice to life — while offering practical assets that City staff can deploy immediately across programs, departments, and platforms.

Key deliverables include:

- **Campaign Creative Brief** - A distilled statement of opportunity, creative goals, and audience alignment, developed in collaboration with City staff.

- **Creative Concept Development** - Commune will present 2–3 distinct creative campaign directions, including draft messaging, sample social media graphics, newsletter layouts, signage concepts, and Cypress Central App visuals.

- **Asset Design & Production** - Once a direction is selected, Commune will produce final assets, including:
    - Print Materials: Flyers, posters, signage, direct mail
    - Social Media Graphics: Posts, stories, templates, content kits
    - Newsletter Layouts: For both print and email formats
    - Photography & Videography: Including drone footage to support branding and public storytelling
    - Website & App Content Assets: Banner images, copy refreshes, visual updates designed for Granicus and mobile accessibility
    - Public Relations Templates: Press release templates, media kits, executive messaging assets for proactive and reactive communications

- **Brand Alignment** - All creative will be designed to strengthen and unify Cypress's current branding, ensuring flexibility for use across City departments and Recreation services.

Phase 4 – Diagnose - Reporting, Optimization, and Ongoing Support
Commune understands that the strength of a campaign lies not only in its launch, but in its sustainability, optimization, and long-term alignment with community needs. We provide structured support throughout the contract period to ensure every communication touchpoint is relevant, timely, and impactful.

Key support includes:

- **Content & Creative Support on Request** - Commune will remain on-call to support emergent design, messaging, or campaign needs — including new flyer designs, social content refreshes, app updates, or event promotions — without requiring re-onboarding or delay.

- **Performance Reporting & Staff-Facing Dashboards** - We will provide monthly or quarterly creative performance summaries (e.g., newsletter engagement,

social impressions, stakeholder feedback), including visual reporting designed for easy staff sharing and use in council or public settings.

- **Continuous Improvement** - Based on performance and feedback, Commune will iterate on creative, messaging, or design systems to improve reach and resonance over time.

- **Workflow Tools & File Management** - All assets and deliverables will be managed in shared drives, with versioning, edit histories, and centralized access for all City collaborators. This supports transparency, clarity, and interdepartmental coordination.

Providing On-Call Services:
Commune has deep experience supporting municipal teams in an on-call capacity, and we understand firsthand that "full-service" doesn't just mean offering everything — it means offering it in a way that's responsive, flexible, and attuned to how cities work. In our partnership with the City of Long Beach, we've worked with departments that range from highly collaborative to completely hands-off — some that want to be involved in every creative checkpoint, and others that simply need something done and delivered by deadline. Our team is structured to operate effectively under either scenario. We know how to ask the right questions up front, quickly identify constraints or preferences, and adapt our workflow accordingly. Whether we're collaborating closely with City staff on a multi-phase campaign or providing fast-turn design assets for a single event, we bring the same level of clarity, care, and execution.

We're equally adept at scoping and delivering work based on a wide range of needs — from a single newsletter layout to a citywide brand campaign or multimedia production. Some projects require traditional hourly billing, while others benefit from flat-fee or milestone-based scoping, especially when more complex elements like video shoots, drone capture, or web and app content are involved. Commune is practiced in tailoring scope and cost models to the project at hand — always with transparency and timeline alignment top of mind. We also understand that urgency is often part of municipal workflows. Our team has delivered same-day materials when needed and builds production plans that allow for rapid delivery without sacrificing quality. Just as importantly, we ensure that outputs across all services — from social graphics to signage — remain fresh and differentiated, even when working within established brand guidelines. Our intentionally diverse creative team ensures every City project looks and feels distinct, while still reflecting the larger Cypress identity.

Ability to meet requirements of this proposal:
Commune Communication acknowledges and affirms our ability to meet all requirements outlined in the City of Cypress's RFP for Communications and Marketing Services. Our team is fully equipped to deliver the requested scope of services — including branding and marketing strategy, newsletter content development, public relations support, community engagement planning, multimedia production (including drone), social media content and monitoring, and website and Cypress Central App support. We have the internal capacity, relevant experience, and proven municipal track record to begin work immediately upon contract award and to maintain high-quality, timely service throughout the duration of the agreement.

C. Cost

Cost Proposal

*** This Cost proposal is based on similar Scopes of Work Commune works against currently and in the past for similar types of work (including the City of Long Beach City of Arroyo Grande, City of Dublin, City of West Hollywood, and others).* ***This is a budget estimate and not a final budget.*** *Commune envisions working closely with the City of Cypress upon award or in the interview stage to craft a budget that is satisfactory for both sides.***

Option 1 - Monthly Flat Fee

Commune proposes a flat monthly fee of $12,000 to provide ongoing communications and marketing services as outlined in the City of Cypress RFP. This rate includes strategic planning, project management, creative development, design, content production, stakeholder engagement, and technical support across all channels and platforms requested by the City. Our monthly structure enables the City to access our full-service capabilities without the need for constant scoping or re-negotiation.

Included Monthly Services:

- Strategic communications planning and messaging development
- Newsletter design and content (print and digital)
- Public relations content (press releases, media kits, messaging guides)
- Graphic design and layout for marketing and outreach materials
- Social media content creation and performance monitoring
- Community engagement planning and support
- Photography and videography (including drone, as needed and within usage limits)
- Website and Cypress Central App content support (copy, visuals, updates)
- Regular reporting and coordination with City staff across departments
- Shared file management and access to all creative deliverables

Additional services outside of monthly scope (e.g., major campaign production, large-scale video shoots, or standalone initiatives requiring expanded support) will be scoped as needed and billed separately, with prior approval from the City.

Not-to-Exceed Total

For the three-year base term of the agreement (July 2025 – June 2028), the maximum not-to-exceed total is $432,000 (i.e., $12,000/month x 36 months). Optional one-year

extensions, if exercised, would be billed at the same monthly rate unless otherwise negotiated and mutually agreed upon in writing.

Commune is committed to transparency, flexibility, and partnership — and we are happy to work with the City to revisit scope or rate structure should needs or priorities shift during the contract term.

Option 2 - Hourly As Needed Structure
Commune proposes an hourly rate-based structure for the delivery of communications and marketing services to the City of Cypress. Under this model, Commune responds to project requests and assignments as they arise, offering projected timelines for approval before work begins, and billing hourly as we go, providing real time reviews of time spent and monthly invoicing based on hours spent. This approach enables the City to maintain full control over how services are allocated and prioritized while still ensuring access to a full-service creative agency across all required disciplines.

Hourly Rates by Role:

- Account Management / Strategy – $150/hour
- Design / Art Direction – $150/hour
- Copywriting / Messaging – $150/hour
- Social Media / Content Coordination – $150/hour
- Web / App Support & Technical Production – $150/hour
- Photography / Videography (including Drone) – $150/hour
- Project Support / File Prep / Admin – $150/hour

Commune will provide time estimates for each request, with hours tracked and reported monthly. The City will be notified as key thresholds are approached to ensure budget transparency and alignment.

Not-to-Exceed Total
The total cost for services shall not exceed **$432,000** for the initial 3-year contract term (July 2025 – June 2028). Optional one-year extensions, if exercised, will be billed under the same hourly structure and rates unless renegotiated in writing.

Commune is committed to providing responsive, high-quality work that flexes with the City's evolving needs. Our team is well-versed in working under hourly agreements with municipal clients and will ensure that each assignment is scoped accurately, tracked diligently, and completed efficiently.

AUTHORIZATION

I accept the terms and conditions of this proposal.

NAME: Ryan La Rosa TITLE: Co-Founder, Chief Operating Officer
Please print or type name

Does this person have the authority to contract for your firm: ☒ YES ☐ NO

COMPANY:
Commune Communication, Corp

ADDRESS:
245 E. 3rd St.

CITY/STATE/ZIP
Long Beach, CA. 90802

TELEPHONE: (562) 366-0080

AUTHORIZED SIGNATURE: Ryan La Rosa DATE: 6/11/25

Prepared by:

CommunicationsLAB
discover your voice



CITY OF CYPRESS

RFQ: *Communications and Marketing Services*

PROPOSAL

CommunicationsLAB
discover your voice

Table of Contents



3 Letter of Interest

4 Firm Profile & Capabilities

7 Firm Experience

15 Work Plan

20 Our Team

29 Cost Proposal

32 Appendix

Letter of Interest

CommunicationsLAB
discover your voice

Jeff Draper
City of Cypress
Recreation and Community Services Director
5275 Orange Avenue
Cypress, CA 90630

June 12, 2025

Dear Mr.Draper,

On behalf of Communications LAB, I'm pleased to respond to the *Request for Qualifications* for the City of Cypress' **Communications and Marketing Services**. As an Orange County–based, woman-and minority-owned small business, we've had the privilege of supporting the City since 2022—delivering full-scope communications services across every department. We're honored to be part of Cypress' current communications team and look forward to continuing this work, sharing the City's story while building meaningful connections with the community.

This partnership has meant a great deal to our firm. Together, we've worked on initiatives that reflect Cypress' unique identity, foster community connection, and keep residents informed—ranging from event marketing, social media, and website management to video storytelling, outreach efforts, and Citywide campaigns.

With more than three years of experience supporting Cypress across departments, our team possesses deep institutional knowledge on City workflows, approval processes, and communication priorities—allowing us to work efficiently with minimal staff oversight. We understand the fast pace of the City's operations and take pride in being ready to deliver—whether it's a last-minute flyer or a time-sensitive press release, our team consistently produces high-quality work on tight timelines.

Communications LAB brings a fully integrated team of communications and marketing strategists, graphic designers, and content creators under one roof—including CEO Arianna Barrios, President Brian Lochrie, Director of Public Affairs Diana Moreno, and Public Affairs Manager Brooke Hester. While the City works directly with this core team, we also tap into a broader bench of experienced staff to support evolving needs and specialized projects. This flexible model ensures the continuity, responsiveness, and expertise needed to serve a City as dynamic and community-focused as Cypress.

We're especially proud to have helped expand the City's reach through consistent, high-quality content—most notably through social media growth, a refreshed *The Progress* newsletter, and video series like *Cypress Says* and *Kids Night Out*. The 2025 Community Opinion Survey recently showed a 6% increase in top satisfaction with City communications, which we view as a reflection of our shared success over the years. We've also created tools and processes that will continue to benefit the City well into the future.

Thank you for the trust you've placed in our team. We remain energized by the opportunity to continue contributing to Cypress' story and are excited to build on the progress we've made together. An overview of our work experience with the City follows this letter. We appreciate your consideration and look forward to what's ahead.

Sincerely,



Arianna Barrios, CEO
Communications LAB
701 E Chapman Ave
Orange, CA 92066



Section No. 2

Firm Profile

About **Communications LAB**



Barrios and Associates, LLC (dba Communications LAB) was formed in 2013 when Arianna Barrios incorporated her sole proprietorship consulting firm, Barrios & Associates, into an LLC and purchased the marketing and public outreach clients of Faubel Public Affairs (FPA). She, along with husband Brian Lochrie, a 13-year veteran of FPA, are the "L" And "B" of Communications LAB and the backbone of a growing communications team. Together, the two well respected communications experts have grown the boutique firm into a powerful advocate for public agencies and a sought-after outreach agency for a wide array of clients across Southern California.

Communications LAB, a limited liability company, is wholly owned by CEO Barrios, a Latina with a rich heritage of public service in Orange County. The firm maintains federal, state, regional, and local certifications as a small, diverse, woman and minority-owned business enterprise (SBE/DBE/MBE/WMBE). Communications LAB is a full-service agency specializing in assisting public agencies in communicating with their key stakeholders.

The firm employs 18 full-time and two part-time team members across two offices in Orange and Los Angeles counties. The main office is located at 701 E. Chapman Avenue, in the historic Old Towne district of Orange, California. And, in Los Angeles, the firm maintains an additional office in Pasadena.

Clients Past and Present

City of Lake Forest – December 20, 1991 · EOCWD East Orange County Water District · moulton niguel water district · The Toll Roads · Metro · Disneyland Forward · OCSAN Orange County Sanitation District · Progress · South County Improvements 5 SR-73 to El Toro Road · County of Orange California · ReadyOC Orange County's emergency preparedness resource · SafeOC If you SEE something, SAY something



Firm Capabilities

- Administrative Assistance
- Advertising - Print & Digital
- Animations & Explainer Videos
- Brand Development
- CEQA & NEPA Compliant Outreach Programs
- Change Management
- Communications Strategy
- Community Outreach
- Crisis Communications
- Construction Relations
- Copywriting & Editing
- Digital Marketing Strategies
- Program Evaluation & Metrics
- Graphic Design & Illustration
- Government Relations
- Hispanic Outreach & PR
- Electronic & Print Design
- Embedded Staffing Support
- Event Support & Management
- Guest & VIP Management
- Online Search & Ad Mktg.
- Photography
- Prop. 218 Notifications
- Publications Management
- Public Policy Consulting
- Media Relations
- Media Planning & Buying
- Media Training & Preparation
- Social Media Content Creation
- Social Media Strategy
- Social Media Community Management
- Marketing Strategy & Campaigns
- Special Events Management
- Translation Services: Spanish
- Video Production - PSAs, Social Reels
- Video Production - Live Streaming
- Website Design & Development
- Website Management



Section No. 3

EXPERIENCE



CITY OF CYPRESS:
COMMUNITY OUTREACH & STRATEGIC COMMUNICATION SERVICES

CONTACT: Peter Grant, City Manager, City of Cypress
PH: 714-229-6700 | EM: pgrant@cypressca.org

Since 2022, Communications LAB has provided strategic communications support to the City of Cypress. Effectively serving as the City's public information arm, our team develops and implements communications and marketing efforts to highlight City news, services, programs, and special events (Spring Egg Hunt, Concerts on the Green, Salute to America, National Night Out, Cypress Run, State of the City, Women's Conference, Holiday Sing, and more).

We have introduced several enhancements to improve the quality and reach of the City's communications, including the creation of a brand guide, adoption of a social media strategy, improved video production, and streamlining the production of the City's newsletter. Working in conjunction with the City Manager and various City Departments, our team helps increase transparency by ensuring that the City's website and mobile app are up to date. In addition, we draft talking points, speeches, press releases, and proactively monitor news sites to stay on top of important topics that may affect the City of Cypress. Our team has also executed Citywide outreach campaigns to educate residents on the California Voting Rights Act and the 2022 Election.

As the City's digital storyteller, our team creates daily social media content (Facebook, Instagram, Twitter, and YouTube), promoting programs, resources, services, and events. We also produce "Minute with the Mayor" video segments (a bi-weekly email newsletter), monitor social channels, respond to resident inquiries, and bring issues that need to be addressed to the attention of City staff. By providing this broad range of communications support, we aim to keep the residents of Cypress informed and engaged.

SERVICES PROVIDED

- Graphic Design and Marketing
- Public Relations
- Newsletter Development
- Community Engagement
- Photography/Video Services
- Social Media Content Creation & Monitoring
- Website & App Management
- Marketing Strategy

STAFF ASSIGNED

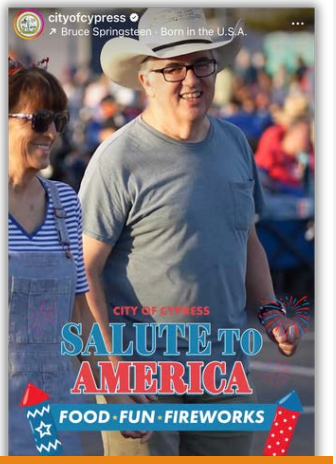
Diana Moreno, Project Manager
Brooke Hester, Asst. Project Manager
Arianna Barrios, Crisis Communications
Brian Lochrie, Photography/Video Production
Jose Vazquez, Photography/Video Production
Nadiia Ohorodnyk, Senior Graphic Designer
Alison Than, Graphic Designer

PRINT & DIGITAL PUBLICATIONS









VIDEO PRODUCTION





SOCIAL MEDIA GRAPHICS



INFOGRAPHICS



E-NEWSLETTERS

PHOTOGRAPHY





OTHER CUSTOM DESIGNS



CITY OF LAKE FOREST:
SOUTHWEST LAKE FOREST NEIGHBORHOOD NEEDS ASSESSMENTS

CONTACT: Amy Stonich, Assistant Director of Community Development
PH: 949-461-3479 | EM: astonich@lakeforestca.gov

Communications LAB has successfully completed three Southwest Lake Forest Neighborhood Improvement Needs Assessments to identify the root causes behind issues reported by residents residing within the City's "Area 2."

Working with City staff, our team conducted thorough neighborhood needs assessments in Neighborhood 1 (residential and business areas within the boundaries of Muirlands Boulevard, El Toro Road, Cavanaugh Road, and Rockfield Boulevard), Neighborhood 2 (residential and business areas within the boundaries of El Toro Road, Rockfield Boulevard, Gowdy Avenue, and Cavanaugh Road) and Neighborhood 3 (residential and business areas within the boundaries of North of the I-5 Freeway, South of Rockfield Boulevard, and East of El Toro Road).

Through door-to-door canvassing of residential and business stakeholders, community pop-ups, and surveys, Communications LAB corroborated the perceptions highlighted in the City's bi-annual satisfaction survey. Our team found that residents believed their quality of life was lower than other areas of the City and attributed this sentiment to an array of issues, from traffic concerns to general property maintenance. Residents believed the City could do more to improve their neighborhood. Our assessments have resulted in a series of findings and key recommendations with specific actionable items for the Southwest Lake Forest Task Force's consideration.

Since the completion of the first assessment, the Southwest Lake Forest Task Force has implemented recommendations of the reports including but not limited to targeted traffic calming measures, red curb adjustments to ease parking strain, enhanced street lighting to improve nighttime safety, community clean-up events to promote resident involvement, and more.

Recognition

- **American Planning Association-***Award of Merit for Advancing Diversity and Social Change* (1st Neighborhood Improvement Project.)
- **Public Relations Society of America-Orange County Chapter-***Award of Excellence for Community Relations* (2nd Neighborhood Improvement Project)
- **National Hispanic Public Relations Association BRAVO! Award Finalist-Social Equity** (2nd Neighborhood Improvement Project)

CITY OF LAKE FOREST:
SOUTHWEST LAKE FOREST NEIGHBORHOOD NEEDS ASSESSMENTS















CITY OF HUNTINGTON BEACH
STRATEGIC COMMUNICATIONS &
SPECIAL OUTREACH PROJECTS

CONTACT: Catherine Jun, Assistant City Manager
PH: (714) 536-5202 | EM: catherine.jun@surfcity-hb.org

Government Relation Special Projects
First tapped in 2019, Communications LAB worked with the City of Huntington Beach to improve community outreach and communications, and to counteract misinformation about the City. Working directly with the office of the City Manager, Communications LAB made its team available in a wide variety of areas including: crisis communications, graphic design, social media, video production, media training, event assistance, media relations, and more. Communications LAB assisted the City in producing a series of Virtual Town Halls to connect residents with their City and county leaders and promote factual information about COVID-19, vaccinations, mental health awareness, and more. The Comm LAB team was also asked to document City events and conduct interviews with local residents and businesses to share the stories of the "Real HB" to counter negative portrayals of the City at the national, state, and regional levels. Shown below are a series of Comm LAB-created street banners showcasing amazing places and assets around the City as well as live, virtual events the agency has produced for the City.

Destination Marketing
Huntington Beach is home to several world-class events that draw millions to the City each year including the World Championship of Surfing, Annual Pacific Airshow, and BMX and Skateboarding competitions. Miles of public beaches and restored wetlands attract locals and tourist alike to spend their summers in Surf City U.S.A. As part of our engagement with the City, Communications LAB was called upon to maintain the City's external news website: Surf City Break, and we assisted the City in creating its pitch deck and marketing materials for consideration by the U.S. Olympic Committee in a bid to host the 2028 Summer Olympic events for action sports in Huntington Beach. Additional writing samples for this client can be found at www.SurfCityBreak.com

Media Training
For the City of Huntington Beach, and many clients, we have been called upon to conduct extensive, multi-day media training and preparation with all of the City's elected officials and executive management. Our methodology involves providing on-camera exercises and review for the trainees to assess their on-air presence and track improvement.





BE WELL OC IN HUNTINGTON BEACH
LAUNCHES SEPTEMBER 16

Please Join Us!

WHO: Andrew Do, OC Supervisor
Katrina Foley, OC Supervisor
Kim Carr, HB Mayor
Marshall Moncrief, Mind OC

WHEN: September 16, 2021 at 10AM

WHERE: Civic Center Plaza
2000 Main Street, 92648

RSVP: media@surfcity-hb.org

The City of Huntington Beach invites you to attend a Press Conference about Be Well OC in Huntington Beach - an innovative mobile mental health crisis response program offered citywide.

Be Well OC is composed of two crisis counselors who drive to our residents experiencing mental health or substance abuse crises and provide assessment, stabilization and referral services.

www.BeWellHB.com

WE ARE HB

- Incorporated in 1909
- Full-service City
- 1,500 full-and-part-time employees
- $425 million city budget
- Committed to supporting the LA2028 Olympic events by serving as the host for the action sports of surfing, skateboarding and BMX by adopting Resolution 2021-55









Section No. 4

Work Plan

Scope of **Work**

Our Approach and Understanding of the Work

As a public agency, the City of Cypress plays a vital role in keeping more than 48,000 residents informed, engaged, and connected. Cypress is a unique community, blending the welcoming spirit of a small town with the amenities and expectations of a much larger city. That dual identity calls for a communications strategy that is both personable and professional, hyper-local, yet forward-thinking.

At Communications LAB, we understand that effective communication is about more than just messaging—it's about building trust, staying responsive, and deeply understanding the community being served. That's why we use a fully integrated staffing support model in our work with the City of Cypress. Guided by this philosophy, we're proud to serve as an extension of City staff. Our team works side by side with departments throughout the workday and remains ready to respond after hours when urgent or emergency communication needs arise.

Our approach also includes leadership - proactively looking out for the City's best interests and ensuring that messaging is consistent, clear, and aligned across all departments. We recognize that communications may not always be top of mind amid City staff's day-to-day responsibilities. That's where we step in: serving as a trusted communications steward to help shape and elevate the City's message.

This approach is clearly working, as evidenced by the recent community survey results showing high approval ratings for the City's communications efforts. It is the best recommendation we could ask for.

Every service we provide, from graphic design and media relations to social media, photography, and community outreach, is delivered with the heart of a public servant, grounded in a deep commitment to Cypress residents and the values of local government.

Communications LAB has the ability to meet all the requirements of this proposal with the services and personnel discussed in this submission. In addition, the firm accepts the contracting requirements set forth in the standard City contract provided in ATTACHMENT I.

73%

Cypress residents say they were **VERY SATISFIED** with the City's [communications] performance.

"In True North's experience, a high level of satisfaction with a city's communication efforts is generally associated with and likely caused by a greater reliance among residents on city-sponsored sources of information such as newsletters, websites, and related publications. This pattern holds true in Cypress, as with the greater reliance on city-sponsored information sources over the past three years has come an increase in satisfaction with the City's efforts to communicate with residents."

2025 Cypress Community Survey • True North Research, Inc.

Scope of **Work**

Graphic Design & Marketing Services

Great design tells a story—and our award-winning graphic design team, led by Nadiia Ohorodnyk and Alison Than, specializes in creating visuals that resonate with residents and elevate the City's message. With extensive experience designing for public agencies, Nadiia and Alison bring a thoughtful blend of creativity and strategy to every project. They work closely with Public Affairs Director Diana Moreno and Public Affairs Manager Brooke Hester, who bring expertise in messaging to ensure that every piece of content is not only visually compelling but also clear, purposeful, and aligned with the City's voice.

Our design and marketing team is highly responsive, deadline driven, and fluent in all industry-standard platforms. We also emphasize collaboration, regularly providing editable files and customizable templates so City staff can easily edit materials. Since 2022, we've partnered with the City of Cypress to create hundreds of marketing materials—from event flyers and signature event ads to postcards, door hangers, banners, and other custom graphics. Highlights include the refreshed design of *The Progress* newsletter and simplified, effective graphics for *social media* and *outreach campaigns*.

Newsletter/Publication Development

We have extensive experience producing both digital and print newsletters for public agencies—including *The Progress* and the quarterly digital *Activity Guide* for the City of Cypress. Each publication is thoughtfully developed in close collaboration with City staff to ensure content is timely, relevant, and aligned with community priorities. Our team creates engaging articles and ads, pairing them with visuals that highlight local faces and familiar places. Content is gathered proactively through ongoing coordination with departments and consistent coverage of City events. *The Progress* has been named by residents as their top source for City news, reflecting both its wide reach and the impact of our current storytelling approach.



Public Relations

In local government, *how you say something* matters just as much as *what you say*. Communications LAB brings decades of public relations experience with public agencies and elected officials. In Cypress, our work has included scripting and producing State of the City remarks and Minute with the Mayor video segments, developing event scripts, writing press releases, and creating content for outreach materials, the City's website, and its app. We also create the City's bi-weekly e-newsletter, producing original copy and custom graphics for every edition. Our team also brings extensive expertise in media relations, story pitching and crisis communications—ensuring the City is well-equipped to communicate effectively in both day-to-day outreach and high-profile moments.

Scope of **Work**

Community Engagement

Our team works hand in hand with City staff to design outreach efforts that are thoughtful and inclusive. Whether gathering input on a new park or helping shape a rebranding effort, we focus on creating opportunities for meaningful community participation.

In our work with the City of Cypress, this has included hosting *public surveys* and *informational town halls*—designed to ensure residents feel informed, involved, and heard. With experience leading everything from large-scale community events to digital engagement, we bring a strong understanding of both the City's priorities and the voices that shape it.

Photography and Video Services

From behind the lens, we help bring the City's events, programs, and priorities to life. At Communications LAB, our in-house photography and video team, led by Brian Lochrie and Jose Vazquez, is dedicated to telling Cypress' story by capturing compelling, high-quality photo and video content.

We regularly attend all Cypress signature events, producing everything from photo albums and carousels to promotional videos, event recaps, and ongoing video series like *Minute with the Mayor*, *Kids Night Out*, and *Cypress Says*. To elevate production value, we also incorporate drone technology for dynamic aerial footage.

Over time, we've built a robust visual library that City staff now regularly use across marketing materials, the website, newsletters, social media, and more.







Social Media Content Creation & Monitoring

In today's digital world, a strong social media presence is essential. Communications LAB manages the City of Cypress' social media across Facebook, Instagram, X, and YouTube - ensuring content is consistent and engaging. Each month, we collaborate with City departments to develop a comprehensive content calendar featuring 30+ original posts, along with regular stories and reels that spotlight programs, services, and events. Every caption, graphic, and video is custom-crafted and thoughtfully tailored for each platform to maximize engagement and impact.

We also monitor comments and messages daily, coordinating with staff to ensure timely responses. Over time, we've refined the City's social strategy to increase reach and boost engagement. In the past year alone, Facebook reach increased by 7.4%, while Instagram reach grew by an impressive 67.7%. We're proud to help the City show up online the same way it does in person—responsive and community-driven. Our team also conducts "social listening" for clients for whom we manage social media channels. This ears-to-the-ground service provides our clients with digital intelligence to leadership on stakeholder sentiment and potential threats.

Scope of **Work**

Website and Cypress Central App Management

From homepage features and calendar posts to news stories, photos, and video uploads, our team actively manages the City's website and Cypress Central App to ensure residents always have access to current information.

Working closely with City departments, we ensure updates reflect evolving priorities and community needs. We're also in regular contact with the City's website and app provider to troubleshoot issues. With experience using *Granicus* and *MyCivic*, our team provides consistent, behind-the-scenes support that keeps the City's digital platforms running.

VALUE-ADDED SERVICES

Strategic Advice

Throughout our partnership with the City of Cypress, Communications LAB has served as a trusted advisor, offering strategic insight and thoughtful communications recommendations. We've supported the City in refining its messaging, strengthening outreach efforts, and uncovering new opportunities to elevate program visibility and deepen resident engagement.

Staff and Meeting Support

Communications LAB provides a dedicated project management team through Diana Moreno and Brooke Hester, who serve as the City of Cypress' primary points of contact. They actively participate in meetings with City staff, offer both strategic insight and logistical support, and help ensure smooth communication and coordination across all project efforts.

Bilingual Communications

Our team includes bilingual staff fluent in both English and Spanish, enabling us to deliver inclusive, culturally responsive communications - at no added cost to the City.





Section No. 5

OUR TEAM

Organizational **Chart**

As part of our commitment to delivering high-quality services, Communications LAB has assembled a dedicated team of professionals to work directly with the City of Cypress. Every member of this team has worked alongside City staff for years and brings a deep understanding of Cypress' goals, expectations, and community dynamics.

Our project managers, in particular, work with the City on a daily basis—providing responsive, hands-on support and ensuring that projects move forward smoothly and efficiently.

The team is outlined below.

Arianna Barrios
Strategy & Crisis Communications

Diana Moreno
Project Manager

Brooke Hester
Asst. Project Manager

Nadiia Ohorodnyk
Graphic Design

Alison Than
Graphic Design

Brian Lochrie
Photography/Video Production

Jose Vazquez
Photography/Video Production

Max Lochrie
Web Development & Maintenance

Resume: Arianna Barrios



Arianna Barrios
701 E. Chapman Avenue
Orange, CA 92866
949-215-5539 ext. 101
arianna@communicationslab.com

Summary

Exceptional performance in identifying market/business opportunities and creating programs, promotions, and relationships to outpace the competition.
Strong technology experience with team building qualifications. Award-winning video producer, web designer, and public policy consultant.

Elected Office

Rancho Santiago Community College District, Trustee Area 7
Term: 2011-2020
City of Orange
Councilmember, District 1
Term: 2020 - Present

Education

Bachelor of Arts, Communications
Emphasis: Public Relations
Minor: Political Science
California State University, Fullerton

Areas of Expertise

Project Management
Strategic Communications
Media Training
Marketing Communications
Strategic Messaging
Graphic Design and New Media
Website Production
Public Policy
Government Relations

CEO, Communications LAB

Orange, CA
2013-Present

- Small business owner / operator overseeing a team of highly skilled communications and government affairs professionals.
- Specializing in public works, infrastructure and transportation projects
- Develop community outreach strategies and public participation opportunities for public comment during CEQA/NEPA processes.
- Provide strategic consultation and award-winning services to clients across the Southern California region.
- Clients Under Management (partial list): Orange County Transportation Authority, Transportation Corridor Agency, East Orange County Water District, Orange Unified School District, William Lyon Homes, LA Metro, Southern California Edison, City of Anaheim, Lumitron Technologies, OC Tax, OC Forum, South Orange County Economic Coalition, Cigna Health Care, Orange County Council of Governments (OCCOG), Santa Margarita Water District, San Bernardino County Transportation Authority.

Marketing & Communications Consultant, Barrios & Associates

Orange, CA
2008-2013

- Consulting and advising candidates, elected officials, and municipalities on public policy, community outreach, and voter communications
- Developing and implementing social media networks, including Blog, Facebook, and Twitter for community and voter outreach
- Developed successful online tactical plans and social media networks for several Orange County businesses and public figures including OC Supervisor Todd Spitzer; Orange Mayor Cavecche;
- Partnered on development and implementation of major theme
- park's media events, and partners for national premiere Development of online, interactive promotions and Fortune 500 corporate outreach strategies

Marketing Director, Taylor Woodrow Homes / Taylor Morrison

Irvine, CA
2005-2008

- Developed partnership with the Disneyland Resort for the Innoventions Dream Home Project and managed project from construction to launch.
- Proactively developed viable marketing, public relations, and business strategies to increase product awareness.
- Successfully opened new markets and implemented company's online Internet podcasting, penetrating a larger and more diversified customer base, and reducing advertising costs by 20%.
- Managed internal and external communications, and identifed media opportunities for senior management

Resume: Diana Moreno



Diana Moreno 701 E. Chapman Avenue Orange, CA 92866
949-215-5539 ext. 120
diana@communicationslab.com

Summary

Creative and dynamic professional with experience in media/public relations. Proven track record of managing demanding media relations efforts and implementing media strategies across traditional and digital platforms in various languages. Expert proficiency in Spanish, Microsoft Office, Constant Contact, social media strategies, media buying and event planning.

Education

Bachelor of Arts, Political Science
Summa Cum Laude CSU, Fullerton

Areas of Expertise

Project Management Strategic Communications and Collaboration Government Affairs Community Outreach Public Affairs & Policy

Certifications

Superior Court of California Leadership Academy (2012)

Orange County Leadership Academy (2013)

Awards

CA State Senate Resolution No. 1155

Certificate of Appreciation from the Santa Ana Chamber of Commerce for Leadership in the English Works Program

Certificate of Recognition from CA

State Controller Betty Yee Volunteer Income Tax Assistance Program

CSU Fullerton 2010 Outstanding Undergraduate Political Science Major Award

Director, Public Affairs Communications LAB

Orange, CA
2021 - Present

- Delivers effective senior management services to diverse clients, including: Cigna, OCTax, City of Cypress, City of Lake Forest and various political candidates.
- Specializes in public policy, strategic communications, public outreach, media strategies, communications ascertainments, project management, event planning and political campaigns.
- Award-winning programs in social justice and equity programs for municipal clients.

Account Manager, Public Affairs

2019-2021

- Account management services to diverse clients, including:

  City of Anaheim, Oxford Preparatory Academy and various political candidates.

District Director, California State Senate

Sacramento, CA
2014-19

- Improved Senator's visibility by developing/executing press strategies that articulated Senator's district and legislative priorities to the public; corresponded with local and national media in English, Spanish and Vietnamese, arranged for media coverage of events and press conferences.
- Drafted press releases, op-eds, speeches, correspondence, newsletters and outreach materials, often produced in rapid response to breaking news.
- Produced and updated content on web page, Facebook,
- Twitter and Constant Contact accounts.
  Conducted legislative research, monitored statewide/local issues impacting 34th district, provided policy consultations on key legislative and district issues, organized community events, recruited, trained and managed volunteers, represented member on community task forces and public events, served as a constituent liaison with state agencies.

Policy Advisor, District Representative & Legislative Aide, County of Orange

Santa Ana, CA
2011-2014

- Co-managed media communications
- Planned district-wide community events to provide underserved communities with information and services.
- Provided recommendations on County budget, operations, programs and proposed departmental actions and issues.

Resume: Brooke Hester



Brooke Hester
1055 E Colorado Blvd., Suite 500,
Pasadena, CA 91101
949-606-3065
brooke@communicationslab.com

Summary

Brooke is a dedicated professional with a strong foundation in communications and public relations. She excels in managing social media platforms, crafting compelling copy, and facilitating public outreach initiatives. Her meticulous approach to client relations and strategic communication highlights her passion for amplifying client voices and driving successful public affairs campaigns.

Education

Associates Degree, Communications
Bachelor of Arts, Communications & PR
Certificate, Digital Communications

Areas of Expertise

Social Media Management
Strategic Communication
Community Outreach
Public Affairs
Event Management

Program Proficiency

Event Management
Community Engagement
Public Outreach
Short and long-form copy
Time Management
Efficient Communications
Microsoft Office
Canva
Mailchimp
Asana
SurveyMonkey

Public Affairs Manager

Communications LAB, Orange, CA April 2024-Present

- Provide comprehensive account management support for multiple clients with a focus on government agencies.
- Perform project-specific research to support public outreach and event planning.
- Implements client-specific strategic planning and communication goals.
- Develop and execute social media, email communication and newsletter campaigns to engage client audiences.

Public Affairs/Social Media Intern

Communications LAB, Orange, CA
August 2023-December 2023

- Coordinated event logistics and communication, ensuring successful outcomes and positive attendee experiences.
- Crafted visually appealing social media graphics with engaging copy, driving increased traffic and engagement.
- Created event newsletters that significantly increased ticket sales.

Podcast Host & Producer

Straight Up, On the Rocks
2022-2023

- Conceptualized and produced weekly podcast episodes covering a range of topics resulting in increased listenership and engagement.
- Developed a social media strategy to promote the podcast resulting in a 40% increase in followers and a 30% increase in engagement.

Freelance Social Media Manager

Il Sole Nuova Cucina, Rancho Santa Margarita, CA
2020-2022

- Created promotional marketing deliverables for special events, resulting in increased attendance.
- Consistently posted on social media platforms, successfully engaging and growing the audience.
- Developed and maintained a cohesive brand identity across all marketing materials.

Resume: Brian Lochrie



Brian Lochrie 701 E. Chapman Avenue Orange, CA 92866
949-215-5539 ext. 102
brian@communicationslab.com

Summary As a 25-year public affairs professional, Brian thrives on challenge. Working best under pressure, he seeks out opportunities to make a positive difference by changing public attitudes and informing customers' decisions.

Education Bachelor of Arts, Communications Emphasis: Radio, TV, Film California State University, Fullerton

Areas of Expertise
Project Management
Strategic Planning
Strategic Communications
Crisis Communications
Media Relations
Government Affairs
Video Production
Community Outreach
Spokesperson

President, Communications LAB
Orange, CA
2013-Present

Project Manager for Key Clients:
- Orange County Transportation Authority – I-5 South Improvement Project
- Transportation Corridor Agencies (The Toll Roads) – Tesoro Extension of the SR-241
- Poseidon Resources – Huntington Beach Seawater Desalination Facility
- San Diego Gas & Electric – South Orange County Reliability Enhancement
- County of Orange – Orange County Stormwater Program

Tactics, Skills, Program Implementation
- Strategic planning and timeline development
- Metric Measurements
- Community Outreach (Political Briefings, School Outreach, Speakers Bureau, etc.)
- Video Production
- Media Relations
- Crisis Communications Planning
- Social Media development and Online Outreach
- Multicultural Outreach

President, Faubel Public Affairs

Lake Forest, CA
2000 – 2013

Project Manager for Key Clients:
- Orange County Transportation Authority – I-5 South Improvement Project
- Transportation Corridor Agencies (The Toll Roads) – Tesoro Extension of the SR-241
- Poseidon Resources – Huntington Beach Seawater Desalination Facility
- San Diego Gas & Electric – South Orange County Reliability Enhancement
- County of Orange – Orange County Stormwater Program

Tactics, Skills, Program Implementation
- Strategic planning and timeline development
- Metric Measurements
- Community Outreach (Political Briefings, School Outreach, Speakers Bureau, etc.)
- Video Production
- Media Relations
- Crisis Communications Planning
- Social Media development
- Online Outreach

Resume: Nadiia Ohorodnyk



Nadiia Ohorodnyk
701 E. Chapman Avenue
Orange, CA 92866
949-215-5539 ext. 107
nadiia@communciationslab.com

Summary

Nadiia Ohorodnyk is an innovative Senior Graphic Designer with over 5 years of experience creating impactful visual solutions that enhance brand engagement and business growth. She specializes in brand identity, packaging, printing, social media, and web design, translating client visions into compelling designs across digital and print media. Known for efficiently managing multiple projects, Nadiia consistently delivers high-quality work on time and within budget.

Education

Bachelor of Journalism & Arts: Taurida National University (Ukraine, Kyiv)
Certificates in Graphic & Web Design

Areas of Expertise

Branding
Printing Design
Digital Design
Packaging Design
UI Design
Photography
Email Marketing Design

Tactics & Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Figma
Webflow
Wix
Wordpress
Klaviyo
Hubspot

Senior Graphic Designer, Communications LAB

Orange, CA
2024-Present

- Branding and Packaging: Develop branding solutions and packaging designs that communicate brand values and enhance product visibility.
- Digital Assets: Create engaging digital assets, including social media graphics and promotional materials, ensuring consistency across platforms.
- Print Materials: Design high-quality print materials, such as brochures and banners, with a focus on detail and visual impact.
- Web Design: Design user-friendly website layouts to enhance user experience (UX) and improve engagement and conversion rates.
- Logo Development: Craft unique logos and brand identities that resonate with target audiences through effective typography and color use.
- Photo Editing: Execute photo editing and retouching to create polished visuals that align with branding guidelines.

Graphic & Web Designer, Preventous Cosmetic Medicine

Calgary, AB
2023-2024

- Spearheaded the creation and implementation of the clinic's visual branding strategy, ensuring consistency across all touch points, including social media, web, and print designs.
- Designed and maintained WordPress websites, enhancing UX/UI to improve patient engagement and conversion rates.
- Developed and executed email marketing campaigns using Klaviyo, driving a 25% increase in open rates and a 15% increase in click-through rates.
- Regularly updated and optimized visual content for the clinic's digital platforms, resulting in a 30% increase in online consultations.

Graphic Designer & Social Media Manager, TRE-X Agency

Kyiv, Ukraine
2021-2023

- Created and executed visually compelling campaigns across various platforms, including digital ads and social media graphics, resulting in a 150% increase in audience engagement.
- Developed unique brand identities for clients, focusing on logo design, typography, and color palettes that resonate with target audiences and reflect brand values.
- Designed promotional materials, including brochures, flyers, and banners, ensuring a cohesive and visually appealing representation of the brand.
- Analyzed campaign performance metrics to refine designs and strategies, leading to a 20% improvement in ROI for digital advertising efforts.

Resume: Alison Than



Alison Than
701 E Chapman Avenue
Orange, CA 92866
O: 949-215-5539
C: 949-606-3065
brooke@communicationslab.com

Summary

Brooke is a dedicated professional with a strong foundation in communications and public relations. She excels in managing social media platforms, crafting compelling copy, and facilitating public outreach initiatives. Her meticulous approach to client relations and strategic communication highlights her passion for amplifying client voices and driving successful public affairs campaigns.

Education

Bachelor of Arts, Social Ecology:
University of California, Irvine

Areas of Expertise

Strategic Communication Negotiations Public Speaking Community Outreach Logistics and Planning Finance Event Management

Tactics & Skills

Community Engagement Leadership Event Management Public Outreach Negotiations Time Management Efficient Communications

Graphic Designer

Communications LAB
2024-Present

- Provide comprehensive account management support for multiple clients with a focus on government agencies.
- Perform project-specific research to support public outreach and event planning.
- Develop & Implement client-specific strategic planning and communication goals.
- Develop and execute social media, email communication and newsletter campaigns to engage client audiences.

Financial Representative

JPMC / Massmutual /
Automobile Club of Southern California

- Securities Industry Essentials, Series 6, 63, Life Insurance
- Developed long term strategies to maximize return on investments.
- Advised clients on suitability of financial vehicles / products.
- Conducted financial education workshops to maximize clientele
- assets.
- Developed book of business through interpersonal relationships. Prospected clients to add value to their existing financial needs.

Communications Specialist

Orange County Mosquito and Vector Control District

- Negotiated design contracts for professional instillation projects targeting wastewater management in accordance to Integrated vector management (IVM) programs peer CA state compliance (DCPH).
- Grew and nurtured municipal relationships to develop communications strategies with District Trustees and municipal partners to increase awareness and local participation in the prevention of vector borne disease via public campaigns.
- Increased public outreach events by 40% over a four year period.

Program Director / Volunteer Coordinator

Newport Bay Conservancy
2020-2022

- Developed new strategies for community engagement as liaison to the Bay and watershed managing partners (i.e., Department of Fish and Wildlife, California Coastal Commision, OC Parks, and the City of Newport Beach.
- Created and developed environmental estuarine habitat and watershed curriculum to meet CA educational standards for Advance Placement (H.S.)
- Served as the point person for collaborative and strategic partnerships for watershed management.

Resume: Max Lochrie



Max Lochrie
701 E. Chapman Avenue
Orange, CA 92866
949-215-5539
max@communicationslab.com

Summary

UCLA Alumni with a Bachelor of Arts degree from the Music History and Industry program which has equipped Max with the skills to execute a wide variety of creative positions with the utmost proficiency. Max's objective is to provide efficient creative insight to client website projects applying his technical skills to the delivery of strong, brand cohesive websites.

Education

Bachelor of Arts, 2023
Music Industry & History
UCLA
Associate of Arts, 2021
Jazz Performance
Los Angeles City College

Areas of Expertise

Logic Pro X
Ableton Live
Pro Tools
Adobe Creative Suite
Adobe Premiere
Wix Design Studio Web Platform
6+ Years of Jazz Guitar
4+ Years of Classical Guitar

Awards & Service Record

Herb Alpert Scholarship UCLA 2021
Marrion Suovanen Classical Guitar Award LACC 2019
BSA Eagle Scout Award - 2017

Web Developer
Communications LAB

Orange, CA
January 2023 - Present

- Currently working as a website developer and designer for top tier makreting & outreach firm
- Responsible for designing and launching several websites including SaveOCHorses.Com, NOCpublicsafety.com, and OCHopecenter.org.
- Provides client guidance on technical and stylistic web interfaces with quick and efficient project turnaround times, Strong programming and design principals.

Audio Engineer
Playground Studios

January 2024 – Present

- Audio engineer and studio assistant for Grammy-award nominated producer, Jeff Gitty.
- Assisted on sessions with variety of recording artists including Syd the Kid, Babyface, The Monsters & Strangerz, Theron Thomas
- Duties include setting up the studio for live performances, quantizing audio, tracking vocals, managing the patch bay and outboard gear, and interfacing with artists, songwriters, and producers.

Assistant to General Manager
The Lodge Room

2022 - 2023

- Assist the General Manager in the preparation and oversight of the 500-person capacity venue located in Highland Park Los Angeles
- Assist in a wide variety of venue technical operations including sound and lighting set up, general production, security and ticketing check-ing, conducting research and writing band briefs.
- Manage VIP hospitality, set-up green rooms for artists and special guests.

Music Studio Consultant
UCLA Res Life

2022 - 2023

- Assisted in day-to-day studio operations, including setting up workstations, sourcing equipment, providing guidance to students interested in recording at the University facilities.
- Coordinated and planned events such as the Res Life concerts on the Hill series, and DAW workshops.
- Coordinated logistics such as scheduling, tech troubleshooting, and front desk work.



Section No. 6

Cost Proposal

Cost Proposal - **Rates**

Contractor's fee shall be negotiated for each Task Order issued by the City on a Time and Materials, Not-to-Exceed basis and in accordance with the hourly rate schedule below. In appreciation of our partnership with the City of Cypress, Communications LAB is pleased to honor the same pricing outlined in our 2022 contract.

COMMUNICATIONS LAB BLENDED HOURLY BILLING RATES	
Team Member	**Hourly Rate**
CEO	$150/hour
President	$150/hour
Vice President	$150/hour
Director	$150/hour
Account Manager	$150/hour
Assistant Account Manager	$150/hour
Graphic Designer	$150/hour
Videographer	$150/hour
Photographer	$150/hour
Web Developer	$150/hour

As outlined in the chart above, our **Cost Proposal** is based on Communications LAB's blended team rate of $150 per professional hour for all team members assigned to this contract. The City will have access to all that our firm has to offer at one cost-effective billing rate. This schedule of hourly rates shall remain in effect for the term of any negotiated agreement. It shall apply to contracted services outlined in the scope of work and any special projects/tasks assigned to the contractor outside said scope.

Cost Proposal - **Budget**

COMMUNICATIONS LAB ESTIMATED BUDGET			
Task / Activity	**Est. Hours**	**Hourly Rate**	
Graphic Design & Marketing Materials	30	$150	$4,500.00
Newsletter Development (Includes Activity Guide and The Progress)	30	$150	$4,500.00
Public Relations	4	$150	$500.00
Community Engagement	7	$150	$1,000.00
Photography Services	7	$150	$1,000.00
Video Services	10	$150	$1,500.00
Social Media Content	20	$150	$3,000.00
Social Media Monitoring	7	$150	$1,000.00
Website & Cypress App	10	$150	$1,500.00
MONTHLY ESTIMATED TOTAL (Minimum of 166 Professional Hours)			**$18,500.00**
ANNUAL NTE AMOUNT (Minimum of 2,000 Professional Hours)			**$222,000.00**

Our **Estimated Budget** includes all the services outlined above, including completion of the City's quarterly Recreation Activity Guide to holistically approach the City's known needs. Pricing is based on a review of the past 24 months of professional hours expended by Communications LAB and assigned Task Orders from the City of Cypress.

That review showed Communications LAB provided the City:

2,094 Professional Hours in FY 23-24 @ Total Cost of $232,832
3,639 Professional Hours in FY 24-25 @ Total Cost of $214,587*

At a minimum, Comm LAB proposes continuing the same level of support as FY 23-24 at the discounted pricing shown above. This represents a 30% professional discount to the City and a $93,000 savings to taxpayers.

It is important to note that this estimate does not include direct costs such as printing and social media advertising. Communications LAB remains open to further negotiation of these costs at the City's discretion.

*All Invoicing and Payments for FY 24-25



Section No. 5

APPENDIX

AUTHORIZATION

I accept the terms and conditions of this proposal.

NAME: **Arianna Barrios** TITLE: **CEO**

Please print or type name

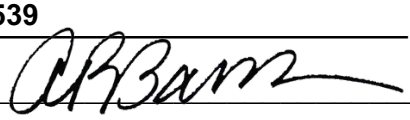
Does this person have the authority to contract for your firm: ☑ YES ☐ NO

COMPANY: **Barrios and Associates, LLC DBA Communications LAB**

ADDRESS: **701 E Chapman Ave.**

CITY/STATE/ZIP **Orange, CA 92866**

TELEPHONE: (**949**) **215-5539**

AUTHORIZED SIGNATURE:  DATE: **06/12/2025**



701 E. Chapman Ave.
Orange, CA 92866
O: 949-215-5539
F: 949-215-5549
E: info@communicationslab.com

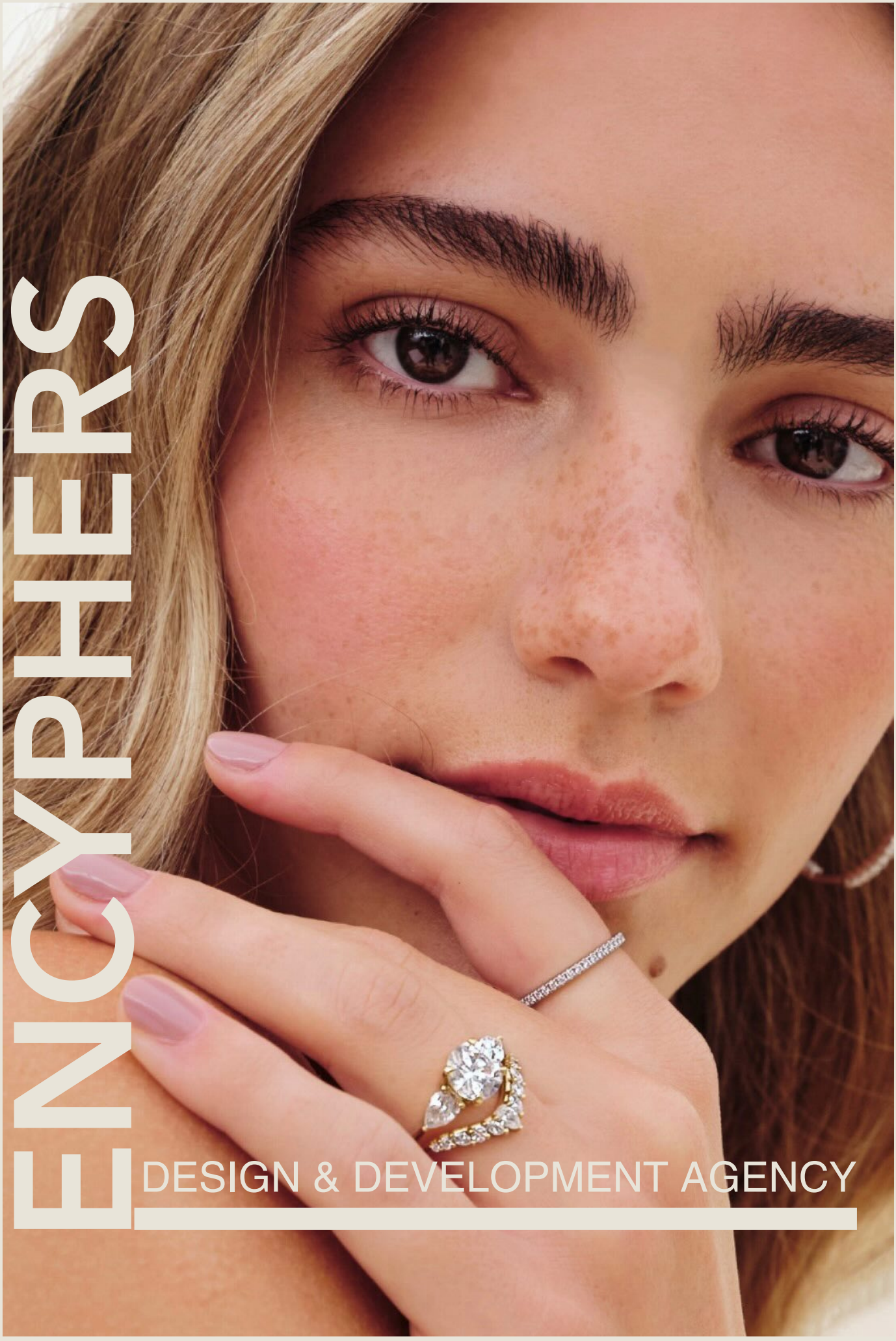

ENCYPHERS
DESIGN & DEVELOPMENT AGENCY

Table Of Contents

About Us 1

Our Journey 2

Our Services 3

Work Methodology 4

Our Core Values 5

Case Studies 6

Portfolio 7

UI/UX Design 8

Our Team 9

Testimonial 10

Contact 11

Since 2016

ENCYPHERS was established in 2016 and till now we have helped hundreds of businesses. At ENCYPHERS, the most important thing to us is to create value for our clients and partners and in this while, for ourselves too! We do this by creating mutually beneficial relationships that last years and allow us to grow together with the people for whom we work.



About Us

ENCYPHERS

We epitomize the fusion of artistry and technological prowess, setting a new standard in digital advancement. With a commitment to innovation, we orchestrate tailored digital solutions that redefine industry standards, propelling businesses into the future with precision and finesse

ENCYPHERS

Our Journey



We embarked on this journey with a vision of making a difference in the digital landscape. Since its inception, it has evolved into a dynamic force, combining innovation and expertise to navigate the ever-changing currents of the digital realm.With a relentless commitment to excellence, ENCYPHERS continues to carve its path as a trusted partner for businesses seeking to thrive in the digital age.

WHAT WE DO

- Web Development
- Ecommerce Development
- App Development
- UI/UX Design
- Digital Marketing
- Artificial Intelligence

WORK METHODOLOGY

- Analysis
- Strategy and planning
- Design and Development
- Test and Deployment
- Maintenance and upgrade

OUR CORE VALUES

- Integrity
- Accountability
- Commitment
- Consistency

CASE STUDIES

ZILLABEAU

ZILLABEAU is a fashion brand providing best beauty nails products and services on the market, specializing in high-end Korean and Japanese nail products.

CHALLENGE

ZILLABEAU faced hurdles in custom integrations, website UX design, and ongoing website management. Faced Challenges like Optimizing Website Performance, And Standing Out In The Competitive Market Were Key Hurdles.

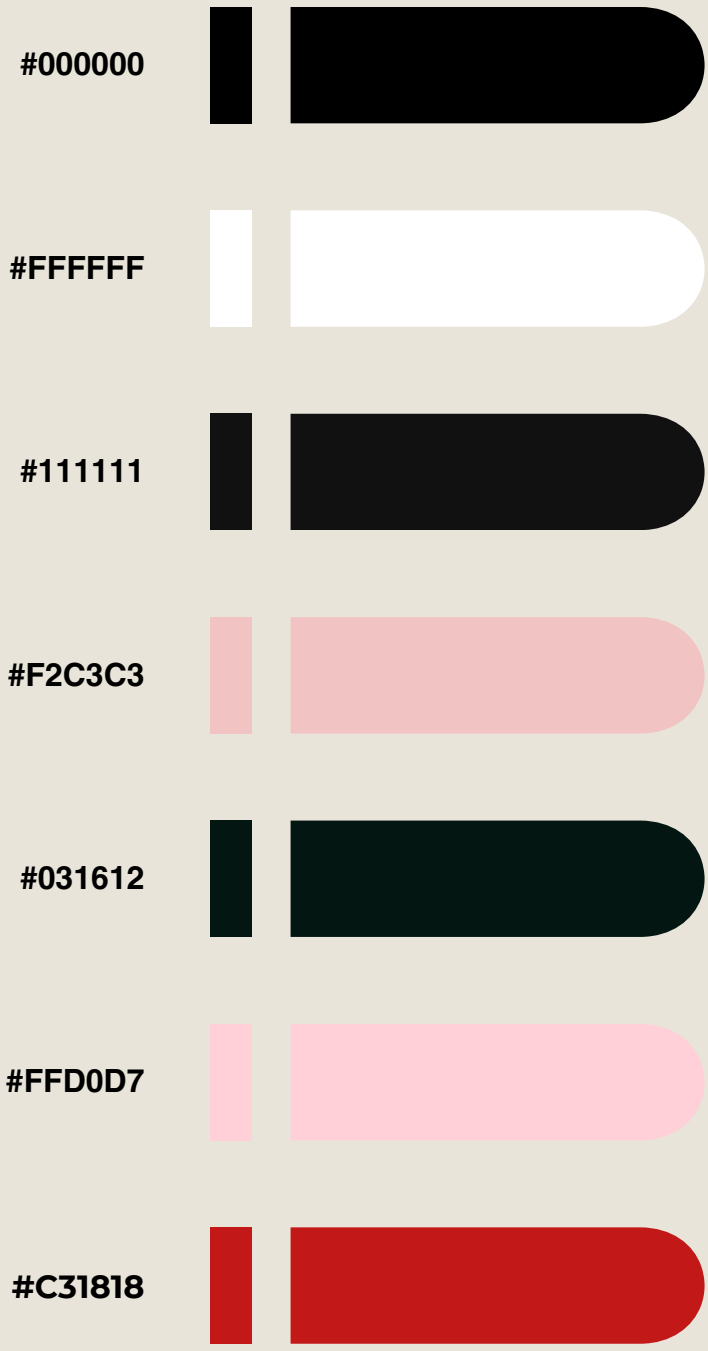
SOLUTION

Encyphers addressed custom integrations, UX design, and website management challenges with precision. Their seamless integrations, captivating UX designs, and streamlined processes revived ZILLABEAU's digital presence, enhancing user engagement.

VISUAL IDENTITY

We recommended refreshing ZILLABEAU visual identity with modern branding elements and a cohesive design language, aligning it with contemporary market trends to enhance brand recognition and appeal.

COLOR PALETTE



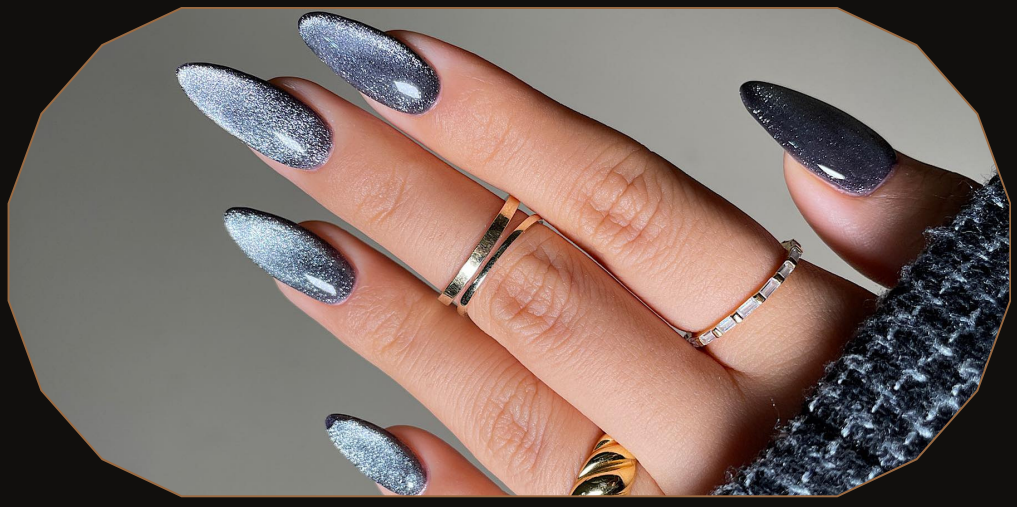
RALEWAY

"Zillabeau has unique and exciting products that I can't find anywhere else! They're shipping is quick and all the products are packaged well. I love seeing what Zillabeau will have next, and what unique products I can add to my collection in the future."

TYPOGRAPHY

We proposed Raleway.
Introducing clear and legible fonts that reflect ZILLABEAU's brand personality and ensure a consistent and engaging visual experience across all digital platforms.

OUR PROJECT





The collaboration with Encyphers led to a transformed ZILLABEAU eCommerce store, marked by enhanced functionality, user-friendliness, and a significant boost in online sales, firmly positioning ZILLABEAU as a standout player in the fashion industry.

OUR PORTFOLIO









ZILLABEAU is a well-known Korean beauty brand celebrated for specializing in high-end Korean and Japanese nail products. Our team designed and developed a bespoke theme, ensuring a visually captivating and user-friendly online store. Additionally, we facilitated smooth product and order migration, ensuring a seamless transition and an enhanced shopping experience.



OH FLORA STORE based in Byron Bay, Australia, is offering a boutique collection of handmade ceramics including, compotes, candle holders, vases and tableware styling pieces for florists



We meticulously coded a fully customized website for Oh Flora store, from homepage to cart page. Tailored sections on product pages highlight essential features. Custom-coded pages enhance functionality. Integrated powerful apps drive sales and optimize performance.





In the collaboration between SHOP REVELRY and Encyphers, a multitude of challenges arose spanning various service domains. Crafting an effective Marketing Strategy demanded keen market insights and innovative approaches.





Integrating Custom Solutions into their existing infrastructure necessitated meticulous coordination and technical proficiency

Mesh Yoga, one of our key clients, Recognizing the need for improved branding, we conducted a thorough revamp, implementing a solid branding strategy, identity design, and user-centric website.





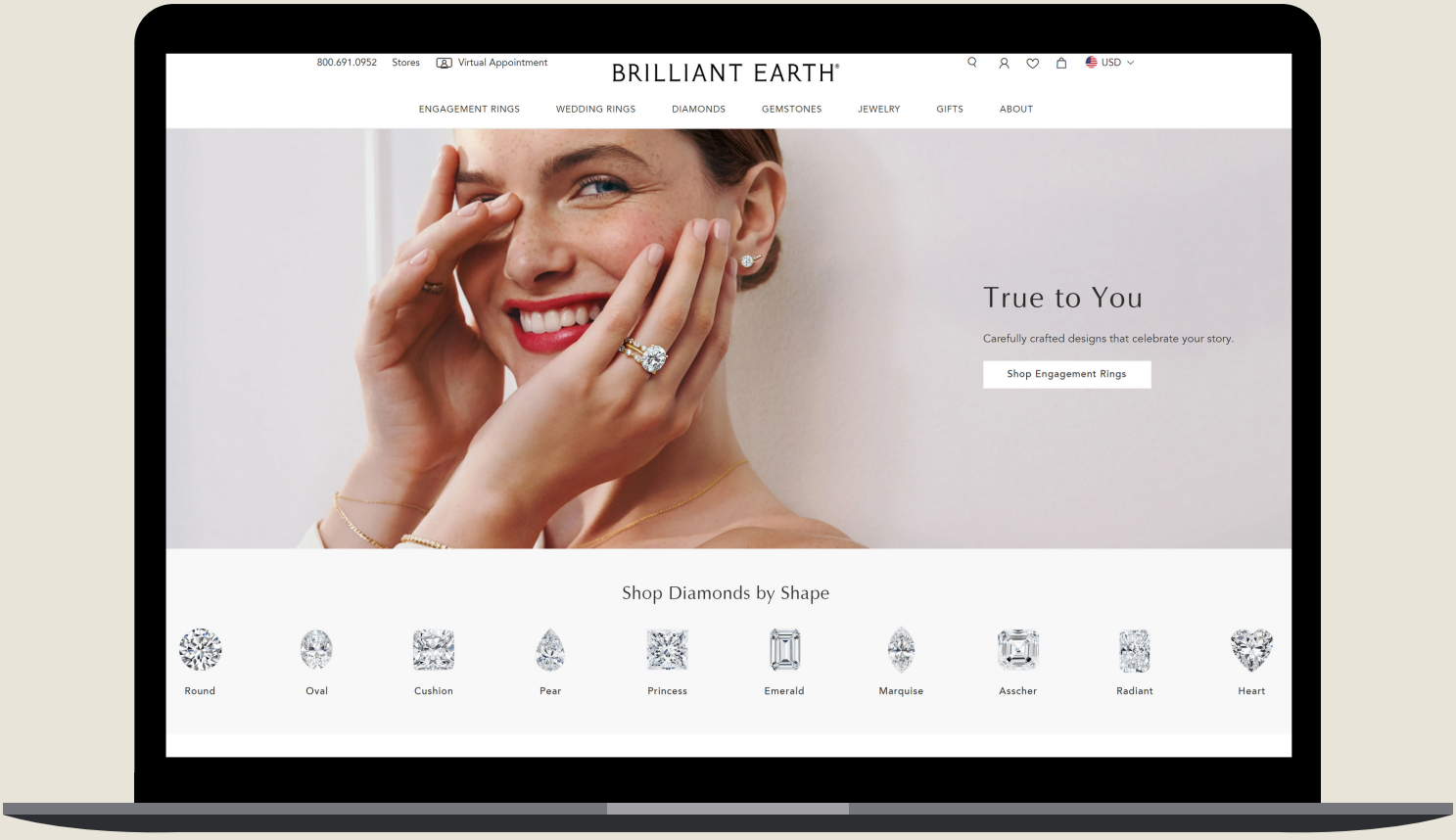
This transformation positioned Mesh Yoga as a powerful and captivating brand.



WEBSITE

DEPLOYING ENGAGING UI/UX

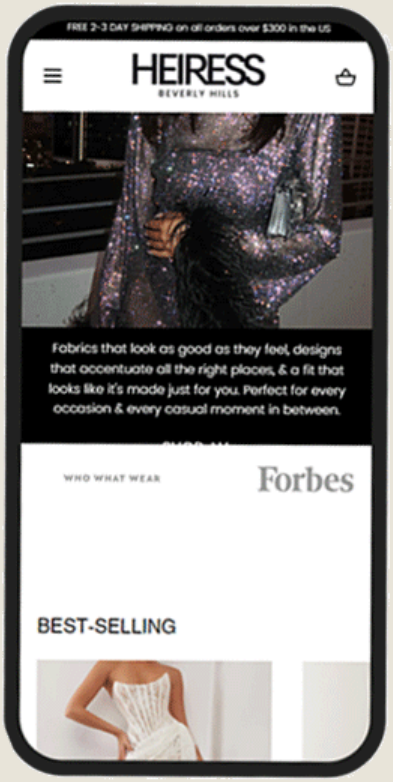
We redefined the UI/UX experience for Brilliant Earth, crafting a visually captivating and user-centric digital platform that seamlessly reflects the brand's identity while enhancing the overall shopping experience for its customers.

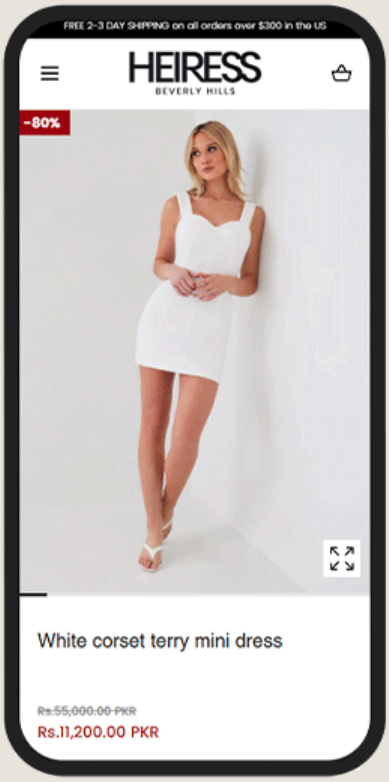


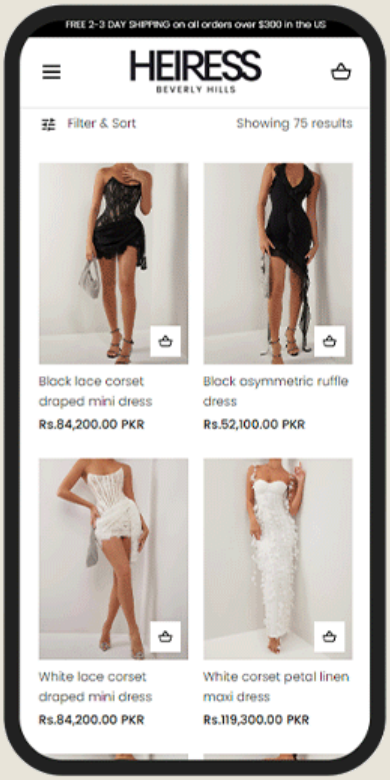
MOBILE UI/UX

INTUITIVE USER EXPERIENCE

We elevated the mobile UI/UX design for HIERESS HILLS, delivering an intuitive and visually appealing mobile platform that enhances the shopping experience for customers on the go, while staying true to the brand's identity.







FOUNDER OF ENCYPHERS



Aafaq Sikandar
Founder of ENCYPHERS

As a digital leader, Aafaq has built a successful career helping mid and large-scale businesses expand their eCommerce capabilities through tailored solutions, thanks to his extensive industry experience and deep understanding of the latest trends.

His journey began as a Full Stack Engineer with a passion for technology during his computer science education, leading to establishing his own digital agency. With a diverse client portfolio, his company aims to offer customized solutions, from software development to targeted marketing campaigns. His mission is to empower businesses of all sizes to thrive in eCommerce by leveraging his expertise and passion for innovation.

ENCYPHERS

TESTIMONIALS

What our customers say

5.0

★★★★★

Quality	5.0
Schedule	5.0
Cost	5.0
Willing to Refer	5.0



Kwame Agyei

appoynt.co.uk

Founder & CEO of Appoynt

“Encyphers output helped us improve our online presence and makes lead generation an easier process.”

5.0

★★★★★

Quality	5.0
Schedule	5.0
Cost	5.0
Willing to Refer	5.0



Kyle Guinness

myrevitalize.com

CEO &Co-Founder, Revitalize Energy

“Encyphers still made every change we ask for in the final version, even after multiple exchanges.”

Get In Touch

+1 718 312 8022

hello@encyphers.com

www.encyphers.com

Tap here

GET IN TOUCH



Prepared on:
June 5, 2025

ENCYPHERS

ENCYPHERS

X

CITY OF CYPRESS

PREPARED BY:

AAFAQ SIKANDAR
ENCYPHERS LLC

PREPARED FOR:

JEFF DRAPER
CITY OF CYPRESS



LETTER OF INTEREST

Encyphers
1983 Marcus Avenue, Suite 204
New Hyde Park,NY,11042
Date: June 5, 2025
To: Jeff Draper
Subject: Proposal Submission for Communications and Marketing Services

Hello Jeff Draper,
We are excited to submit our letter of interest for the City of Cypress's Request for Qualifications (RFQ) for Communications and Marketing Services. ENCYPHERS brings a proven track record of delivering innovative, high-impact solutions tailored to municipal and private-sector clients. Our expertise in graphic design, digital marketing, public relations, and multimedia content aligns seamlessly with the City's goals to enhance community engagement and promote Cypress's vibrant identity. Attached, please find our portfolio showcasing successful projects that demonstrate our ability to meet and exceed the RFQ's requirements.

At ENCYPHERS, we pride ourselves on combining creativity with strategic execution. Our team is adept at working in fast-paced environments, delivering dynamic designs, compelling narratives, and robust digital campaigns under tight deadlines. We understand the City's need for proactive, independent contractors who can elevate outreach efforts while adhering to Cypress's branding and communication standards. We are eager to collaborate with your team to craft a tailored marketing plan that resonates with residents, businesses, and visitors alike.

Sincerely,
Aafaq Sikandar
Founder & CEO, Encyphers
+1 7183128022

COMPANY OVERVIEW

About ENCYPHERS

Established in 2016, ENCYPHERS is a premier digital agency delivering innovative solutions across web development, UI/UX design, and advanced eCommerce platforms. Our commitment to excellence and technical expertise empowers businesses to thrive in the ever-evolving digital landscape. We have helped hundreds of businesses, combining artistry with cutting-edge technology to redefine industry standards.

Our Mission

Our mission is to empower organizations by delivering customized, user-centered digital experiences that drive engagement, enhance operational efficiency, and ensure long-term growth. We focus on crafting solutions that are tailored to the unique needs of each client.

Our Core Values

- Integrity: We are transparent, honest, and ethical in all our engagements.
- Innovation: We continuously push boundaries to deliver cutting-edge solutions.
- Client-Centric: Our clients' success is our success. We prioritize collaboration and lasting partnerships.
- Excellence: We deliver high-quality solutions with precision and attention to detail.

Here are some of our Projects from the past: Company's Portfolio
Meet the expert team behind this project: Team



UNDERSTANDING OF RFP

The City seeks a strategic partner capable of delivering high-quality, innovative, and proactive communication services to engage residents, promote tourism, and enhance the City's digital and print presence.

1. **Graphic Design & Marketing Materials**
   - The need for dynamic, original designs that align with existing branding while allowing creative flexibility.
   - Deliverables must be provided in editable formats for future customization by City staff.
   - Tight deadlines and quick turnarounds are expected, requiring advanced proficiency in design software.

2. **Newsletter Development**
   - Bi-monthly or quarterly electronic and print-ready newsletters to highlight City activities, economic development, and tourism.
   - Content must be original, engaging, and sourced proactively from City staff and community stakeholders.
   - Distribution across website and social media platforms.

3. **Public Relations & Community Engagement**
   - Crafting press releases, email blasts, media advisories, and scripts with strong editorial skills.
   - Proactive community engagement strategies to foster trust and participation, tailored to specific City initiatives.

4. **Multimedia Production (Photography & Videography)**
   - High-quality visuals of City events, facilities, and businesses for marketing and archival purposes.
   - Drone capabilities for aerial footage (preferred).
   - Ownership of all media by the City, with digital storage.

5. **Social Media Management**
   - Active presence on Facebook, Instagram, X, YouTube, and other platforms.
   - Campaign development, real-time monitoring, and timely responses to public inquiries.

6. **Website & Cypress Central App Management**
   - Regular updates, UX/UI improvements, and coordination with the City's website provider
   - Optimization of forms and user-friendly content layouts.

UNDERSTANDING OF RFP

Proposed Solution & Strategy

1. Integrated Branding & Design Approach

- Brand Consistency with Creative Innovation: We will build upon the City's existing branding while introducing fresh, modern designs that resonate with diverse audiences (residents, businesses, tourists).
- Modular Design System: All templates (flyers, newsletters, social media posts) will be created in editable formats, allowing City staff to adapt them for future campaigns effortlessly.
- Rapid Turnaround Workflow: Utilizing cloud-based collaboration tools (Figma, Adobe Creative Cloud Libraries), we will ensure quick revisions and approvals, even under tight deadlines.

2. Proactive Content Development & Storytelling

- Editorial Calendar: A structured schedule for newsletters, press releases, and social media content, ensuring consistent messaging and timely coverage of City events.
- Community-Centric Stories: We will proactively gather narratives from residents, business owners, and City staff to create compelling, authentic content that fosters engagement.
- Multilingual Outreach (if needed): To ensure inclusivity, key materials can be translated into languages prevalent in Cypress.

3. Advanced Multimedia & Drone Capabilities

- Event Coverage: Our team will attend City events with professional-grade equipment (DSLRs, 4K video cameras, drones) to capture high-resolution photos and videos.
- Archival & Accessibility: All media will be tagged, categorized, and stored in a cloud-based DAM (Digital Asset Management) system for easy retrieval and future use.

4. Data-Driven Social Media & Digital Strategy

- Platform-Specific Campaigns: Tailored content for each platform (e.g., Instagram Reels for events, Twitter/X for quick updates).
- Engagement Monitoring: Using tools like Hootsuite and Sprout Social, we will track interactions, respond to comments within 24 hours, and provide monthly analytics reports.
- Paid Boost Strategy: For high-priority campaigns (e.g., major events, economic development initiatives), we will recommend targeted ad spend to maximize reach.

5. Granicus-Optimized Website & App Management

- UX Audits & Improvements: We will conduct usability tests to identify pain points and implement enhancements (e.g., streamlined navigation, mobile optimization).
- Form Conversions: Redesigning PDF forms into fillable web forms to improve user experience and reduce staff processing time.
- Granicus Integration: Leveraging our experience with Granicus, we will ensure seamless updates and troubleshoot technical issues promptly.

6. Community Engagement & Transparency

- Two-Way Communication: Interactive tools like live Q&A sessions, polls, and virtual town halls to gather resident feedback.
- Metrics for Success: Regular reporting on KPIs (e.g., newsletter open rates, social media engagement, website traffic) to measure impact and adjust strategies.

TIMELINE AND APPROACH

Understanding the urgency and structured approach required by the City of Cypress, we have developed a detailed 8-week onboarding and execution plan to ensure seamless integration, rapid delivery, and long-term alignment with the City's communication goals. Below is our phased approach, tailored to the RFQ's specifications:

Phase 1: Discovery & Strategy Development (Weeks 1-2)
Week 1:

- Kickoff Meeting: In-depth discussion with City staff to understand branding guidelines, key messaging priorities, and past campaign performance.
- Asset Inventory: Audit existing marketing materials, social media accounts, and website analytics to identify gaps and opportunities.
- Stakeholder Interviews: Engage with department heads (e.g., Recreation, Public Safety) to gather insights on community engagement needs.

Week 2:

- Strategy Documentation: Present a Communications Playbook outlining content pillars, tone of voice, and approval workflows.
- Brand Alignment Workshop: Collaborate with City staff to refine visual identity (e.g., color schemes, typography) while ensuring flexibility for creative evolution.
- Granicus Training (if needed): Familiarize our team with the City's CMS to streamline future updates.

Phase 2: Content Creation & System Setup (Weeks 3-5)
Week 3:

- Graphic Design Sprint: Deliver first drafts of 5–10 templates (e.g., event flyers, social media banners) using Adobe Creative Suite, adhering to the RFQ's requirement for editable formats.
- Newsletter Framework: Develop a modular design for the bi-monthly newsletter, including placeholder sections for City updates, resident spotlights, and event calendars.

TIMELINE AND APPROACH

Week 4:

- Multimedia Production: Attend 1–2 City events to capture high-resolution photos/videos (with drone footage, if applicable), stored in a shared DAM (Digital Asset Management) system for City staff access.
- Social Media Calendar: Launch a 3-month content plan with pre-approved posts, leveraging tools like Hootsuite for scheduling and monitoring.

Week 5:

- Website Enhancements: Implement UX improvements (e.g., streamlined navigation, mobile optimization) and convert 2–3 key PDF forms into web-based fillable forms.
- Community Engagement Pilot: Roll out a survey (via SurveyMonkey or Cypress Central App) to gauge resident preferences for communication channels.

Phase 3: Review, Training & Go-Live (Weeks 6-8)
Week 6:

- Content Refinement: Incorporate City feedback on designs, newsletters, and social media posts. Conduct A/B testing for email blast subject lines.
- Press Release Drafts: Submit 3–4 samples showcasing different tones (e.g., formal announcements, community success stories).

Week 7:

- Staff Training: Conduct hands-on sessions for City teams on Granicus updates, social media response protocols, and brand asset usage.
- Crisis Communication Plan: Develop a protocol for rapid response during emergencies (e.g., natural disasters, public safety incidents).

Week 8:

- Campaign Launch: Officially deploy the first newsletter, social media campaigns, and updated website elements.
- Performance Baseline Report: Share metrics (e.g., social media engagement rates, website traffic growth) to establish KPIs for future reviews.

COMMITMENTS

At ENCYPHERS, we understand that this is not just a project but a long-term collaboration to enhance community engagement, promote transparency, and elevate Cypress's brand as a thriving, welcoming city.

1. Proactive & Independent Execution

- "Go-Getter" Approach: As highlighted in the RFQ, we will anticipate needs—not just react to them. Our team will actively seek stories, events, and opportunities to showcase Cypress's vibrancy without waiting for directives.
- Fast-Paced Delivery: Tight deadlines are a guarantee in municipal communications. We commit to 24-hour turnarounds for urgent requests (e.g., emergency alerts, last-minute event promotions) and 3-day standard delivery for routine projects (e.g., newsletter layouts, social media graphics).

2. Creative Excellence with Brand Consistency

- Dynamic Designs, Unified Vision: While the RFQ calls for creativity beyond existing branding, we will ensure all materials—from social media posts to printed brochures—maintain a cohesive, professional identity that residents recognize and trust.
- Future-Proof Assets: All deliverables (e.g., Adobe Illustrator files, Canva templates) will be fully editable by City staff, empowering your team to adapt content long after our initial work is complete.

3. Community-Centric Engagement

- Listening First: We won't just broadcast messages; we'll amplify resident voices. Monthly sentiment analysis (via social media monitoring and surveys) will inform our strategies, ensuring campaigns reflect what matters most to Cypress's diverse population.
- Accessibility for All: From ADA-compliant PDFs to multilingual content (Spanish, Korean, etc.), we'll ensure no resident is left out of the conversation.

COMMITMENTS

4. Measurable Results & Transparency

- Data-Driven Adjustments: Quarterly reports will track KPIs like:
  - Social media engagement (likes, shares, comments)
  - Website traffic (time on page, click-through rates)
  - Newsletter open rates (benchmarked against industry standards)
- Transparent Pricing: No hidden fees. Our proposals will include line-item costs for each service (e.g., drone footage, additional design rounds), so the City always knows where its budget is allocated.

5. Long-Term Innovation & Flexibility

- Evolving with Cypress: Over the 3-year contract (and optional extensions), we'll regularly refresh strategies to align with emerging trends—whether it's adopting new platforms (e.g., TikTok) or integrating AI tools for smarter analytics.
- Scalable Support: As the City grows, so will our services. Need to add a tourism campaign or crisis communications plan? We'll have pre-negotiated rates for seamless expansion.

6. A True Partnership

- Your Goals Are Our Goals: We don't just serve clients; we invest in their success. For Cypress, that means:
  - Celebrating milestones (e.g., anniversaries, award wins) with tailored campaigns.
  - Protecting your reputation with rapid-response protocols for potential PR challenges.
  - Saving your team time by handling day-to-day communications, so staff can focus on serving residents.



UNIQUE VALUE PREPOSITION

The City of Cypress's RFQ outlines a clear need for a strategic, innovative, and results-driven communications partner—one that can elevate the City's brand, engage its diverse community, and deliver measurable impact. At ENCYPHERS, we don't just meet these expectations; we exceed them by combining cutting-edge creativity, municipal expertise, and a relentless focus on your goals.

1. Unmatched Expertise in Municipal Communications

- Proven Success with Government Clients: Unlike generic marketing agencies, we have direct experience working with municipal entities, understanding the unique challenges of public-sector communications—from transparency requirements to community trust-building.
- Granicus Proficiency: The RFQ highlights a preference for Granicus experience. Our team has successfully optimized Granicus-powered platforms for other cities, streamlining content updates, form conversions, and resident engagement.
- Crisis-Ready: We've managed emergency communications (e.g., natural disasters, public safety alerts) for other clients, ensuring Cypress will have a partner capable of rapid, accurate responses when needed most.

2. Creativity That Delivers Real Results

- Award-Winning Design & Storytelling: The RFQ calls for "dynamic and original graphic designs" and "engaging content." Our portfolio showcases visually stunning, high-impact campaigns (e.g., ZILLABEAU's 40% engagement boost) that resonate with target audiences.
- Beyond Templates: While competitors rely on cookie-cutter solutions, we customize every asset—from newsletters to social media posts—to reflect Cypress's unique identity and strategic objectives.
- Drone & Multimedia Capabilities: Few firms offer in-house drone videography, a skill explicitly preferred in the RFQ. We'll capture breathtaking aerial footage of City events, parks, and infrastructure at no extra cost during the onboarding phase.

UNIQUE VALUE PREPOSITION

3. Proactive, Not Reactive—Your "Go-To" Partner

- Anticipating Needs: The RFQ emphasizes the need for a contractor who can work independently with minimal guidance. Our team operates as an extension of your staff, proactively identifying opportunities (e.g., untold resident stories, underpromoted events) rather than waiting for assignments.
- Fast Turnarounds Without Sacrificing Quality: Tight deadlines? We thrive under pressure. Our agile workflows ensure same-day drafts for urgent requests (e.g., breaking news) and 48-hour delivery for standard projects (e.g., event flyers).

4. Data-Driven Strategies for Maximum Impact

- Metrics That Matter: We don't just create content; we optimize it. Using tools like Google Analytics and social listening platforms, we'll track KPIs aligned with the RFQ's goals (e.g., newsletter open rates, social media engagement) and refine strategies quarterly.
- Community Feedback Integration: Our "Resident Pulse" surveys (conducted via the Cypress Central App) will ensure campaigns reflect what residents truly care about—building trust through responsiveness.

5. Cost-Effective, Transparent & Scalable

- No Surprise Fees: Competitors often nickel-and-dime for revisions or additional services. Our proposals include clear, upfront pricing with flat-rate options for recurring deliverables (e.g., monthly newsletters).
- Future-Proof Flexibility: As Cypress's needs grow, so can we. Need to add a tourism campaign or a business retention initiative? Our contract includes easy scalability with pre-negotiated rates for add-ons.

6. Long-Term Partnership Focus

- Your Success is our Success: We're not just vendors; we're invested partners. Over the 3-year contract (and beyond), we'll:
  - Celebrate Cypress's milestones (e.g., anniversaries, awards) with tailored campaigns.
  - Protect your reputation with crisis communication plans and 24/7 support.
  - Train your team on best practices, empowering staff to take ownership of simpler tasks.

REFERENCE

To further demonstrate our expertise and past success in branding and design projects similar to the International Festival of Holland, we invite you to review our portfolio and client testimonials:

ENCYPHERS' Behance Portfolio
Behance

Our Behance profile showcases:

- Cultural & Festival Branding Projects: Including work for multicultural events, community celebrations, and nonprofit organizations.
- Logo & Graphic Design Case Studies: Highlighting our process from concept to final delivery.
- Client Feedback: Testimonials from municipalities and cultural institutions.

CLIENT CONTACT INFO

We've successfully delivered comprehensive digital solutions for clients across industries, ensuring seamless transitions and measurable results. Below are highlights from recent engagements:

1. **Frankie4**
   Lauren, CEO | Aug 2022 – Oct 2023
   lauren@axobotanica.com
   We provided end-to-end solutions including custom web development, hosting migration, and complete branding. Our work transformed their digital presence, improving user engagement by 45% while maintaining robust site performance through ongoing maintenance.

2. **Yardsale**
   Kelly McGhee, CEO | May 2024 – Jan 2025
   k@yardsale.ski
   From initial branding/logo design to full website development and cloud migration, we created a cohesive digital experience. The new platform increased conversion rates by 30% and established a reliable foundation for their seasonal traffic spikes.

3. **Seisuke Knife**
   Tu David Phu, Manager | May 2024 – Nov 2024
   tu@seisukeknife.com
   Our 360° approach encompassed SEO-optimized web development, CRO enhancements, and brand refinement. Strategic improvements drove a 60% increase in organic traffic while our managed hosting ensured optimal site reliability.

PRICING

To align with the project requirements outlined in the RFP, we have carefully structured a resource allocation plan that ensures high-quality delivery while maintaining cost-effectiveness. Below is the detailed pricing breakdown based on resource roles, hourly rates, and estimated hours.

RESOURCE	HOURLY RATE	HOURS	SUBTOTAL
PROJECT MANAGER	$100	30	$3000
GRAPHIC DESIGNER	$110	70	$7700
SOCIAL MEDIA MANAGER	$80	50	$4000
WEB DEVELOPER	$100	60	$6000
MULTIMEDIA SPECIALIST	$90	35	$3150
CONTENT STRATEGIST	$85	40	$3400
COMMUNITY COORDINATOR	$60	30	$4000
SUBTOTAL		315	$29050

Halligan Entertainment
& Media

NEWPORT BEACH, CALIFORNIA

Communications and Marketing Services





CREATIVITY
COMMUNITY
CONNECTION

REQUEST FOR QUALIFICATIONS RESPONSE

PRESENTED TO:

Jeff Draper
Recreation and Community Services Director
City of Cypress

Halligan Entertainment
& Media

Hi, I'm Lynda Halligan

President/CEO of Halligan Entertainment & Media
WHERE EVERYONE HAS A VOICE

Why Choose Us?

With more than 25 years working closely with cities and communities as a television journalist and Public Information Officer (PIO), I bring experience, expertise and excellence. I completely transformed every aspect of communications at the Association of Orange County Deputy Sheriffs, and I can do the same for you.

I know how to speak with people, and more importantly, I know how to listen.



- Orange County Resident
- Los Angeles Native
- SoCal Enthusiast

- UC Irvine, BA
- Cal State Fullerton, MFA
- UCLA Extension

EXPERIENCE

25+ Years in Broadcast Media & Communications

- Professional Writing
- Newsletter/Magazine Production
- Social Media
- Public Affairs
- Community Relations
- Project Management
- Graphic Design
- Photography/Videography
- Website Development
- Proofreading

Halligan Entertainment
& Media

Statement of Qualifications

Lynda Halligan is an accomplished television journalist and communications strategist with 25+ years of experience in broadcast media and public affairs. She is dedicated to building meaningful relationships, strengthening community ties and bringing people together.

Most recently, Lynda served for more than eight years at the Association of Orange County Deputy Sheriffs (AOCDS), where she held the role of Chief Communications Officer (CCO). In this capacity, she represented a broad spectrum of sworn peace officers, including deputy sheriffs, district attorney investigators, probation officers and park rangers.

At AOCDS, Lynda oversaw all facets of internal and external communications. She was the editor-in-chief, lead writer and photographer for the organization's magazine and annual member survey. She managed all digital platforms, produced video content, coordinated media relations, directed crisis communication efforts and spearheaded community engagement initiatives. Additionally, she led the charge in graphic design, partnership development and fundraising. While Lynda has proven to be highly successful as a "one-woman band," she prefers collaborative environments and is grateful to have a close-knit team to support her on large-scale projects.

With a background as a writer for KTTV's *Good Day LA* and the *Fox 11 Morning News*, and anchor for various affiliate stations across the country, Lynda has covered a wide range of stories and interviewed a multitude of newsmakers - from politicians and physicians to CEOs and celebrities. Notably, her hours-long chat with legendary actor, Burt Reynolds, earned high praise from the late star himself.

In addition to her news background, Lynda brings substantial experience in sponsored content and promotional programming. She has worked as a QVC host/producer, brand spokesperson and lifestyle show contributor, blending marketing savvy with journalistic credibility.

Lynda further honed her storytelling skills by earning a Master of Fine Arts (MFA) in Screenwriting from California State University, Fullerton in 2021. She's even been described as the "Huell Howser of screenwriting" due to her unique ability to make locations come alive as characters in their own right.



Lynda earned her Bachelor of Arts (BA) in Social Ecology from UC Irvine, with concentrations in Psychology and Social Behavior, and Criminal Justice. She also studied Broadcast Journalism at UCLA Extension. Her diverse academic background reinforces her ability to approach communications with analytical rigor and emotional intelligence.

Known for fostering meaningful connections and making a difference, Lynda is passionate about projects that drive positive change and public impact.

Newsletter/Magazine Production

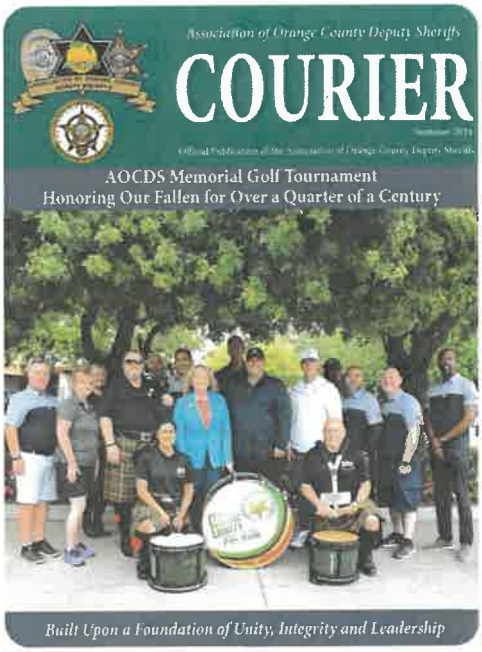
than 30
s

5 - 6

01

Conception to Completion

Produced and published more than 30 issues of the *Courier quarterly magazine*, typically 48-52 pages each plus cover.



02

Covering 6 Units of OC Law Enforcement

Deputy sheriffs, sheriff-coroner investigators, district attorney investigators, public assistance investigators, probation officers and park rangers.

03

Survey to Results

Produced and published more than 7 issues of the annual *Courier magazine, Special Edition Leadership Assessment Results Issue*, typically 60-64 pages each



Halligan Entertainment
& Media

Social Media

All Platforms Are Not the Same

We understand that each platform plays a distinct role, whether it be to reach a certain audience about an event or alert the community about a public safety threat.

Publishing the same content across the board limits the effectiveness of the message you're trying to get across. Users engage in each platform in different ways. We use this knowledge to benefit the client - broadening reach and maximizing impact.



Halligan Entertainment
& Media

Municipalities

For more than eight years, Lynda Halligan worked with members of the Orange County Sheriff's Department, the Office of the Orange County District Attorney, the Orange County Probation Department and OC Parks.

As a former resident of Laguna Beach, Lynda maintained involvement with the City of Laguna Beach in the following capacities:

- Laguna Beach Emergency/Disaster Preparedness Committee, Appointed by City Council to Serve Two-Year Term
- Certified CERT (Community Emergency Response Team) Member
- Leadership Laguna, Certificate of Completion



ORANGE COUNTY
SHERIFF'S DEPARTMENT

CITY OF LAGUNA BEACH CALIFORNIA

OFFICE OF THE DISTRICT ATTORNEY ORANGE COUNTY CALIFORNIA

OCparks

Halligan Entertainment & Media

Top-Notch Team



Lynda Halligan

Media Master



Kevin Olds

Video Services Virtuoso



Lisa Larkin

Graphic Design Guru

References



- Paul Bartlett, Executive Director
- Shiree Colton, Office Manager
  - Association of Orange County Deputy Sheriffs (AOCDS)
    - AOCDS Office 714-285-2800
- Mark Nichols, Executive Director
- Michelle Mendoza, Deputy Director
  - California Peace Officers' Memorial Foundation (CPOMF)
    - CPOMF Office 916-944-1646
- Daniel Stanton, President
  - Horizon Helix - IT Service Management
    - 714-267-0700 Cell



Work Being Proposed

One-Stop Shop

- Public Relations
- Community Engagement
- Newsletter Development
- Graphic Design and Marketing Material
- Photography/Videography/Editing Services
- Social Media Content Creation and Monitoring
- Website and Cypress Central App Management



Our Personal Approach

Halligan Entertainment & Media offers a streamlined, responsive approach led by a single, highly experienced communications and marketing professional. As a local company, we are readily available to perform in-person on a regular basis and as needed, ensuring direct collaboration and a tailored understanding of your goals. Working directly with one point of contact provides clarity, consistency and convenience throughout every phase of the project.

Backed by an intimate, dedicated team of skilled creatives, Lynda Halligan is also well-equipped to scale up for larger video production and graphic design projects, delivering high-quality results with personalized service and attention to detail.

Halligan Entertainment & Media

Cost



MONTHLY	NOT TO EXCEED	ADDITIONAL
Under the assumption that the job requires approximately 40 hours per month	Total of Three-Year Contract	Large-Scale Video Projects Videography Day Rate $900 Editing Day Rate $900 More Specialized Drone Footage $TBD Paid Social Media $TBD
$10,000	**$400,000**	**TBD**

Setting Framework

As the RFQ does not specify the expected number of work hours per month, this rate is based on an estimate of 40 hours per month. If more hours are anticipated, the following tiered structure would apply:

- Up to 80 hours per month: $230 per hour for any hours beyond the initial 40.
- Over 80 hours per month: A more cost-effective, negotiated rate would be offered based on the increased commitment.



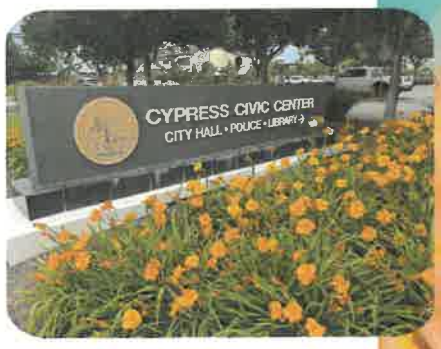
Management Objectives

- Ensure projects stay on schedule and within budget, from start to finish.
- Maintain high-quality standards throughout all phases of work.
- Communicate clearly and consistently with all stakeholders, both in person and remotely.
- Identify potential issues early and take proactive steps to resolve them.
- Manage time and resources effectively to achieve project goals with efficiency.

Halligan Entertainment
& Media

NEWPORT BEACH, CALIFORNIA

Thank You!





CREATIVITY
COMMUNITY
CONNECTION

JUNE 2025

For more information, contact
Lynda Halligan directly.

Lynda@HalliganEntertainment.com
323-687-4465 Cell
HalliganEntertainment.com

-ATTACHMENTS BELOW-
ACKNOWLEDGMENT OF ACCEPTANCE OF CONTRACTING REQUIREMENTS
AND RESUMES

AUTHORIZATION

I accept the terms and conditions of this proposal.

NAME: Lynda Halligan Olsen TITLE: President/CEO

Please print or type name

Does this person have the authority to contract for your firm: ☒ YES ☐ NO

COMPANY: Halligan Entertainment & Media

ADDRESS: 49 Ebb Tide Circle

CITY/STATE/ZIP Newport Beach, CA 92663

TELEPHONE: (323) 687-4465

AUTHORIZED SIGNATURE: Lynda Halligan Olsen DATE: 6/5/25

LYNDA HALLIGAN, MFA

323-687-4465 Cell
LYNHAL21@gmail.com

WORK EXPERIENCE

CHIEF COMMUNICATIONS OFFICER (CCO)/DIRECTOR OF COMMUNICATIONS AND PUBLIC AFFAIRS/CONSULTANT 2017 TO PRESENT

Association of Orange County Deputy Sheriffs, Santa Ana, CA

- Functioned as the Public Information Officer, spokesperson and representative for our members from the sheriff's department, district attorney's office, probation department and OC Parks. Wrote and prepared all communications, including press releases and presentations.
- Acted as crisis point person preparing statements and fielding press calls during high-stress, fast-paced and ever-changing situations on stories making local and national headlines.
- Editor-in-Chief/head writer of the Courier quarterly magazine, plus an annual survey edition. Wrote clear and concise copy for all parties to understand. Conducted extensive research.
- Secured effective partnerships, including U.C. Irvine, the University of San Diego, American Red Cross, Falck and the Orange County Sheriff's Museum & Education Center.
- Conceptualized and organized educational courses for members and their families, community events and fundraisers.
- Producer, writer, director, interviewer and casting director for all videos, public service announcements and forums.
- Managed press tours. Helped Travis' Trek long-distance bike ride more than triple its initial goal, raising more than $30,000 for the California Peace Officers' Memorial Foundation.
- Lead administrator on all social media platforms. Responsible for growing our presence on Instagram, Facebook and X.
- Developed new website focusing on a clean and professional look that maximizes information sharing and features an easy-to-navigate design.
- Developed app with tech company to launch in 2025.

TELEVISION/BROADCAST JOURNALISM, SELECTED CREDITS 1998 TO PRESENT

NETWORK/AFFILIATE SHOWS

- The Morning Blend (WFTX-TV/FOX), Fort Myers, FL - Host/Writer
- Hollywood's Top Ten (National - Reelz), Albuquerque, NM - Host/Writer/Producer
- QVC (National), Minneapolis, MN - Host/Producer
- Best Deals (KTLA-TV/ KCAL-TV), Los Angeles, CA - Host/Consumer Reporter
- Yahoo! Buzz (National - FOX/20th Television), Los Angeles, CA - Writer/Producer
- Make A Star (National - FUSE), Los Angeles, CA - Host

LOCAL NEWS

- KTTV-TV (FOX), Los Angeles, CA - Good Day LA/FOX 11 Morning News, Writer
- KBAK-TV (CBS)/KBFX-TV (FOX), Bakersfield, CA - Anchor/Reporter/Producer
- KMEG-TV (CBS), Sioux City, IA - Anchor/Reporter
- KTVF-TV (NBC), Fairbanks, AK - Anchor/Reporter/Producer
- KESQ-TV (ABC), Palm Springs, CA - Associate Producer/Producer

CONTRIBUTING ANCHOR/SPOKESPERSON/HOST

- FOX Nation
- Disney
- Melaleuca
- Structure
- General Mobile Service
- Step Gym
- Connect Your Home
- Tax TV
- Forensic Files II
- Articulate
- Revivify
- Smart Living
- Miracle Hose
- The Total Pros
- Skin Evolution
- Visionwall

ADDITIONAL WORK EXPERIENCE

- Halligan Entertainment & Media — Media Coaching/Consulting
- California Peace Officers' Memorial Foundation — Consulting
- Wright-Banks Films — Production Assistant

ACTIVITIES

- Falck Community Advisory Board (CAB) Member, 2024 to Present
- Above & Beyond Award Recipient, Crime Survivors, 2024
- PRSA Young Professionals (YoPro) Program, Mentor, 2024
- Corona del Mar Chamber of Commerce, Member, 2024 to Present
- California Assoc. of Public Information Officials (CAPIO), Member, 2017 to Present
- Public Relations Society of America (PRSA and OCPRSA), Member, 2017 to Present
- Laguna Beach Chamber of Commerce, Board of Directors, 2022 to 2023
- Laguna Beach Chamber of Commerce, Member, 2018 to 2024
- Newport Beach Film Festival, Film Reviewer/Volunteer, 2020 to 2022
- Vanguard University, Media Training, Guest Lecturer, 2023 to 2024
- Concordia University Irvine, Media Training, Guest Lecturer, 2018 to 2021
- University of Delaware, Public Relations Writing, Guest Lecturer, 2020
- LVBX Magazine, Contributing Writer, 2018 to 2020
- Ocean to Ranch Magazine, Contributing Writer, 2019 to 2020
- OC Sheriff's Museum & Education Center, AOCDS Program Liaison, 2017 to Present
- Leadership Laguna, Certificate of Completion, City of Laguna Beach
- Laguna Beach Emergency/Disaster Preparedness Committee, Appointed by City Council to Serve (Two-Year Term, 2017 to 2019)
- Certified CERT (Community Emergency Response Team), Member
- KX 93.5 Radio (Weekly Segments - Halligan's Hollywood and Top 5 on KX 93.5),
- Volunteer, 2014 to 2017, KX Takeover, Volunteer/Fundraiser, 2018
- Orange County Registrar of Voters, Volunteer, 2016 Presidential Election
- Albuquerque Film Festival, Panelist/Moderator, 2010 to 2011
  Atlanta Film Festival, Moderator, 2010

EDUCATION

- California State University, Fullerton: Master of Fine Arts (MFA), Screenwriting, 2021
  - Graduated with academic honors with a 3.96 GPA
- UCLA Extension: Broadcast Journalism
- University of California, Irvine: Bachelor of Arts (BA), Social Ecology
  - Focus: Psychology and Social Behavior/Criminal Justice

Kevin Olds

Laguna Beach, CA · oldsca.com · C: 219.218.6492 · E: kevin@oldsca.com

Indiana University Bloomington, B.A. Media with a focus on Production and Advertising





Founder

Olds a Creative Agency; Laguna Beach, CA · *April 2015 - Present*

- Lead designer and strategist behind award-winning websites, recognized by MUSE Creative Awards and Davey Awards for excellence in web design and user experience.
- Specialize in high-end photography and cinematic video production, delivering visual content for websites, ad campaigns, and brand storytelling—recognized for narrative clarity and crisp execution.
- Expert in visual storytelling through high-end photography and cinematic video production for brands across hospitality, retail, medical device, and more.

Senior Marketing Manager (Creative Lead)

1031 Crowdfunding; Irvine, CA · *May 2019 - September 2023*

- Orchestrated and supervised a dynamic creative team, composed of a digital marketer with oversight of a substantial $1.8M budget, a highly skilled graphic designer, a proficient social media manager, and a talented web developer.
- Spearheaded the entire UX/UI design efforts for a comprehensive range of company assets, encompassing the corporate website, investor portal, podcast website, and investor app, consistently ensuring optimal user experiences and interface.
- Achieved a remarkable three-year revenue growth of 482 Percent, garnering recognition from Inc. Magazine for this outstanding accomplishment.
- Served as the primary point of contact and collaborator with the CEO, in the development and execution of all PR releases.

Creative Director

X5 Naturals; Irvine, CA · *May 2019 - September 2023*

- Created all digital and print advertising content (photo, video, graphic design, animation, 3D renders, and more.)
- Led front-end web design, implementation, and management of the development team.
- Skillfully managed our digital marketer overseeing Google and social ad campaigns; monthly spend of $10k.
- Drastically improved product display page optimizations, resulting in a remarkable 293.83% increase in conversion rate.

Vice President, Marketing

Hard Truth Distilling Co.; Brown County, Indiana · *May 2017 - June 2018*

- Orchestrated an end-to-end marketing and distribution plan for Hard Truth, contributing to a 30% increase in revenue.
- Revolutionized the customer experience for Big Woods restaurants, boosting carry-out spirits sales by 60%.
- Led the design and marketing of an interactive tour experience for the $8M+ project, Hard Truth Distillery Tours.
- Managed Hard Truth social media accounts; increased followers by 54% and reach by 27%

Director of Entertainment / AGM

Kilroys; Bloomington, IN · *May 2012 to May 2017*

- Strategically redesigned bartender training programs, resulting in a 25% boost in sales.
- Proficiently balanced budgets, ran revenue reports, and provided detailed reports for effective decision-making.
- Responsible for curating and booking bands and DJs for daily entertainment events.
- Efficiently managed staff and handled customer issues and complaints to ensure exceptional customer experiences.

Tools: Figma, Xd, Webflow, Adobe Premiere, After Effects, Photoshop, Illustrator, Lightroom, Indesign, Dimension, DaVinci Resolve, Monday, Hubspot, Klaviyo, Woocommerce, Shopify, Excel, PowerPoint

Core Skills: FAA-Certified Drone Pilot, videography, photography, UX/UI design, Project management, team management, graphics animation, graphic design, CRM management

Lisa Gayle Larkin

28931 Mountain View Lane, Trabuco Canyon, CA 92679
949-813-9295

Career Objectives

To secure work and projects that will utilize my career experience and personal traits to create a mutually beneficial outcome for both myself and my clients.

Summary of Experience

- Graphic Design, Art Production, Proofreading & Print File Preparation
- Proficient in Word, Excel, Adobe Creative Suite
- Job Scheduling, Vendor Management, Work Flow Management
- Customer Service, Job Traffic Management, Production Scheduling
- Purchasing, Billing, Inventory Management, Accounts Receivable, General Accounting
- Highly Detail Oriented, Self-Motivated & Task Driven

Career Experience

Lisa Larkin Graphics Production & Design
November, 2021 - Current
Freelance Graphic Design

- Publications and print project design for freelance clients
  Clients: AOCDS, Orange County Direct Marketing, City of Cerritos

Banc of California
Ongoing
Vendor Management Analyst

- Assist with periodic reviews of bank vendors
- Verification of vendor-provided documentation

Orange County Direct Mail & Marketing
August, 2019 - November, 2021
Print Manager

- Responsible for job trafficking and processing of in-house and buyouts jobs
- Procurement of paper & other materials needed for offset & digital print departments
- Customer service representative for 30 clients/companies
- Graphic designer for 10 clients (Adobe Creative Suite)

Situs Holdings
July, 2015 - August, 2015

- Temporary MUFG Union Bank, N.A. Project Position
- Loan & Document Verification

Guardian Press, Inc.
February, 2005 - April, 2019
Customer Service Representative
Production Manager / Graphic Designer

- Customer service and vendor interaction
- Responsible for file prep for both offset and digital printing
- Design, production, proofreading and pre-flight of all artwork
- Ad specialties production
- Tracking and scheduling work flow, managing delivery and shipping schedules
- Estimating, issuing of purchase orders, cost tracking, general accounting

Orion Printing & Design
May, 1996 - February, 2005
Customer Service Representative / Graphic Designer

- Responsible for overall flow of art and graphics through production
- Design, layout, proofreading and typesetting
- Customer Service Representative - order intake & processing

Dockside Magazine
June, 1994 - May, 1996
Production Manager

- Responsible for overall flow of production: ads, editorial, photos
- Responsible for monthly layout, design and proofreading of two magazines
- Billing and Accounts Receivable
- Preparation of Bulk Mail
- Interface with printer and other vendors
- Coordination of special projects

The Irvine World News
January 1994 - June 1994
Production Artist

- Responsible for typesetting & paste-up of all sections of this weekly paper.
- Use of Quark Xpress and Aldus Freehand
- Responsible for shooting and developing photos & artwork

The Newport Beach/Costa Mesa Daily Pilot -
The Huntington Beach Independent
January, 1986 - June, 1993
Creative Services Manager

- Responsible for staff of 13 employees covering ad services, art department, typesetting, scanning and composing
- Manager for Daily Pilot as well as Huntington Beach Independent
- Budgeting, Inventory, Ordering of Supplies, Payroll, Scheduling
- Responsible for training of new employees
- Worked closely with advertising and editorial departments
- Required working under constant pressure and stringent deadlines
- Responsible for quality control of all products, in-house and commercial
- Prepared commercial bids for printing

Education

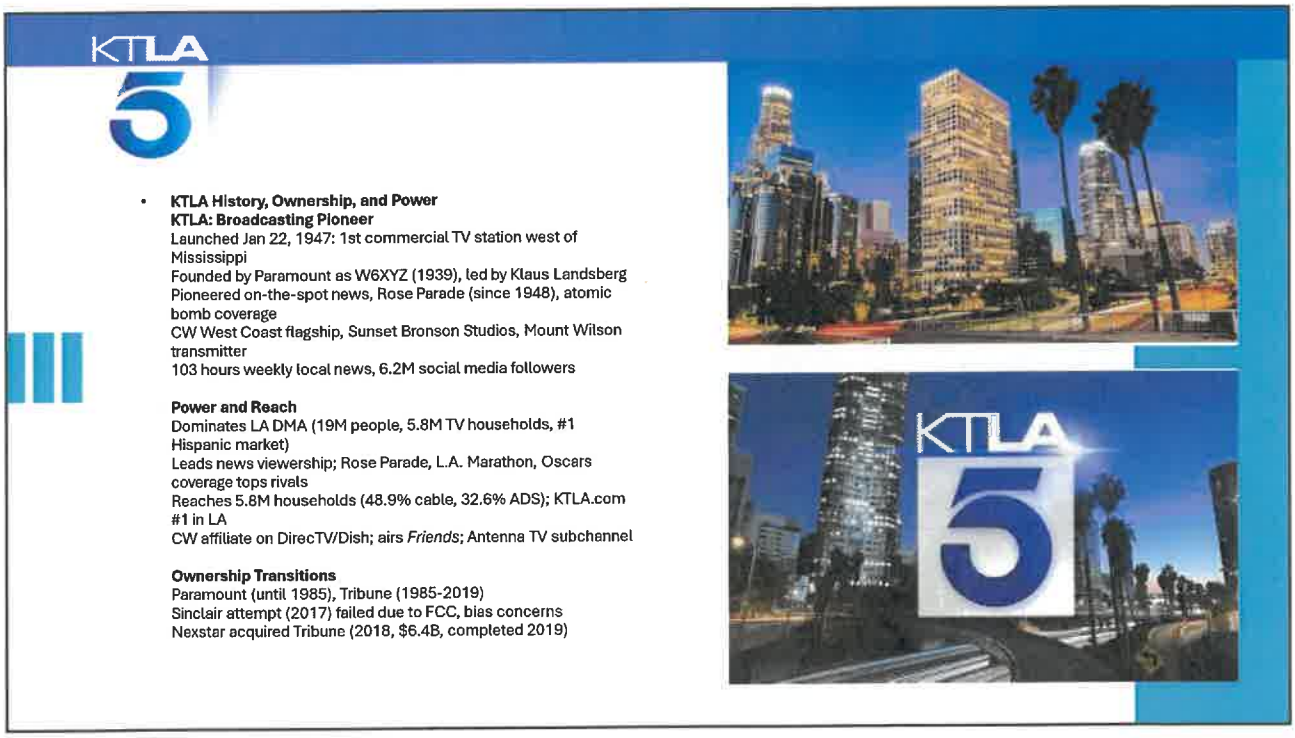
- California State Polytechnic University, Pomona, 1982-1984
  Attended two years with emphasis on journalism and computer graphics
- Laguna Beach High School, Graduated 1982, with Honors

Personal Information
• Married • Good Health • One Adult Child

References
Available upon request


KTLA
5
THE POWER OF KTLA
LA's Very Own

1


KTLA
5
• KTLA History, Ownership, and Power
KTLA: Broadcasting Pioneer
Launched Jan 22, 1947: 1st commercial TV station west of Mississippi
Founded by Paramount as W6XYZ (1939), led by Klaus Landsberg
Pioneered on-the-spot news, Rose Parade (since 1948), atomic bomb coverage
CW West Coast flagship, Sunset Bronson Studios, Mount Wilson transmitter
103 hours weekly local news, 6.2M social media followers
Power and Reach
Dominates LA DMA (19M people, 5.8M TV households, #1 Hispanic market)
Leads news viewership; Rose Parade, L.A. Marathon, Oscars coverage tops rivals
Reaches 5.8M households (48.9% cable, 32.6% ADS); KTLA.com #1 in LA
CW affiliate on DirecTV/Dish; airs *Friends*; Antenna TV subchannel
Ownership Transitions
Paramount (until 1985), Tribune (1985-2019)
Sinclair attempt (2017) failed due to FCC, bias concerns
Nexstar acquired Tribune (2018, $6.4B, completed 2019)
KTLA
5

2

Nexstar Ownership, History, and Future

Nexstar Ownership
Owns KTLA since 2019: largest directly owned CW affiliate
75% CW stake (Oct 2022) boosts KTLA with national ads, content

Nexstar Power and Reach
Largest U.S. TV owner: 197 stations, 116 markets, 220M people (68% U.S. TV households)
Top Fox/CBS affiliate, #2 NBC, #3 ABC; owns NewsNation, Antenna TV
316,000 programming hours; 120 websites/284 apps top 10 U.S. digital
The Hill (47M users), CW (100% U.S. reach); Q3 2024 revenue $1.37B

Nexstar History
Founded 1996 by Perry Sook with WYOU
Acquisitions: Newport (2012), Media General (2016), Tribune (2019)
2025: $4.51B market cap, $147.60 stock, 11,700 employees

Future of KTLA and Nexstar

KTLA: Maintains LA lead with 103-hour news, digital reach; CW deal to 2027
Focus on Hispanic market, live sports; needs digital oversight post-2025 error

Nexstar: Plans Cleveland acquisition (2025); CW sports, digital growth
FCC deregulation push; faces layoff, debt risks; Q1 2025 financials key





3

KTLA 5

THE POWER OF KTLA



Click to play sizzle

- **KTLA 5: LA's Media Powerhouse Since 1947**
- **Trailblazer Legacy:** First commercial TV station west of the Mississippi
- **News Dominance: 103 hours** of local news weekly—more than ANY competitor!
- **LA-Centric Voice:** Local spin on national stories, no generic network feeds
- **#1 Morning News:** Tops 5-10 AM ratings with Women 35-54, reaching **55%** of W25-54 (ComScore UE, Sept. 2024)
- **Weekend Leader:** #1 from 6-11 AM with W35-54, unmatched growth (Nielsen NSI, Nov. 2024)
- **Prime-Time King:** News at 10 PM & 11 PM rules with W35-54 viewers
- **Digital Giant:** KTLA.com in **top 5** U.S. broadcast sites, **6.2M** social followers
- **Cultural Icon:** Emmy-nominated journalism, Tournament of Roses Parade, Clippers broadcasts
- **Cross-Platform Power:** Award-winning ads, KTLA Street Team, and social synergy amplify reach

KTLA 5: Where LA Lives, Connects, and Thrives!

4



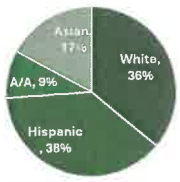
5

KTLA 5

LOS ANGELES DMA 2024-25 NIELSEN UNIVERSE ESTIMATES

nielsen

	# TV Homes	% of U.S.
#2 TV MARKET	5,835,790	4.6%
#1 HISPANIC MKT	2,235,980	11.6%
#1 ASIAN MKT	973,640	12.2%
#8 BLACK AFR-AMER. MKT	525,550	2.9%



Los Angeles Nielsen DMA U.E. by Race/Origin



Los Angeles Nielsen DMA Hispanic TV HH by Language Strata

TV HOMES BY COUNTY

	# HOMES	% of DMA
TOTAL DMA HOMES	5,990,900	
TOTAL DMA TV HOMES	5,835,790	
LOS ANGELES COUNTY	3,336,200	56%
ORANGE COUNTY	1,043,030	18%
SAN BERNARDINO COUNTY	672,100	11%
RIVERSIDE-W COUNTY	605,200	10%
VENTURA COUNTY	274,300	5%
REMAINING DMA:	43,900	1%
KERN-E COUNTY	30,100	0.5%
INYO COUNTY	7,800	0.1%
RIVERSIDE E COUNTY	5,600	0.1%
ESMERELDA COUNTY	400	0.0%

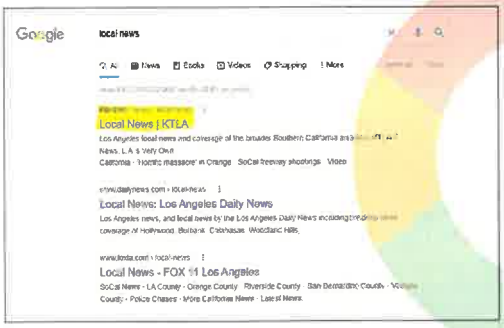
PERSONS UNIVERSE ESTIMATES 2024-25

	U.E.	% P2+		U.E.	% P2+
P2+	16,910,365	100%	K2-11	2,116,380	12%
A18+	13,606,465	79%	T12-17	1,366,329	8%
W18+	6,918,731	41%	A18-24	1,541,717	9%
M18+	5,438,310	39%	A25-34	2,526,608	15%
A18-34	4,033,060	24%	A35-44	2,386,896	14%
A18-49	7,581,313	45%	A45-54	2,219,741	13%
A25-49	5,977,052	35%	A55-64	2,136,303	13%
A25-54	7,085,011	42%	A35+	9,432,785	56%
A25-64	9,212,443	54%	A55+	4,826,148	28%
W25-54	3,509,528	21%	A65+	2,689,845	16%
M25-54	3,575,483	21%			

Source: Los Angeles Nielsen Universe and Total Persons Estimates 2024-25.

6

KTLA.com is the #1 organic result for "LA News" on Search Engines



KTLA.com is the number #1 organic ranked domain returned by Google for search terms:

- LA Local News
- LA News
- Los Angeles News
- Breaking News Los Angeles

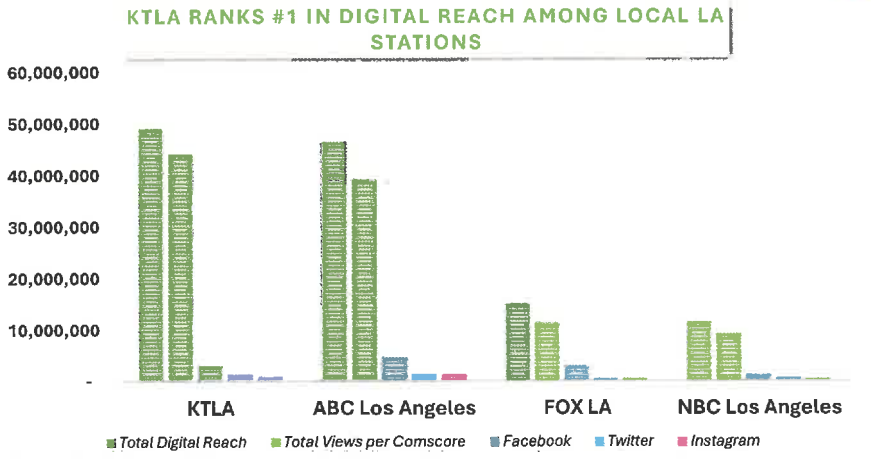
This makes KTLA.com the most relevant domain for local news in Los Angeles per Google!

*Source: Moz.com, KTLA.com Google Search, LA Results – April 25

7

KTLA Competitive Reach Analysis

comscore



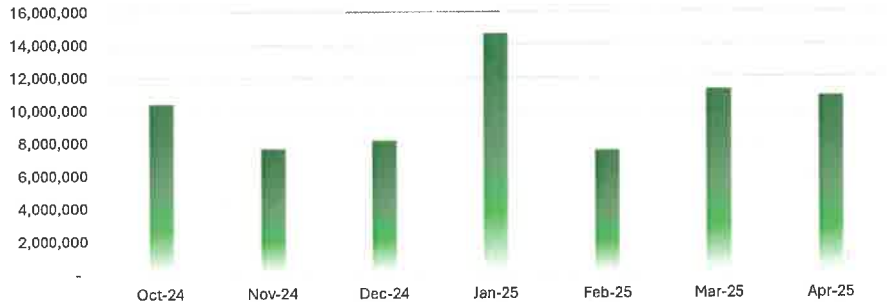
*Source: Comscore US Key Measures (Total Views) Site and YouTube – Mar 2025
Listed publishers Facebook, Instagram, Twitter Followers

8

KTLA Audience Metrics - Uniques

KTLA receives on average **10MM+ Unique Users Monthly** across KTLA.com, KTLA mobile apps, and KTLA+. Average Time on Page per user on KTLA.com is 7 minutes and 16 seconds. Industry average session duration per Klipfolio is 52 seconds!

TOTAL UNIQUE USERS



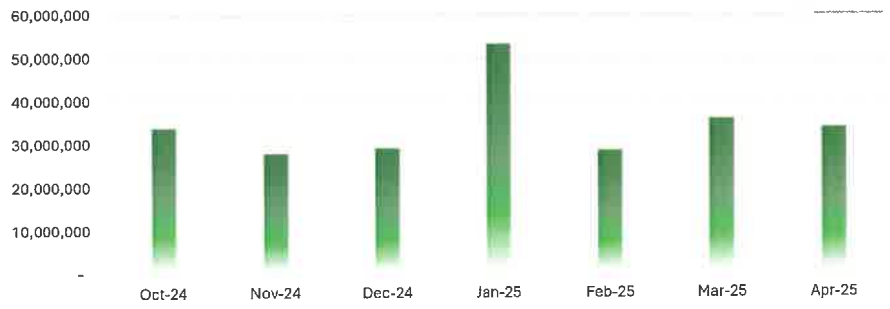
*Source: KTLA Adobe Analytics Oct 2024 – Apr 2025

9

KTLA Audience Metrics – Page Views

KTLA receives on average **32MM+ Page Views** across KTLA.com, KTLA mobile apps, and KTLA+. Average Time on Page per user is 7 minutes and 16 seconds. Industry average session duration per Klipfolio is 52 seconds!

PAGE VIEWS



*Source: KTLA Adobe Analytics Oct 2024 – Apr 2025

10

KTLA REACHES AUDIENCES ACROSS ALL PLATFORMS

5.8M
KTLA and LTLA
Access to 5.8M TV Homes
(Nielsen)

KTLA+ 537K
KTLA+
537K Monthly Users
(Google Analytics)

KTLA.COM 11M
KTLA.com
11M Monthly
Unique Visitors
(Adobe Analytics)

Homes/Users:
18 Million+

BROADCAST/STREAMING

- **KTLA 5.1** and **LTLA (KTLA+)** are accessible on 5.8 million TV Households and virtual providers including HULU, YouTube TV, Direct TV Stream, and Fubo.
- **KTLA+** is also available via Roku, Apple TV, Amazon Fire, and Fubo with 35K monthly users reported through Google Analytics..
- **KTLA.com** reports 11M monthly Unique Visitors through Adobe Analytics.

Source. KTLA Los Angeles Nielsen 2023-24 Universe Estimates; KTLA+ and KTLA.com Google Analytics and Adobe Analytics, May '24

11

KTLA+ on Connected TVs

- Last month, the **Average Time Spent** by users on KTLA+ was **1 hour and 44 minutes.** This figure is consistent even with CTV apps specializing in long-form entertainment content i.e. Netflix, Hulu, etc.
- **86.6%** of users after watching KTLA+ return to the app in 3 days or less. This figure accounts for **785,203 return visits** in April 2025. **71%** of all users return to KTLA+ in less than 1 day!
- Per Innovid's CTV Advertising Insights Report 2024, Average campaign frequency is 7.42. KTLA+ had an average weekly frequency of **5.73** in April 2025.
- From 2023 to 2024, ad impressions delivered on KTLA+ increased 32%!
  - (2023) 443MM vs (2024) 585MM

Google Ad Manager – KTLA; Freewheel Ad Server – KTLA; Adobe Analytics - KTLA

12

12

KTLA+ on Connected TVs

The same news content that has made KTLA a household name in local news for Los Angeles is available on our CTV app KTLA+ available on Roku, Amazon Fire, Apple TV, and newer generations of Samsung TV. **Average Weekly Frequency for advertisers in the month of March 2025 was** 5.73. Per Innovid's CTV Advertising Insights Report 2024, **Average campaign frequency is** 7.42!



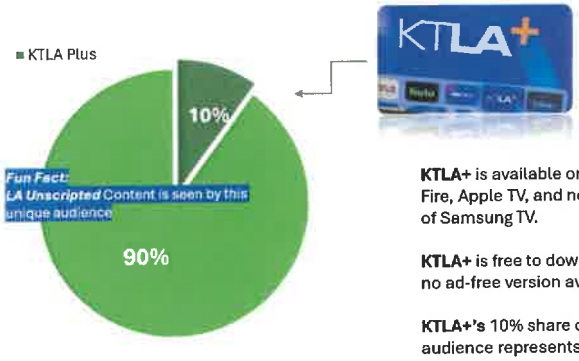
Month	Total Ad Impressions
November 2024	52,141,294
December 2024	54,163,799
January 2025	63,154,772
February 2025	59,742,705
March 2025	63,463,024
April 2025	54,235,327

Source(s): Google Ad Manager – KTLA; Freewheel Ad Server – KTLA;

13

KTLA+ on Connected TVs

The KTLA+ audience accounts for 10% of the entire KTLA "big-screen" audience for Persons 18+. **Less than 1% of KTLA (Linear) and KTLA+ (OTT) audiences are shared.**



LPM Mo-Su 04/01/2025-04/30/2025 30 Days included. Live Plus SD

KTLA+ is available on Roku, Amazon Fire, Apple TV, and newer generations of Samsung TV.

KTLA+ is free to download and there is no ad-free version available.

KTLA+'s 10% share of the KTLA audience represents a daily average of 469.4k impressions P18+ during the last month

14

KTLA 5 NEWS

KTLA's Digital Audience(s) Cont'd

Having a large audience with users interacting with KTLA in various ways provides us an array of products to address any client's need as it comes to reach, frequency, and targeting. **Audience, Geographic, Demographic, and Interest Targeting are available on all ad placements.**

Products to Reach "Returning" Visitor Audience

- KTLA.com Livestream
- KTLA+ on Connected TVs

We recommend showing ads on the entirety of the KTLA digital network which leads to better frequency, further reach, and more impressions within an interest or behavioral target if that is applied

Products to Reach "First-Time" Visitor Audience

- KTLA.com ROS Pre-roll

15

KTLA 5

Livestream on KTLA.com

When users visit KTLA.com from any device or launch the KTLA 5 News app, they have immediate access to a livestream of our #1 rated KTLA News content. On a monthly basis, we average a **98% Completion Rate!**



Month	Total Ad Impr
November 2024	12,702,955
December 2024	12,942,136
January 2025	25,715,852
February 2025	13,318,585
March 2025	14,923,081
April 2025	13,149,966

Source(s): Google Ad Manager Total Ad Impressions– KTLA Livestream

16

16

On-Demand Pre-roll on KTLA.com

Because KTLA.com is the #1 most relevant domain for LA local news, when something eventful happens in the DMA (which is frequent), users flock to us. Whether they know our brand or are visiting KTLA for the first time, we are the destination for LA news. Advertisers who place on the hundreds of on-demand news stories posted daily as pre-roll can tap in and reach their target audience at scale.



Month	Total Ad Impr
November 2024	4,188,289
December 2024	4,639,714
January 2025	6,772,302
February 2025	4,839,264
March 2025	7,517,221
April 2025	8,734,116

Source(s): Google Ad Manager Total Ad Impressions– ROS Pre-roll

17

17

KTLA – Social Media Marketing

KTLA's promotional posts have a performance that traditional social media marketers wish they could have. We are miles above the industry average because we're not running ads, we are running sponsored original content from a Facebook page with immense brand authority. KTLA is one of the most followed local news pages in the country.

When that content is paired with the precise audience targeting capabilities on Facebook, Instagram, and Twitter, the reason becomes clear why we are so high above industry average. **Only content that is produced in partnership with KTLA may be used on our social platforms.**

10.37% Engagement Rate

Industry Average per Rival IQ: 0.06%

3.53% CTR (clicks-to-website)

Industry Average CTR (all) per Wordstream: 0.90%

**source: KTLA 5 Meta Business Manager
KTLA CTR metric sourced from campaigns with link clicks objective

18

KTLA - Social Post Example



19

Social Video - CTV and Online Video

For sponsors that have a proven social media post they have created, our Social video provides the opportunity to extend that content's reach to our massive video watching audience on CTV, Desktop, and Mobile. All we need is the link and we can instantly convert it to a :15 or :30 video spot.



Click-To-Play

20

KTLA Everywhere

Having our news content available on possible platforms is a necessity for both our news and sales departments to best serve our audience and advertisers.

Advertisers who limit their ads to solely linear are missing out on 32% of the KTLA Audience.

Los Angeles Nielsen Nov '24 - Adults 18+



Source: Linear KTLA5: Combined NSI impressions from all telecasts and DTVR stream; Digital: KTLA.com Pageviews and Video Views DCR; Local OTT: LTLA combined NSI impressions from all telecasts.

21

21

KTLA 5 NEWS

KTLA Everywhere - *Reach*

In the L.A. Market when combining our total A18+ reach on TV and digital, KTLA is second only to Netflix and YouTube's free platform.

A18+ Cume for KTLA Platforms compared to Other Video Streaming Services

Service	Cume A18+		
Netflix*	6,553,248	YouTube TV paid	1,105,662
YouTube Free	6,212,182	Spectrum TV	1,101,308
KTLA 5 TV & Digital	**5,471,246**	Tubi	1,053,674
Amazon Prime Video*	5,035,848	CBS News Los Angeles	1,020,640
Hulu*	4,297,086	Freevee	1,009,608
Max*	3,041,654	Pluto TV	900,322
Disney+*	3,027,954	The Roku Channel	821,488
Paramount+*	2,184,304	Fox Local	776,288
Peacock*	1,893,974	ESPN+	692,076
Apple TV+*	1,695,858	DirectTV Stream	589,616
		Discovery TV+*	451,180
		Twitch*	422,946

*These publishers have ad-free plans or are entirely ad-free making significant portions of their audience unreachable for advertisers. **KTLA's audience is entirely reachable for our advertisers!**

22

KTLA Homepage Takeover

A Homepage Takeover on KTLA.com is a great way advertisers to reach to reach a large audience in a short period of time. With 100% SOV on our homepage, we guarantee advertisers at least 600,000 impressions. Although in times when there is big news happening in LA one a day an advertiser has an HPTO, impressions delivery can reach the millions.



Per Wordstream.com, the Google display CPM industry average is $3.12.

In 2024 the average CPM for a HPTO was $2.39!

23

23



Join Dayna Devon and other KTLA Favorites as the Team discovers LA in a whole new way.

From food, fashion, and fun, the daily, 7:30pm lifestyle show, uncovers hidden hot spots, rediscovers old favorites, and introduces viewers to all things LA. Consider LA UNSCRIPTED your GPS to good times.

In this half-hour show, the city, its community, restaurants, and businesses, both big and small, are the stars. Meet the people and personalities who make Southern California the most unique, diverse, and vibrant in the world plus experience all it has to offer.



Click to play promo
LA Unscripted on KTLA.com

KTLA LA Unscripted M-F 7:30p Mar'25 Delivery											
	P2+	HH	A1834	A1849	A2554	W1834	W1849	W2554	M1834	M1849	M2554
RTG	0.3	0.5	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
000	50.9	31.6	7.6	16.2	16.8	4.3	8.2	8.2	3.3	7.9	8.6

KTLA LAU Encore Block Dayside M-F 11a - 12p / 12p -1p Mar'25 Delivery											
	P2+	HH	A1834	A1849	A2554	W1834	W1849	W2554	M1834	M1849	M2554
RTG	0.5	0.9	0.25	0.3	0.4	0.3	0.3	0.3	0.15	0.3	0.45
000	82.35	53.25	9.55	23.2	26.65	5.8	11.25	11.8	3.75	11.95	15.4

Nielsen Book: Mar 2025 (Live+SD)

24

Wendy Burch's Coverage of the City of Cypress 5K Run(s)



Wendy Burch

Wendy Burch and KTLA's Street team will cover 5k Run in the City of Cypress and provide onsite activation, direct viewers to KTLA.com/5k where they can be directed to the city website to sign up and participate

Saturday, TBD, 2025
(1x) Wendy Burch Mentions – 5K – Friday
(2x) Wendy Burch Mentions – 5K – Saturday
City of Cypress Logo on Screen – Lower Third – Saturday
Segment pushed on social media

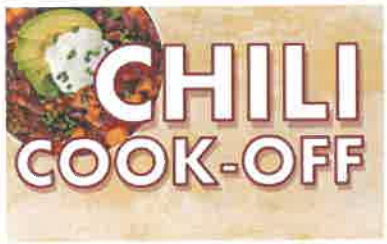




25

Wendy Burch's Coverage of the City of Chili Cook Off

Wendy Burch and KTLA's Street team will cover the City of Cypress Chili Cook Off and provide onsite activation, direct viewers to KTLA.com/chilicookoffincypress where they can be directed to the city website to sign up, participate, and find out more about the City of Cypress



Saturday, TBD, 2025
(1x) Wendy Burch Mentions – Chili Cook off – Friday
(2x) Wendy Burch Mentions – Chili Cook off – Saturday
City of Cypress Logo on Screen – Lower Third – Saturday
Segment pushed on social media

26

KTLA'S WEEKEND MORNING NEWS "8:38 STRETCH"

KTLA's Weekend Morning News "8:38 Stretch" is a signature segment airing each Saturday and Sunday at 8:38 a.m. This lighthearted feature offers viewers a brief, guided stretching session designed to energize both the anchors and the KTLA audience. The segment incorporates playful themes, the segment has become a beloved tradition, showcasing the personalities of KTLA's weekend team. Whether it's a wardrobe swap or a surprise guest appearance, the "8:38 Stretch" adds a touch of fun and community to the morning news lineup.

- Open/Close :05 BB to air during the weekly feature weekend morning show (Saturday & Sunday @ 8:38am) (4x Total)
- SPONSOR :30 spot w/ :05 BB to air adjacent to the weekly News segment
  - Total 4x BB, 4x :30 sec
- SPONSOR will have their logo on the lower third of the Morning Stretch.
- 2x Digital/Social Media repost of feature segment



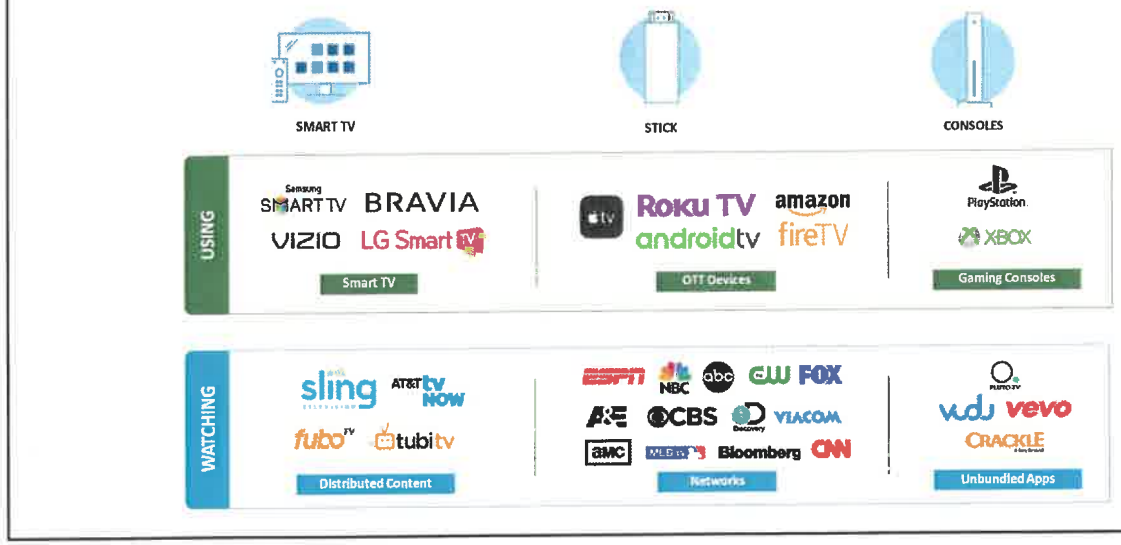
https://spaces.hightail.com/receive/ULqbKREdeE

27

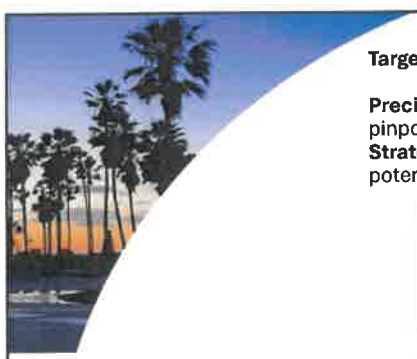
SAMPLE OTT/CTV PUBLISHERS, APPS, AND NETWORKS

28

How KTLA OTT Engages with the New Media Landscape



29



Targeting

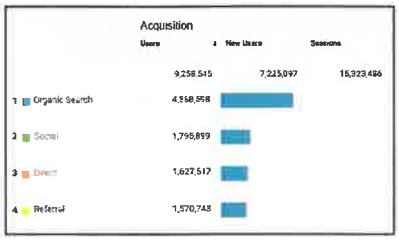
Precise Location Mapping: Clients define key areas using custom polygons to pinpoint exact locations.
Strategic Audience Insights: Clients identify and target high-value prospects and potential customers with precision.

- Specific addresses
- Zip codes
- Cities
- Competitor locations
- Event locations
- Key households



30

KTLA.COM & MOBILE APP DISPLAY-TARGETING







31

KTLA 5

Ad Messenger - Mobile Ticker Scrawl

Ad Messenger makes mobile ad delivery incredibly simple, so advertisers get better results faster.

- INVENTORY: Works in both mobile & app environments.
- REAL TIME & DYNAMIC: Change messaging at any time during a campaign for new product offers, sales events, contests, etc.
- REACH: Ability to target ads to audience segments or geo
- PERFORMANCE: Performs on average 2X better than standard mobile banners
- SIMPLE: You don't need to build unique creative to get started. No need for clients to have digital ads or video!
- AD SPECS: 140 characters / optional logo / custom colors crawling "Ticker" available on KTLA app and KTLA.com.
- OTT AD PLACEMENT: Ad Messenger animated scrolling creative can be placed on OTT mobile sites *Device ID*



Tap on banner to engage

32

KTLA 5

DRIVING ENGAGEMENT– AD MESSENGER



KTLA will feature an **Ad Messenger** scrolling text message promoting a concert giveaway after it is announced on the KTLA News.

The **Ad Message** will target Concert & Festival Enthusiasts and/or a specific music genre, or geo.

The text will tell viewers to tap on the message for a chance to win tickets to the named concert.

Perfect addition to the promo mix designed to increase contest entries and drive ticket sales.

*Per *Smart Insights*

33

ADDITIONAL PROMOTIONS & PARTNERSHIPS

KTLA COMMUNITY

MAKE MARCH MATTER
Benefiting Children's Hospital Los Angeles
The Midnight Mission
American Cancer Society
Project Angel Food
Los Angeles Urban League
Special Olympics Southern California
American Heart Association
HOMEBOY INDUSTRIES
Los Angeles Times Festival of Books
Alex's Lemonade Stand
UCI Anti-Cancer Challenge
Make-A-Wish Greater Los Angeles
JDRF
Toys for Tots
Raise A Child

34

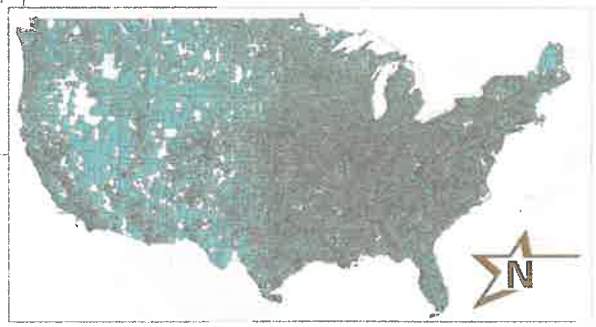
KTLA 5

KTLA OTT Inventory Advantage
Reach Almost Any Consumer in Any DMA



Single Source

Nexstar MEDIA GROUP, INC.



Nexstar

Inventory Availability When Buying Through Nexstar vs. Single Source
More Dense Coverage Throughout Country

35

Nexstar MEDIA GROUP, INC.

Nexstar Media Stations

200	*Local and Network Affiliated TV Stations*	438	*Local Websites and Mobile Apps*
119	*U.S. Markets*	39	*U.S. States*



N

36

Product	Description	Total	Notes	Monthly Spend
La Unscripted x Social Ext Via KTLA	LA Unscripted (Each quarter highlights the city to raise awareness about subject of choice)	$15,000 (each)	To air 3x and have social ext.	--
KTLA Everywhere	KTLA+/Livestream, KTLA.com (Geo targeted)	--	To include display, pre-roll	$2,500
Platform X OTT/CTV	Platform X's omni-channel strategy via Nexstar TV (Geo targeted)	--	--	$2,500
Social Media Ext(Youtube)	Social Ext	--	Geotargeted via YouTube to cypress and neighboring city's	$2,500
Wendy Burch Pkg	Live news to cover with mentions etc.	$25,000	This to be determined per news approval	--
City of Cypress Community Page on KTLA.com	Ability to have traffic driven to website leveraging KTLA.com	--	--	$2,500
Total Annually: $200,000.00 **Total Quarterly: $50,000.00** **Total Monthly: $16,666.66**		40,000		10,000

37



38

seattle new media



Proposal for Communications and Marketing Services

The City of Cypress

May 23, 2025

Seattle New Media
Erik J Runbeck
5608 17th Ave. NW, Suite 581
Seattle, WA 98107
Email: erik@seattlenewmedia.com
Office Phone: 206-414-9687 Direct: 206-779-4455

5608 17th Ave NW, Ste 581
Seattle, WA 98107
web@seattlenewmedia.com,
rfp@seattlenewmedia.com
206-414-YOUR (9687)

May 23, 2025

Jeff Draper
Recreation and Community Services Director
The City of Cypress

Dear Mr. Draper,

We are pleased to submit our proposal for Communication and Marketing Services for the City of Cypress (City). At Seattle New Media, we specialize in delivering integrated creative solutions that elevate municipal brands and foster meaningful community engagement through strategic design, content, and digital outreach.

We understand that City's goals include proactive community outreach, dynamic branding, and effective digital communications—areas where our specialized team excels. We are committed to delivering innovative graphic design, engaging content, high-quality photography and video, and active social media presence, all tailored to reflect the City's values of accessibility, transparency, and service.

Our approach emphasizes collaboration, creativity, and responsiveness, ensuring your outreach evolves effectively over time. We look forward to the opportunity to partner with the City and contribute to your continued success.

Thank you for considering our proposal. We welcome the opportunity to partner with the City and contribute to a vibrant and well-informed community.

Sincerely,

Erik J Runbeck

Erik J. Runbeck
Co-Founder, Sr. Project Manager
Seattle New Media
erik@seattlenewmedia.com
206-779-4455

Table of Contents

#	Content	Page no
1	Executive Summary	4
2	Experience	6
3	Work being proposed	11
4	Cost	15
5	Terms and Conditions	19

Executive Summary

Introduction

The City of Cypress is known for its safe neighbourhoods, thriving community life, and commitment to transparency and public service. To continue building on this reputation, the City is seeking a strategic communications partner who can help enhance its outreach, strengthen community relationships, and bring its stories to life through high-quality content, design, and digital engagement. This proposal outlines a comprehensive solution that supports Cypress in achieving its communications goals with clarity, consistency, and creativity.

Project Understanding

The City requires a dynamic and dependable partner to deliver a full range of marketing and communication services—from graphic design and content creation to public relations, social media management, and website updates. The City's communications strategy must be adaptable, community-centered, and visually cohesive across print and digital platforms. Just as importantly, Cypress needs a team that can work independently, meet quick turnaround times, and provide thoughtful support for both day-to-day tasks and major city initiatives.

Proposed Solution

To meet these needs, the proposed solution includes the following services:

1. Graphic Design and Creative Services
    - Consistent, on-brand visuals for both digital and print applications
    - Editable files delivered in web-ready and high-resolution formats
2. Newsletter Development
    - Bi-monthly or quarterly newsletters, optimized for email and print
    - Engaging layouts and content tailored to residents and stakeholders
3. Public Relations & Content Creation
    - Professional writing for press releases, scripts, and city announcements
    - Story-driven content that highlights City programs, achievements, and events
4. Community Engagement Support
    - Campaign design and outreach strategies that encourage participation
    - Assistance with public input processes and civic education

5. Photography & Video Production
    - Event coverage, drone footage, and storytelling through visual media
    - Post-production editing for promotional use across channels
6. Social Media Management
    - Content scheduling, engagement tracking, and trend-informed messaging
    - Platform-specific strategies to maximize reach and interaction
7. Website and Mobile App Content Updates
    - Regular maintenance and content posting using the City's existing systems
    - Improvements to usability and visual layout where applicable

Why This Approach Works for Cypress

This proposal prioritizes Cypress's goals: clear communication, meaningful engagement, and a unified city identity. With a streamlined process and proactive support, the City will benefit from timely execution, quality content, and consistent visual messaging across all platforms. By maintaining a flexible, collaborative partnership, Cypress can count on a team that adapts to its evolving needs while staying aligned with its mission and voice.

Track Record in Fulfilling Similar Requests

The City will benefit from our proven track record of creating modern, responsive websites using Webflow, tailored to meet the needs of diverse clients. Our portfolio highlights projects like Health Gorilla, where we enhanced security and navigation for healthcare providers, and Dylan Galvin, where we revamped the site for improved design and interactivity. We also built custom websites like LGP Instore from scratch, ensuring a seamless, responsive user experience. Office-ally, by leveraging Webflow CMS, Salesforce, and strategic integrations, we transformed the website into a scalable, user-friendly platform, enhancing user engagement, content management, and operational efficiency. Each project showcases our ability to deliver high-quality, functional, and visually appealing digital solutions

Commitment to Success

At the heart of this proposal is a shared commitment to serving the Cypress community. Through open communication, clear timelines, and responsive collaboration, the City can be confident in a partner that supports its internal teams, enhances its external presence, and brings creative ideas to life with precision and care.

Conclusion

Seattle New Media is enthusiastic about the opportunity to work with the City. With this comprehensive solution in place, the City will be empowered to reach its residents more effectively, celebrate its accomplishments more vividly, and continue fostering a strong, informed, and connected community.

A. Experience

Experience with communication and marketing strategies and similar work performed
Seattle New Media brings extensive experience in delivering strategic communications, content creation, and modern digital experiences for government agencies, non-profits, and civic organizations. Our team specializes in producing high-quality marketing collateral, managing public engagement initiatives, and delivering accessible, user-centered digital solutions that enhance civic transparency and community trust.We have successfully partnered with cities, planning commissions, and mission-driven organizations to execute wide-ranging communication and marketing strategies. Our work includes:

- Social Media Strategy & Content Creation: We develop monthly social calendars, create platform-optimized graphics, and write compelling captions tailored to each channel's audience. For organizations like BIAW and regional non-profits, we've increased community engagement by more than 40% through consistent, brand-aligned content and storytelling.
- Campaign Development: We support civic campaigns around initiatives such as public safety, transportation, and community planning. This includes creative direction, messaging frameworks, campaign branding, and integrated digital/print deliverables that resonate with local communities.
- Public Relations and Messaging: Our team crafts press releases, email campaigns, and public service announcements that reflect a consistent voice and visual identity. We've supported city-wide efforts to build awareness around events, services, and policy changes.
- Graphic Design & Print Collateral: From newsletters and annual reports to event signage and utility bill inserts, our design team ensures that every visual asset aligns with brand standards and accessibility guidelines.
- Video and Multimedia: We produce short-form videos and reels for social media, city highlights, and promotional content. Our reels for city projects and initiatives have helped generate increased visibility and engagement across digital platforms.

This hands-on experience enables us to quickly understand civic objectives, execute creative solutions, and collaborate closely with internal teams to meet deadlines and deliver measurable results.

Relevant Web Design and Digital Communication Experience

The City will benefit from our proven track record of creating modern, responsive websites using Webflow, tailored to meet the needs of diverse clients. Our portfolio highlights projects like:

- Health Gorilla: Enhanced security, structure, and intuitive navigation for a HIPAA-compliant healthcare provider portal.
- Dylan Galvin: Revamped a personal brand site to elevate design, performance, and interactivity.
- LGP Instore: Built custom websites from the ground up with full responsiveness, accessibility, and modern design systems.
- Office-Ally: Leveraged Webflow CMS, Salesforce integration, and automation tools to transform the site into a scalable, user-friendly platform—boosting engagement, streamlining content management, and improving operational efficiency.

Each of these projects showcases our ability to combine design excellence with practical functionality—delivering accessible, branded, and future-ready platforms. This background directly supports the City's need for clear, engaging digital communication and an adaptable website infrastructure that can grow alongside evolving outreach efforts.

Reputation with other municipalities

While we have not yet had the opportunity to partner directly with municipalities, Seattle New Media has delivered successful, mission-aligned digital solutions for non-profit organizations, planning entities, and private sector clients whose needs closely mirror those of municipal agencies. Our work with regional non-profits and civic-focused organizations has involved many of the same challenges municipalities face—such as serving diverse audiences, ensuring ADA/WCAG compliance, improving public communication, and creating scalable, content-rich websites. For example:

- BIAW (Building Industry Association of Washington): We built an advanced, member-driven platform using Webflow, Memberstack, Airtable, and Make to streamline access to documents, events, and internal resources, all while aligning with state-level compliance and accessibility requirements.
- Health Gorilla: We designed a secure, highly navigable portal that addresses privacy concerns and provides a seamless experience for healthcare providers—a use case comparable to municipalities offering services across departments.
- Community-Focused Campaigns: We've created social media strategies, public service content, and multimedia marketing materials for organizations with a strong public outreach mission, helping them increase visibility and stakeholder engagement.

These projects reflect our ability to deliver public-facing digital experiences that are scalable, accessible, and easy to manage—qualities that are critical in municipal environments. We are confident that the processes, tools, and stakeholder-centered approach we've refined through this work will translate seamlessly into successful collaborations with cities and local governments.Seattle New Media is eager to bring this experience into the municipal space, and we see this opportunity as a meaningful step toward building long-term relationships with civic partners.

References with contact information

1. **Customer Name:** Daylight

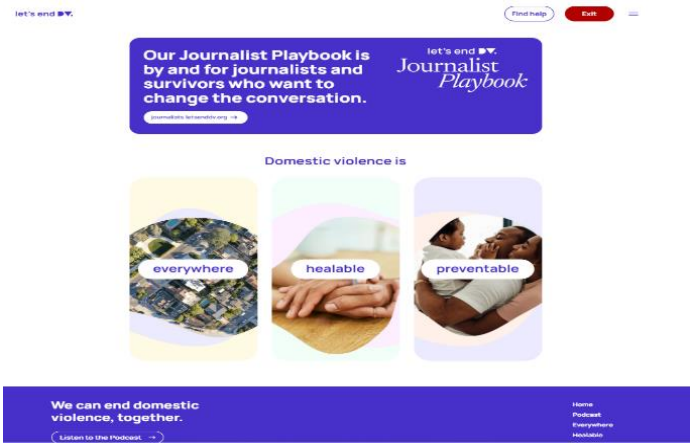
   Contact Name: David Hwang

   Title: Creative Director

   Phone Number: +1 415-963-4492

   Email ID: davidh@daylightdesign.com

   Website: letsenddv.org



This Webflow website was designed to educate and advocate for ending domestic violence by presenting key principles such as safety, solutions, sensitivity, transparency, expertise, and diversity. The site includes sections for principles, articles, an about page, and a newsletter, ensuring users can easily access valuable information and updates.

Key features include a clean and accessible design, downloadable resources, and seamless navigation. During development, challenges included ensuring a user-friendly experience, maintaining ADA/WCAG compliance, and structuring content for clarity and engagement. The final output was a fully responsive, visually compelling, and easy-to-navigate website that met all client expectations. The client was highly satisfied with the outcome, praising the intuitive design and seamless functionality.

2. **Customer Name:** Daylight

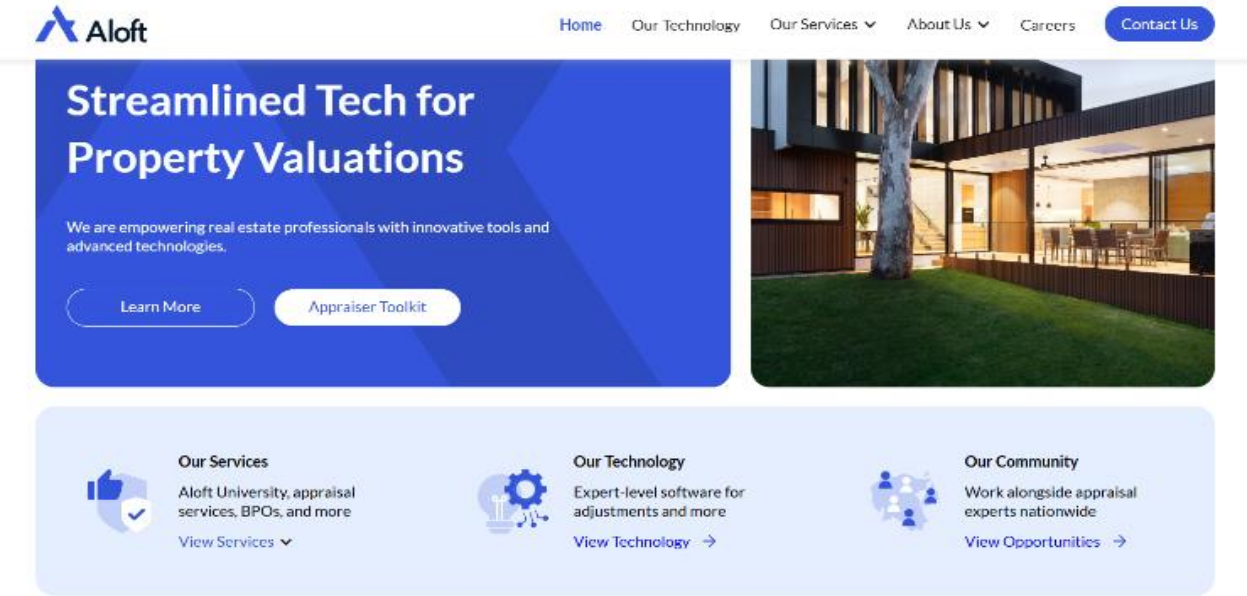
   Contact Name: David Hwang

   Title: Creative Director

   Phone Number: +1 415-963-4492

   Email ID: davidh@daylightdesign.com

   Website: aloftappraisal.com



This Webflow website was developed to showcase Aloft's innovative real estate appraisal solutions, offering advanced technology, services, and professional opportunities. The site features sections such as Our Technology, Aloft University, Appraisal Services, Broker Price Opinions, For Appraisers, and For Lenders, ensuring a seamless experience for various stakeholders.

Key features include dynamic data visualizations, a user-friendly appraiser toolkit, nationwide property data integration, and a streamlined loan appraisal process. Challenges during development included structuring complex data for easy consumption, ensuring mobile responsiveness, and integrating interactive elements without compromising performance. The final product delivered a modern, visually engaging, and intuitive platform that enhances user engagement. The client was highly satisfied, praising the clear navigation, robust functionality, and seamless experience that effectively communicates Aloft's mission and services.

3. Customer Name: BIAW

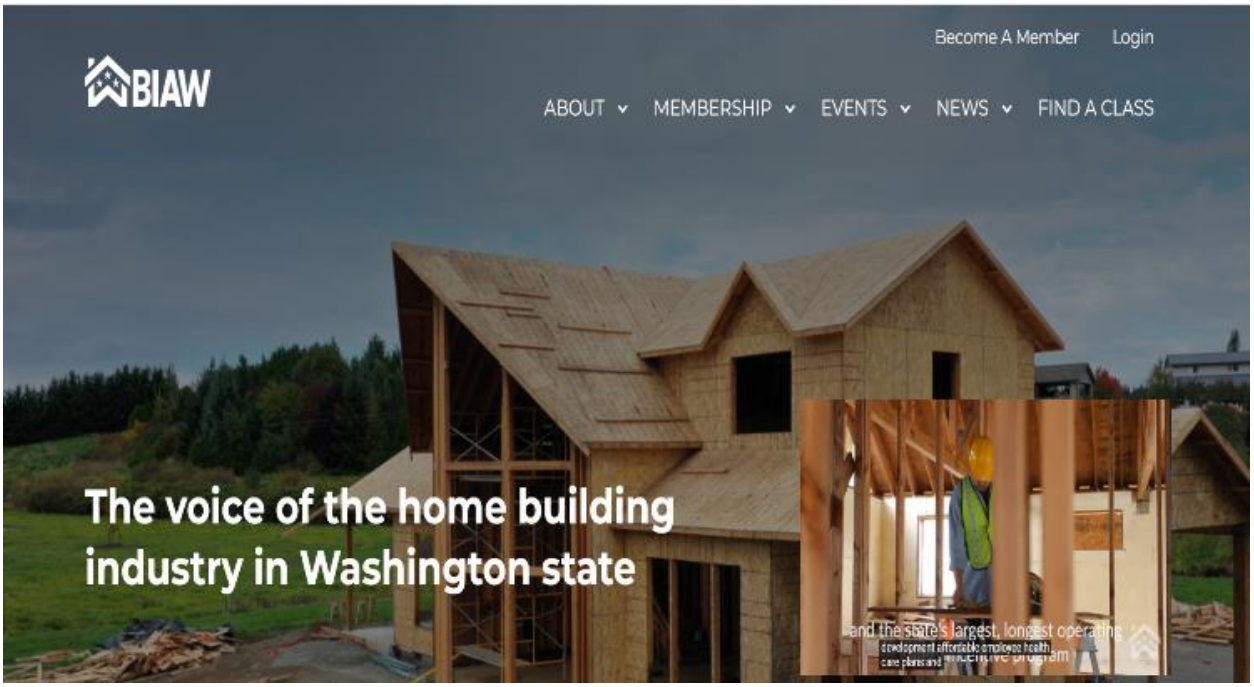
Contact Name: Lena Anderson

Title: Visual Designer

Phone Number: +1509-449-3004

Email ID: lenaa@biaw.com

Website: biaw.com



The BIAW (Builders Industry Association of Washington) system was developed in Webflow to enhance user management, class registration, and automated workflows for members and administrators.

Key features include user authentication and membership validation via Memberstack and Airtable, dynamic class registration with pricing variations, subscription management with Stripe, and automated email notifications through Mailchimp. The development faced challenges in migrating from WordPress, setting up complex automations, ensuring seamless payment processing, and handling high-volume email communications. Despite these complexities, the final product delivered a streamlined, efficient, and user-friendly platform with improved automation and a seamless experience for members. The client was extremely satisfied with the outcome, praising the intuitive interface, automation improvements, and enhanced functionality that simplified operations.

B. Work being proposed

Description of work activities to be performed

Seattle New Media will deliver a modern, accessible, and easy-to-maintain website for the City through a structured, collaborative process grounded in user-centered design and efficient project management. Our team will manage the project across five core phases:

1. Discovery & Planning

- Conduct a comprehensive kickoff meeting with key City stakeholders to understand goals, audiences, content needs, and technical requirements.
- Perform a content audit and competitive analysis to identify improvement opportunities in structure, accessibility, and usability.
- Develop a detailed project plan and timeline in **ClickUp**, including milestones, deliverables, and review points.

2. Information Architecture & UX Strategy

- Create a sitemap and user journey flows to improve information access for residents, businesses, and internal teams.
- Define key content types and map out CMS requirements for dynamic content (e.g., news, events, departments, public notices).
- Ensure alignment with **ADA/WCAG 2.1** accessibility standards and mobile responsiveness.

3. Visual Design

- Develop high-fidelity mockups in **Figma** that reflect the City's brand identity, modern design principles, and usability best practices.
- Present interactive prototypes to City stakeholders for feedback and refinement.
- Ensure consistent visual hierarchy, intuitive navigation, and accessible color and typography choices.

4. Webflow Development

- Build the website using **Webflow**, ensuring fully responsive layouts, accessibility compliance, and cross-browser compatibility.

- Implement a **custom CMS structure** in Webflow to empower non-technical staff to manage and update content independently.
- Integrate required features such as:
    - News & announcements
    - Events calendar
    - Department directories
    - Document repository
    - Contact forms and feedback tools
    - Newsletter sign-up and optional donation forms (if applicable)

5. Quality Assurance & Launch

- Conduct a thorough round of internal and client-facing testing across devices, screen readers, and browsers.
- Perform final accessibility validation, speed optimization, and content proofreading.
- Provide training sessions for City staff on managing the Webflow CMS.
- Launch the website on the City's chosen domain, with full DNS setup, security (SSL), and performance monitoring in place.

Ongoing Support (Optional)

- Post-launch support period for resolving any issues and providing content updates or enhancements.
- Optional ongoing Webflow maintenance, SEO improvements, analytics reporting, and design support.

Ability to meet the requirements of the proposal

Seattle New Media is fully equipped to meet and exceed the requirements outlined in this proposal. Our team brings a proven combination of technical expertise, design excellence, and project management discipline to ensure the successful delivery of the City's website redesign. We have a strong track record of delivering accessible, responsive, and user-focused websites using Webflow, with Figma as our primary design tool and ClickUp for project tracking and collaboration. These tools allow us to streamline communication, manage timelines effectively, and provide full visibility into the project's progress.

We understand the City's priorities, including:

- A modern, mobile-friendly design that is easy to navigate for residents, staff, and visitors
- Compliance with **ADA/WCAG 2.1** accessibility standards
- A robust yet easy-to-use **content management system (CMS)** for staff updates
- Tools to manage and present public-facing information such as news, events, documents, and departmental services
- An engaging, informative site that reflects the City's identity and values

Our team will work closely with City stakeholders at every step, from discovery and design to content migration, testing, and training. We prioritize stakeholder input through design reviews and iterative feedback cycles, ensuring the final product aligns with expectations and functional needs.

Our process is structured yet flexible, allowing us to deliver:

- On-time completion
- High attention to detail
- Responsive support and training
- Future scalability for additional features and integrations

By combining our design and development expertise with our commitment to transparency and collaboration, we are confident in our ability to fulfill the City's vision for a modern and accessible website.

An acknowledgment of the acceptance of the contracting requirements set forth in the standard City contract (Attachment I)

Seattle New Media acknowledges receipt and review of the standard City contract (Attachment I) included in the RFP. We accept the contracting requirements as outlined and confirm our ability and willingness to comply with all terms and conditions specified in the agreement.

We understand the City's expectations regarding indemnification, insurance coverage, timelines, payment terms, and all other contractual obligations. Should the City select us for this project, we are prepared to promptly execute the contract without the need for substantive revisions.

C. Cost

Monthly detailed description of the rate for services as well as the maximum not-toexceed total for the contract Complete Pricing List

Our goal is to streamline the website's structure, ensuring it is not only easy to navigate but also optimized for search engines (SEO). This approach will help improve the website's visibility, accessibility, and overall performance, ensuring that it effectively serves the needs of The City of Cypress and its community.

The total calculated budget will range between **$45,090 - $50,580**. Which averages to **$47,835.** Our hourly rate is **$90/hr**.

This table includes the modules for the website which is to be redefined and structured based on the information provided.

#	Content	Remarks	Hour Range
1	Project Management & Planning	Includes kickoff meetings, timeline setup, stakeholder coordination, progress tracking, and issue resolution.	10-12 hours
2	Brand Identity Development	Implementation of logo, color palette, typography, tone of messaging, and market research for rebranding.	8-10 hours
3	Wireframing & Prototyping	Develop wireframes (low and high fidelity) for website architecture; conduct user testing with stakeholders.	46-50 hours
4	UI/UX Design in Webflow	Design homepage, internal pages, Departmental pages, other dynamic pages and map interfaces using Webflow's design tools.	44-48 hours
5	Mobile Optimization & Testing	Ensure responsive design across various screen sizes and browsers (Chrome, Firefox, Edge, Safari).	22-26 hours

#	Content	Remarks	Hour Range
6	CMS Setup & Configuration	Build CMS with modular templates and assign role-based permissions; configure content workflow	40-44 hours
7	Graphic design and marketing material	Develop engaging and original designs to promote the City, ensuring alignment with branding while encouraging creativity.	38-42 hours
8	Integration of Google Analytics	Integrate Google Analytics	1-2 hours
9	Multimedia compatibility.	Integration of Videos and Images	12-16 hours
10	Newsletter development	Create and publish City newsletters to inform residents, promote tourism, and support economic development.	12-14 hours
11	SEO Optimization	On-page SEO, URL restructuring, and metadata tagging to improve visibility.	18-20 hours
12	Accessibility & ADA Compliance	Ensure WCAG 2.1 AA standards with testing for screen readers, keyboard navigation, and color contrast.	24-28 hours
13	Social media & Newsletter Integration	Configure social media links, sharing features, and a newsletter subscription system.	12-14 hours
14	Public relations	Craft press releases, media advisories, and other PR materials with strong research and editorial skills.	20-22 hours
15	Community engagement	Conduct outreach initiatives that foster trust, encourage participation, and align with the City's goals.	30-32 hours
16	Photography services	Capture high-quality photographs of events, businesses, and landmarks for marketing and historical records. (Third party)	40-42 hours
17	Social media content creation and monitoring	Maintain an engaging social media presence, creating content and responding to community interactions.	30-34 hours

#	Content	Remarks	Hour Range
18	Video services	Film compelling videos to document events and promote the City across various platforms, including social media and YouTube. (Third party)	50-52 hours
19	Website and Cypress Central app management	Manage and optimize the City's digital platforms, ensuring effective communication and seamless usability.	44-48 hours
15	Testing & debugging	Conduct QA testing on all functionalities, including APIs, CMS workflows, and interactive tools.	36-38 hours
16	Training & Documentation	Develop training materials and conduct training sessions with Agency staff for CMS and content workflows.	14-20 hours
	Total Hours	**501 – 562 Hours**	
	Total Budget	**$45,090 - $50,580**	
	Average Budget	**$47,835**	

Rates for any additional services that may be added to the contract

Maintenance and support

#	Monthly Maintenance Plan	Total hours Supported
1	$499 / Month	5 hours
2	$999 / Month	10 hours
3	$1499 / Month	20 hours
4	$2999 / Month	30 hours

Monthly / Yearly Platform Charges Applicable for normal hosting

#	Platforms	Charges	Remarks
1	Webflow Workspace	Approx $60 / Month/ Seat	Webflow charges an amount for the workspace per user on Monthly Basis
2	Webflow Hosting	Approx $50- $100 / Month	Varies according to the plan
3	Webflow Localization	Approx $10 / Month	Please refer here for more details

Our proposed maintenance charge will be **$499/month** where you can change it once the website attains its performance metrics. We will be providing 5 hours every month. For a website of this size, having a plan like this is beneficial; however, the system we're building is highly user-friendly, allowing your internal team to easily manage it. With that in mind, a smaller plan may be sufficient to meet your ongoing needs.

Terms and Conditions

1. We Seattle New Media will start the development of the project only once the Figma is updated with all updated copy and images.
2. If there is any additional requirement in terms of the project like new page, integrations etc. will be charged at a rate of $90/hr.
3. This estimate is based on the estimated number of hours that will be needed to complete all of this work. Seattle New Media works on an hourly basis, not a per/project cost basis.
4. If the client opts for a monthly maintenance charge, the platform charges will be covered. We recommend for the $499/ Month initially. This plan can be adjusted in future as per the performance metrics.
5. We assume that the number and structure of the pages on the website will align with the proposed plan. We believe that any minor variations in the required pages will be accommodated through dynamic page creation, wherever feasible.
6. The client should provide the APIs related to the third-party Integrations required since it is obtained from the corresponding accounts.
7. Seattle New Media will make necessary adjustments to any pages identified during quality control checks before launch.
8. Seattle New Media will provide staff training, including video tutorials, documentation, and one-on-one sessions for effective platform use.
9. The proposed quote will remain valid for a minimum of 90 days.

RG PACIFIC PROPOSAL FOR COMMUNICATIONS AND MARKETING SERVICES

Submitted to: City of Cypress
Submitted by: RG Pacific LLC
Submission Deadline: June 13, 2025

A. EXPERIENCE

About RG Pacific

Founded in 2007, RG Pacific is a full-service digital marketing and communications agency based in Los Angeles. We specialize in branding, web design, public relations, content production, and community engagement for municipalities, nonprofits, and private organizations. We are uniquely positioned to meet the demands of the City of Cypress, offering a proactive, creative, and scalable approach to marketing and outreach.

Relevant Experience

RG Pacific has worked with a variety of public-sector clients including the City of Fontana, LARAEC (Los Angeles Regional Adult Education Consortium), and Metro, where we developed and executed multilingual digital marketing campaigns, community outreach programs, and content-driven public information strategies.

We have supported these clients through:

- Comprehensive brand and communications strategies
- Video and photography production for public events and services
- Newsletter and press release writing
- Graphic and digital design for marketing materials
- Social media campaign creation and moderation

Reputation and References

- **LARAEC (LAUSD)**
  Contact: Jaycee Takahashi – jaycee@lausd.net
  Scope: Digital and print communications, community engagement, and marketing design

- **City of Fontana – Police Recruitment Campaign**
  Contact: Sarah O'Brien – sobrien@fontana.org
  Scope: Campaign branding, digital ads, and multilingual marketing

- **Metro – Public Outreach Initiatives**
  Contact: Hector Cardenas – hcardenas@metro.net
  Scope: Outreach strategy and content production for infrastructure projects

B. WORK BEING PROPOSED

Overview

RG Pacific proposes a comprehensive communications and marketing partnership with the City of Cypress to enhance the City's visibility, engagement, and brand presence across digital, print, and public-facing platforms. Our approach emphasizes storytelling, consistency in messaging, and community-centered communication to support city initiatives, events, and strategic priorities. With deep expertise in municipal communications and public engagement, we will serve as an extension of City staff, able to operate independently, respond quickly, and maintain quality and professionalism across all content and interactions.

Our proposed work spans eight primary service categories:

1. Graphic Design & Marketing Materials

We will provide the City of Cypress with modern, polished, and impactful graphic design services for a wide range of materials. These include event flyers, seasonal activity guides, outreach posters, environmental signage, and digital-first assets like social graphics and website banners.

Our capabilities include:

- Design rooted in community identity and inclusivity, building off the City's current brand style
- Format versatility (print-ready, social-friendly, large-format, accessible PDFs, etc.)
- Rapid response to last-minute requests with built-in production templates
- Consistent delivery of fully editable files, ensuring future use and repurposing by staff

RG Pacific believes every visual asset tells a story—our work will elevate awareness of City services and programs while maintaining accessibility for residents of all backgrounds.

2. Newsletter Development

Our team will design, write, and deliver engaging bi-monthly and/or quarterly newsletters that capture the energy and innovation of Cypress. These newsletters will serve as a critical tool to update the community on policy initiatives, city events, recreation programs, infrastructure updates, and business development highlights.

Approach:

- Proactive storyboarding and planning aligned with Council priorities and seasonal happenings
- Professionally written content with accompanying visuals (photography and graphics)
- Adaptable layouts optimized for email, mobile, print, and app distribution
- Custom call-to-action sections to drive citizen involvement (e.g., surveys, town halls, registrations)

Each newsletter will not only inform but also build community pride and civic engagement.

3. Public Relations

We will act as the City's PR partner, drafting press releases, writing media advisories, and preparing scripts and talking points for City staff and Councilmembers. Our PR strategy will highlight the City's progress, respond to community developments, and reinforce transparency.

Deliverables include:

- Bi-weekly media communication templates tailored for different audiences
- City success stories and human-interest narratives to generate regional coverage
- Speech writing for community events, ribbon cuttings, and proclamations
- Crisis communications support (as needed)

We'll also work to build stronger media relationships with local and regional outlets to expand the City's visibility.

4. Community Engagement

RG Pacific specializes in bilingual and multicultural outreach, critical in engaging Cypress's diverse population. We will design inclusive public participation strategies that reflect the values and voices of the entire community.

Key efforts:

- In-person engagement (e.g., town halls, workshops, pop-up booths)
- Digital input tools (surveys, feedback forms, mapping tools, QR-activated touchpoints)

- Culturally relevant messaging and translation services for outreach in Spanish, Vietnamese, and other prevalent languages

- Trust-building approaches through storytelling, visual content, and community partnerships

Our work will help the City gather meaningful input, improve policy alignment with resident needs, and foster transparency.

5. Photography Services

RG Pacific will provide high-resolution, brand-aligned photography at events, ribbon cuttings, park unveilings, and cultural festivals. We understand the value of capturing genuine moments that reflect community spirit and municipal pride.

Our services include:

- Event coverage with curated highlight reels

- Drone photography for aerial storytelling of capital improvements or large-scale events

- Staff portraits and behind-the-scenes visuals of City operations

- Curated image libraries organized by theme and event type for ongoing use

These assets will become a vital part of the City's digital archive and will serve ongoing marketing and historical preservation purposes.

6. Video Services

Video is essential in communicating the City's value to both residents and prospective businesses. Our in-house production team will script, shoot, edit, and distribute engaging videos optimized for social, YouTube, and in-meeting viewing.

Content types include:

- Mayor's messages and department spotlights

- "Day in the Life" civic vlogs (public works, police, youth programs)

- Highlight reels for major community events

- Short videos for use in Instagram Reels and TikTok-style vertical content

All videos will include optional subtitles for ADA compliance, and we will provide source files to the City for future editing.

7. Social Media Content Creation & Monitoring

We will oversee daily management and growth of the City's official social media channels, creating community-centered content and responding promptly to public engagement.

Deliverables include:

- Monthly content calendars and pre-approved messaging
- Design and animation for stories, carousels, and reels
- Event promotions and live event coverage
- Monitoring of comments and messages in coordination with City policy
- Targeted ad campaigns to boost reach and event attendance

We will also create campaigns designed for "community shareability" encouraging resident reposts and engagement with themes like "Cypress Spotlights," "Park of the Month," or "Faces of Cypress."

8. Website and App Management

RG Pacific will serve as the City's website content support team, keeping the site dynamic, up to date, and user-friendly. With knowledge of Granicus and best practices in municipal UI/UX, we'll ensure residents find the information they need quickly and clearly.

Scope includes:

- Updating homepage banners, news tickers, and calendar entries
- Creating special project pages (e.g., budget engagement, major events)
- Optimizing page layouts for ADA compliance and mobile usability
- Recommending new site features and coordinating implementation with Granicus

We will also monitor user trends and provide monthly reports on site engagement, helping the City continuously improve its digital services.

    -

Contracting Terms

We acknowledge and accept the standard Contract Services Agreement included in the RFQ without modification. RG Pacific will obtain all required insurance documentation and secure a City of Cypress Business License upon award.

C. COST

Proposed Budget: $190,000 Annually (Not-to-Exceed Total)

Monthly Rate: $15,833.33

RG Pacific proposes an all-inclusive retainer of $190,000 per year to fulfill the full scope of communications and marketing services outlined in this proposal. This amount ensures the City of Cypress receives continuous, high-quality support across all requested service categories with the flexibility to scale during peak seasons or special initiatives.

Service Area	Estimated Monthly Allocation
Graphic Design & Marketing Materials	**$2,000**
Newsletter Development	**$1,800**
Public Relations	**$2,000**
Community Engagement	**$1,750**
Photography Services	**$2,000**
Video Services	**$2,250**
Social Media Management	**$2,500**

Website & App Management	**$1,533.33**
Total	**$15,833.33**

Annual Total: $190,000

This annual retainer includes:

- Full-service creative, production, and editorial support
- In-person coverage of city events (photography/video)
- Access to our team of bilingual content creators and community engagement specialists
- All strategy, planning, scheduling, and reporting responsibilities

Additional Services (Included within Retainer):

- Drone photography/videography as needed
- Rush project execution at no additional charge (with reasonable notice)
- Spanish-language content creation and translation
- Coordination with third-party platforms (e.g., Granicus, email platforms, print vendors)

This budget allows the City to have a fully integrated communications partner while maintaining cost predictability and maximizing deliverables year-round.

dditional Services (as-needed):

- Spanish translation: $85/hr
- Drone services: $300/event
- Rush turnarounds (under 24 hours): $250 flat fee

D. AUTHORIZATION

NAME: Ray Galan
TITLE: President
COMPANY: RG Pacific LLC
ADDRESS: 155 N Lake Ave, Suite 800, Pasadena, CA 91101
PHONE: (323) 336-9204
EMAIL: ray@rgpacific.com
AUTHORIZED SIGNATURE: _____Ray Galan_____
DATE: ____6-13-25_____
AUTHORIZED TO CONTRACT: ☑ YES



COMMUNICATIONS AND MARKETING SERVICES

sga MARKETING

PO Box 1569
Placentia, CA 92871

Phone: 562.597.0205
E-mail: SGroner@SGAmarketing.com
Web: sgamarketing.com

TABLE OF CONTENTS

SECTION	PAGE
Cover Letter	3
Experience and Qualifications	4-11
References and Sample Work	12-38
Technical Approach	39-44
Cost Estimates	45-46

COVER LETTER

S. Groner Associates (SGA) is a full-service strategic marketing, communications, and outreach agency with deep roots in Southern California, including a long-standing history of successful projects throughout Orange County. We are proud to have partnered with numerous local and regional agencies to help elevate public-facing communications, enhance community engagement, and deliver measurable impact through thoughtful, creative work.

We understand the **City of Cypress (City)** is seeking a collaborative and proactive team that can develop dynamic marketing materials, strengthen digital presence, manage newsletters, support public relations, and create video, photo, and social media content that resonates with residents. These are core strengths of SGA. Our team specializes in helping public agencies connect meaningfully with their communities—especially when resources are limited, timelines are tight, and messaging must reflect the identity and diversity of the people it serves.

We have extensive experience delivering results in Orange County. From managing the H2OC Stormwater Campaign for the Orange County Flood Control District to increasing awareness of family assistance services for Orange County Child Support Services, we've built culturally competent communications across multiple platforms. Our work for the City of Santa Ana's environmental programs and the City of Irvine's public education campaigns has spanned everything from print and digital ads to videos, outreach toolkits, and performance tracking dashboards. With each project, we apply a strategic, data-informed approach that combines compelling creative with clear, consistent messaging.

Our team is adept at managing a wide range of tasks—from last-minute flyer designs to comprehensive, multi-platform social media campaigns. We excel at working independently with minimal oversight, while also ensuring seamless coordination with City staff. We bring the agility and responsiveness of a boutique agency, with the tools and talent of a full-service team.

The following core competencies of our organization align well with the needs and requirements as outlined in the City's RFQ:

- Strategic communication and marketing are in our DNA. With over a quarter-century of successful communications campaigns, our formula delivers consistent results for our partners.
- We are a strategic marketing firm comprised of a team of niche experts. From concept to final production, we have designed and developed an award-winning body of marketing, communications, outreach, and public awareness collateral for traditional and digital platforms.
- Because our clientele consists of government entities or nonprofits, we are adept at developing creative solutions that further our clients' goals within a confined, regulatory atmosphere.
- We bring a track record of social media marketing campaigns utilizing messaging that is both uplifting and engaging.
- We specialize in making complex or unfamiliar information clear and accessible to target audiences.
- Our project management approach is iterative; we systematically evaluate project trajectory and adjust our tack to improve results.
- Our strategic communication campaigns are designed to reach diverse audiences through a variety of platforms.
- Our team is culturally competent. We tailor our messaging and strategic approach to meet our audience's varying cultural beliefs and backgrounds.

SGA brings together the creative insight, technical expertise, and trusted experience needed to fulfill the City's vision for a more connected, informed, and engaged community. We would be honored to contribute to your communications success.

Sincerely,

Stephen Groner, President, S. Groner Associates

EXPERIENCES AND QUALIFICATIONS

SGA is a full-service marketing agency that assists our clients in successfully developing and managing their communication and outreach efforts. We think creatively and strategically—turning ideas into actions that deliver core messages across digital and traditional platforms.

A STRONG AND STABLE HISTORY
Founded in 1998, SGA has almost three decades of experience designing and implementing communication and marketing campaigns that revolve around increasing awareness around government programs. We have a proven track record of developing and implementing numerous multimedia communications and marketing plans for public programs and initiatives on behalf of cities, counties, the State of California, non-profit organizations, and the federal government.

EFFECTIVE MESSAGING, EFFICIENT TEAMWORK
One reason we have been successful is our team's experience, adaptability, and proactive mindset. When working on a campaign, we can assemble strategic planners, graphic designers, programmers, illustrators, creative media buyers, analysts, social media experts, copywriters, videographers, producers, public relations specialists, and more to ensure the project is a success.

INNOVATIVE AND CREATIVE APPROACH
We have extensive experience designing marketing campaigns that build upon our clients' brand and history as an organization. SGA can quickly process work that's already been done, identify new channels to distribute messaging and materials, and develop a comprehensive marketing action plan that includes media plans, budgets, and a set of metrics to define and guide success. In addition to traditional marketing services, we supply our clients with a full range of "outside of the box" creative marketing tactics.

The greatest benefit SGA can give to the City is our successfully tried-and-tested communication approach. We currently assist or have assisted communications and outreach programs in the counties of Orange, San Bernardino, Los Angeles, Riverside, Contra Costa, San Mateo, Santa Barbara, and Santa Clara. We have also worked with the cities of Irvine, Los Angeles, Santa Monica, Santa Ana, Culver City, Glendale, Menifee, Alhambra, and West Hollywood on various city initiatives and projects.

Also, we have worked with or are currently working with the State Water Resources Control Board, the U.S. Environmental Protection Agency, the California Stormwater Quality Association, the Los Angeles Regional Development Commission, the Los Angeles Tourism Board, and the National Resource Defense Council.

We are skilled at entering new environments, working with new teams, and driving toward consensus while achieving results. While our team members have specific job titles, our experience is diverse and our staff can wear different hats to make sure the program's goals are met.

Communication and Marketing Awards

Having worked in the communications and marketing field for almost twenty-five years, we bring an impressive portfolio of award-winning graphic design, video, and digital collateral. While serving our clients remains our primary focus, we are honored to have received numerous awards for our work, including:

- **Silver Anvil Award** for our work with the US EPA's Fish Contamination Education Collaborative (Public Relations Society of America)
- **Outstanding Stormwater News, Information, Outreach, and Media Project in California** for our work with the Orange County Stormwater Program, the San Bernardino County Stormwater Program, the City of Los Angeles Stormwater Program, and the San Mateo Countywide Water Pollution Prevention Program (California Stormwater Quality Association)
- **Citizen's Excellence in Community Involvement Award** in recognition of SGA's work with the Fish Contamination Education Collaborative (United States Environmental Protection Agency)

- **Los Angeles Basin Section Public Education Award** for our work with the Kids Ocean Day marketing and communications program (California Water Environmental Association)
- **American Public Works Association Award** for our campaign within the City of Irvine (City of Irvine Environmental Programs)
- **"Model Program" Award** for the City of Long Beach's used oil recycling campaign (California Integrated Waste Management Board)
- **National** A**ward for** C**ommunity** O**utreach and** E**ducation** for the City of Los Angeles' Stormwater Program (American Public Works Association)
- **National 1st Place Prize** for coordinating an adopt-a-beach cleanup project in conjunction with more than 25 local schools, the California Coastal Commission, the City of LA, and the Malibu Foundation (Keep America Beautiful)
- **Public Information & Education Award** for the City of Los Angeles Stormwater Pollution Prevention Program's social media campaign (National Association of Clean Water Agencies)
- City of Los Angeles Stormwater Pollution Prevention Program

How Our Experience Benefits the City of Cypress

- We know Orange County communities well, and understand how to tailor creative, accessible messaging that connects with diverse audiences.
- We bring the experience and flexibility to fulfill all components of the City's scope, from fast-turn graphic design and proactive PR to robust social media, photography, video, and website support.
- We have delivered similar services for municipalities of similar size and profile—City of Santa Ana, City of Irvine, Newport Beach, and many more.
- We are responsive, adaptable, and collaborative, ensuring that City staff can rely on us as an extension of their team.
- We provide both strategic leadership and tactical execution, supporting the City in building a modern, engaging, and community-focused communications program.

Orange County Communication and Marketing Campaigns

SGA has provided strategic marketing, creative development, and public outreach services for many cities and agencies throughout Orange County. Through this work, we have developed a deep understanding of the region's media landscape, cultural dynamics, and community priorities. We know how to create high-quality marketing materials and content that resonate with local audiences, reflect civic identity, and promote community values—insights we are ready to apply in support of Cypress's communications goals.

Orange County Healthcare Agency	SGA works with HCA to help rebrand HCA, improve its communication and marketing efforts, and develop countywide public education and advertising campaigns on various public health issues such as vaccines, flu, RSV, and sexually transmitted diseases.
City of Irvine	SGA has managed a wide array of award-winning projects for the City's Environmental Programs focusing on residential and business outreach regarding various environmental issues. To increase awareness and participation, SGA utilized a mix of solutions ranging from web-based tactics to media relations to more traditional outreach techniques.
Orange County Child Support Services (OC CSS)	SGA helped OC CSS with developing and implementing a public awareness campaign to reach lower-income, single-parent households, specifically in the Latinx community, within Orange County who do not currently have an open child support case.
City of Santa Ana	SGA is responsible for communicating and promoting the City of Santa Ana's Used Oil Recycling Program to DIY Santa Ana residents who change their motor oil. We used a combination of online and offline communication tactics to

City of Santa Ana	promote the free oil filter incentives. We marketed the campaign in Santa Ana's Green newsletter, the City's website, and social media and placed ads in local papers such as the OC Weekly, OC Register, Pennysavers, and Spanish-language papers such as Miniondas and Excelsior since Spanish was the first language for a majority of our target audience.
Children and Families Commission of Orange County (now FIRST 5 Orange County)	SGA assessed the program's communications programs and activities. We objectively and efficiently reviewed and analyzed the communications strategies and content and provided insight and recommendations for a communications plan that focuses on policy and advocacy issues that supported the goal that all children are healthy and ready to learn when they enter school.
City of Newport Beach	SGA developed a public outreach and education campaign targeting restaurants, caterers, hotels, and other food-related businesses. As part of this outreach and education campaign, we developed the "Newport Beach Recycles" logo and collateral materials the City can include in a communication toolkit.
Orange County Flood Control District	SGA managed the County's cooperative stormwater program, H_2OC, which included the County of Orange, Orange County Flood Control District (OCFCD), and all 34 cities in Orange County. We developed and managed the county-wide public education campaign that focused on water use efficiency and the elimination of runoff from irrigation.
Transportation Corridor Agency	The 6C tolling technology allows for electronic toll collection transponders to be in the form of a sticker, which is less costly to procure, store, and distribute and is less obtrusive for the customer than the older transponders. SGA helped the Agency with developing communication tactics and materials to educate the Agency's different target audiences about the changes and added benefits of the 6C conversion and encouraging account holders to adhere sticker tags on each of the vehicles registered to their tolling accounts.

Proven Results in Metrics-Driven Communications

SGA understands that effective municipal communications must do more than simply engage audiences—they must drive measurable outcomes that support City goals. We design campaigns and content that inform, inspire, and encourage action, whether that means boosting participation in City programs, building civic pride, promoting community events, or enhancing transparency.

Our work consistently delivers results aligned with the priorities outlined in this RFQ: increasing awareness of public services, fostering civic engagement, elevating the City's identity and voice, and ensuring that messaging reaches and resonates with all community members, across both digital and traditional platforms. We craft communications that not only reflect Cypress's brand and values, but also help residents feel more connected to their City and empowered to participate in civic life.

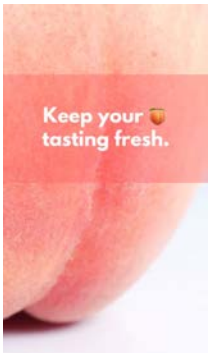
Our approach helps agencies, departments, and municipalities identify the messages that matter most to their audiences and deliver them through clear, accessible, and culturally responsive campaigns. We believe the most effective communications foster trust, transparency, and community connection—all essential to achieving Cypress's communications objectives.

Below are selected examples of metrics-driven communications and marketing campaigns we have executed for local governments and public agencies:

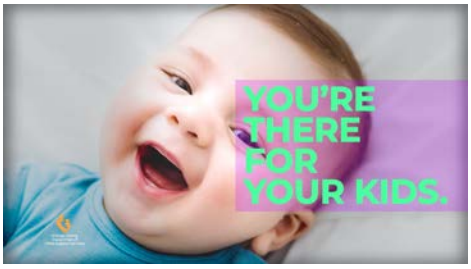
Marketing Campaign	Results	Campaign Example
Ready Your LA Neighborhood - City of Los Angeles	• Achieved over 9.7M impressions (194% of total goal impressions) • Reached over 3M unique users (256% of goal unique users) • Achieved goal frequency of 3.1 impressions per unique user • The RYLAN workshop page increased its page views by 13,487% compared to the previous period and earned over 71K pageviews	
Water for LA – County of Los Angeles	• Digital ad campaign increasing water pollution prevention • Generated over 22 million impressions and exceeded the scheduled impressions by 365% (for all platforms • Achieved 510% of scheduled impressions for programmatic display • Achieved 123% of scheduled impressions with video • Achieved 273% of scheduled impressions on social media	
Plates for Powder Campaign – CA Tahoe Conservancy	• Google, Social Media, Audio Go, Print, and YouTube ad campaign o Clicks: 55,014 o Impressions: 4.6M o Total spent: $29,212	
Earth Day Poster Challenge – City of Palo Alto	• Google and Facebook ad campaign for Earth Day o Clicks: 682 o Impressions: 43,869 o Total spent: $331 o Flight Dates: 2 weeks	

Marketing Campaign	Results	Campaign Example
Healthy Nail Salons – San Mateo County Environmental Health Services	• Google and Social Media ad campaign o Clicks: 34,396 o Reach: 13,384 o Impressions: 2,109,905 o Total spent: $3,897 o Flight Dates: 2 weeks	
South Bayside Waste Management Authority (RethinkWaste)	• Facebook ads promoting organic recycling o Clicks: 823 o Reach: 56,960 o Impressions: 1,675,573 o Total spent: $2,234	
San Mateo Countywide Water Pollution Prevention Program	• Increased Facebook followers from 3,000 to almost 27,000, with a total page reach of 365,975 for stormwater pollution prevention. • Launched a new Instagram account which now has over 1000 followers • Conducted Nextdoor ad campaign and achieved over 40,000 impressions	
CIRM - Sickle Cell "Champion Change" (Traditional and Digital Ad Campaign)	• Google and Social Media ad campaign • Printed flyer and postcard • Website content • Outreach strategies to reach out to disadvantaged communities	

Santa Clara County Behavioral Health Services	Results	Campaign Example
Youth Cannabis Awareness (Traditional and Digital Ad Campaign)	• Over 9.1M impressions (Surpassed the initial estimated impressions of 4.6M by 197%) • 52K clicks at $1.50 per click • Mobile phones emerged as the dominant platform	
Substance Use and Opioid (Digital Ad Campaign)	• Over 2.4M impressions • 20K clicks at $.96 per click	

Santa Clara County PHD	Results	Campaign Example
Overdose to Action (Traditional and Digital Ad Campaign)	• Currently running • Over 21M impressions from billboards and bus shelter ads • English and Spanish	
Happy Healthy Genitals (Digital Ad Campaign)	• Nearly 680K+ impressions • Over 6.1K+ clicks at $0.49 per click • On average, the ad was shown 3.88 times per person • Average click-through rate was 0.90%	
Mpox Public Education and Awareness (Digital Ad Campaign)	• Nearly 1M impressions • Over 17K website clicks • $0.23 CPC • 1.91% CTR • Grindr was most efficient for earning clicks compared to other platforms ($0.18 per click) followed by Google Ads ($0.23 per click)	

FIRST 5 Santa Clara County	Results	Campaign Example
Prepare, Prevent, Protect COVID-19 (Traditional Ad Campaign)	• 4,485,510 impressions (bus kings and tails)	
Eat, Play, Grow (Childhood Obesity) (Traditional Ad Campaign)	• 8,555,520 impressions (bus kings and tails)	
Press Pause! Go Play! (Curb Screentime) (Traditional Ad Campaign)	• 3,523,333 impressions (bus kings and tails)	
Healthy Smiles, Healthy Kids (Oral Health) (Traditional and Digital Ad Campaign)	• 2,245,268 impressions (bus queens) • 111,192 impressions (digital ads) • 1,125 website clicks	
Autism Awareness (Traditional and Digital Ad Campaign)	• 4,085,751 impressions (billboards) • 4,635,864 impressions (bus kings) • 51,500 impressions (digital ads) • 954 website clicks	
FIRST 5 Parenting Website Promotion (Digital Ad Campaign)	• 2,024,834 impressions • 20,433 website clicks	

Orange County	Results	Campaign Example
Orange County Healthcare Agency Seasonal Immunization Action Plan Media Campaigns (Traditional and Digital Ad Campaign)	• 162M impressions • Average reach of 1.3M unique individuals per campaign • Over 123K ad clicks • Six languages—Spanish, Vietnamese, Chinese, Korean, Arabic, and Farsi	
Orange County Child Support Services (Digital Ad Campaign)	• Snapchat o Swipe Ups: 14,920 o Impressions: 1.6M • Social Media o Clicks: 15,587 o Impressions: 1.9M	

PUBLIC EDUCATION AND OUTREACH - ENVIRONMENTAL PROGRAMS, CITY OF IRVINE

Reference: Ryan Ramos, Public Works & Sustainability Manager 1 Civic Center Plaza, Irvine, CA 92606 949.724.6250,Rramos@cityofirvine.org
SGA Staff: Stephen Groner, Ly Nguyen, Tim Sams, Katie Gala, Nanami Yoshimura
Budget: $359,788
Dates: 2012 - Present
Percentage of work SGA is responsible for: 100%
Did SGA meet the project schedule: Yes
Project schedule and budget: Project tasks have been completed on schedule and within budget.

01. THE CHALLENGE

The City of Irvine has and continues to endorse and adopt environmental policies and sustainable measures to conserve resources and protect the environment. To increase awareness and residential participation with the City's various environmental programs, SGA was tasked to develop and implement public education and community engagement campaigns for issues such as recycling, waste reduction, pollution prevention, food donations, energy conservation, and proper household hazardous waste disposal.

02. THE SOLUTION

The City's Environmental Program tackles a comprehensive set of environmental issues. Because of the differing nature of each issue, SGA developed and implemented a mix of solutions ranging from web-based tactics to media relations to more traditional outreach techniques. Given the City's diverse demographics, we knew that any materials we produced had to be sophisticated but still relatable to be able to capture the attention of the City's various target audiences.

We developed a variety of multifaceted outreach materials for the City, targeting residents and businesses. The materials provided community members with simple instructions on how to participate and take advantage of the services offered by the City's Environmental Program. We helped the City reach the right audience with messaging that was focused on developing awareness of the program goals and on building engagement. To fully participate, residents and businesses needed to know the reasons and benefits to why they should recycle, reduce waste, conserve energy, or prevent pollution.

SGA is utilizing years of CBSM experience to develop a strong understanding of the barriers and motivators of the City's target audiences and to incorporate this knowledge into the materials we produce. In putting all the elements of a CBSM program together for the City, SGA followed these guidelines:

- Develop creative, cutting-edge materials
- Educate and excite residents and businesses regarding environmental and city initiatives
- Attract attention to the message
- Present the message(s) to be easily read and understood
- Make an impression deep enough that the audience takes action
- Result in sustainable reductions in waste, pollution, and energy usage

03. THE RESULTS

Since 2012, SGA has managed a wide array of award-winning projects for the City ranging from recycling to solid waste reduction to energy conservation. By collecting and utilizing good data, SGA has been able to develop effective outreach materials to address the specific barriers and motivators of the target audience and achieve a substantially greater impact in subsequent years of the program. For instance, in the City's Used Oil and Filter Recycling Program, we were able to achieve a ten-fold increase in used motor oil and filters being recycled.

With each behavior change campaign SGA produced, we aimed to engage target audiences with feet-on-the-ground outreach efforts. These outreach campaigns followed the full arc of CBSM with a goal of creating lasting change around end-state behaviors identified as having the maximum impact.

- Cans for Cash. This innovative campaign helped the City compete for the National Cans for Cash Recycling Challenge by aggregating cans citywide with prizes going to Human Options, a non-profit dedicated to helping victims of domestic violence rebuild their lives.

- Second Harvest. By partnering with 12 local restaurants and food suppliers, the Zero-Waste program we helped develop diverted more than 60,000 pounds of food from landfills to Second Harvest and the Orange County Food Bank.

- Water Heater Program. We developed an outreach campaign to encourage residents to reduce their water heaters' temperatures. We achieved more than 870,000 impressions and exceeded target entries goal by 61%.

- Energy Vampires. SGA worked with the City to develop an energy conservation program targeting school-age children by inspiring them to seek out and unplug energy vampires.

- Used Oil Recycling. SGA helped the City promote its Used Oil Recycling program by creating outreach materials to encourage DIYers to recycle their used oil.

- Zero Waste. SGA helped the City educate the public at outreach events by conducting presentations and providing educational materials about Zero-Waste and protecting the environment.

- Green Building. SGA developed "Green Building Guides" for different target audiences. The goals of these guides were to get residents and businesses interested in the following:
    - ◊ Sustainability and green buildings
    - ◊ The City's role at the forefront of new advances (i.e., situate Irvine as a trendsetter)
    - ◊ Healthy living through improved air quality and lowered toxicity levels

- Solid Waste Recycling. SGA has developed program materials targeting residents and businesses to reduce, reuse, and recycle solid and organic waste.

Flyer promoting SCAMD rebates to replace gas-powered lawn equipment

Go Green with the Residential **Electric Lawn & Garden Equipment Rebate Program!**

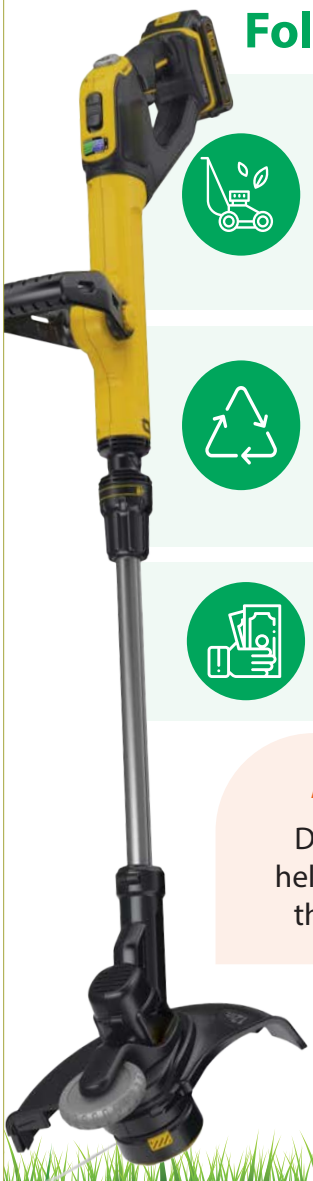
SAVE up to $250

Upgrade Your Lawn & Garden Equipment and Save!



To offset costs of new electric lawn and garden equipment, the City of Irvine has partnered with South Coast Air Quality Management District (AQMD) to offer rebates for Irvine residents who switch from gas-powered to electric equipment.

Follow These 3 Easy Steps!



1 Purchase New/Factory Reconditioned Electric Lawn & Garden Equipment

- Choose a brand-new cordless electric lawn mower, chainsaw, leaf blower, or hand-held trimmer (includes edgers, weed wackers, brushcutters) and purchase it from an authorized retail store or online. To apply, please visit ***aqmd.gov/lawnmower*** and upload the purchase receipt(s) of your new lawn mower, chainsaw, leaf blower, or trimmer.



2 Recycle Your Old Gas Lawn Equipment

- Select a certified scrapper from the list of scrappers on the AQMD website. You will receive an email with your Dismantler Verification Form and a printed copy of the form. Take your old operational gas-powered lawn and garden equipment to the selected scrapping location. Have the scrapper stamp, sign, and return the Dismantler Verification Form to you.

3 Apply for Your Rebate (up to $250)

- Upload the signed Dismantler Verification Form to your application. Sign and submit your final application electronically for processing.

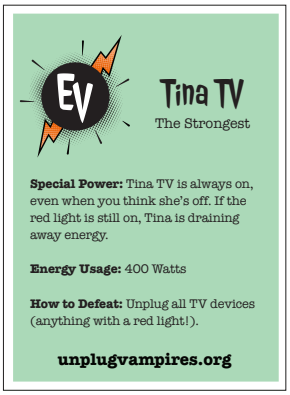
Apply for Your Rebate Today

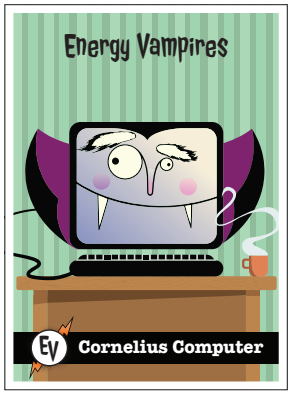
Don't miss this opportunity to save money and help the environment. For more information, scan the QR code or visit ***AQMD.com/lawnmower***.

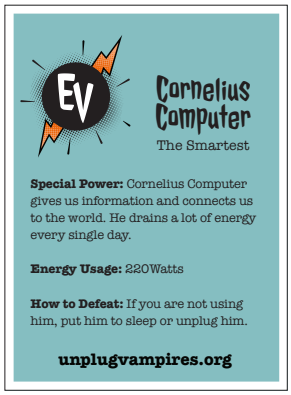
Rules and Conditions Apply: *Rebate cannot be greater than purchase price, not including taxes and delivery. Each participant can receive a maximum of 3 rebates for the lifetime of the program. Program is on a first-come, first-served basis until funds run out. Each electric lawn garden equipment purchased must be cordless and include a battery and charger. You must scrap an operational and equivalent lawn and garden equipment for each electricequipment to receive the rebate. For more information, email us at* ***lawnmower@aqmd.gov*** *or call* ***888-425-6247*** *(Tuesday-Friday, 9-11a.m. and 2-4 p.m.).*

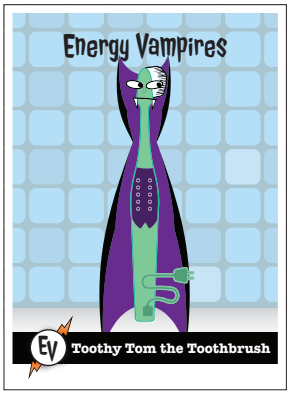
Trading cards to encourage kids to conserve energy

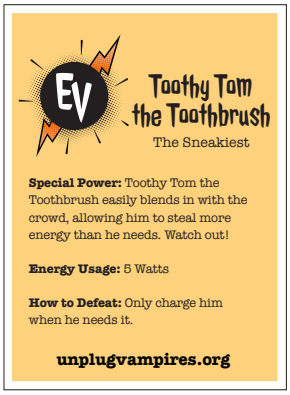




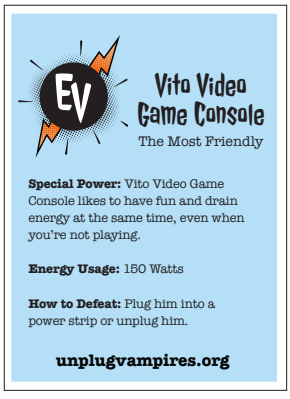




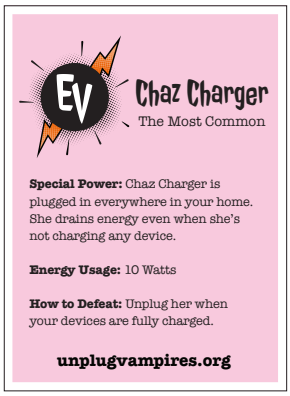




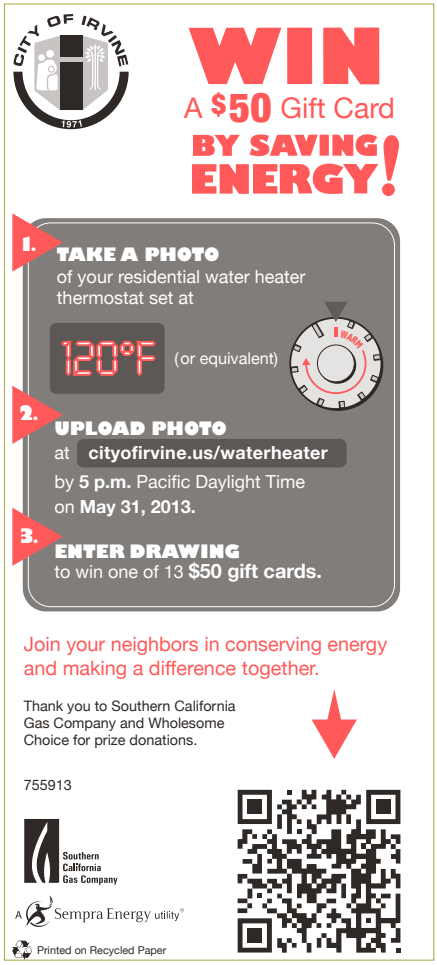






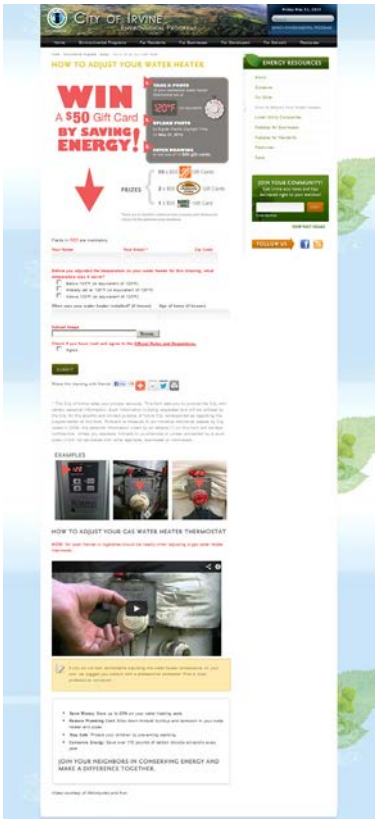


Water Heater Energy Savings Campaign



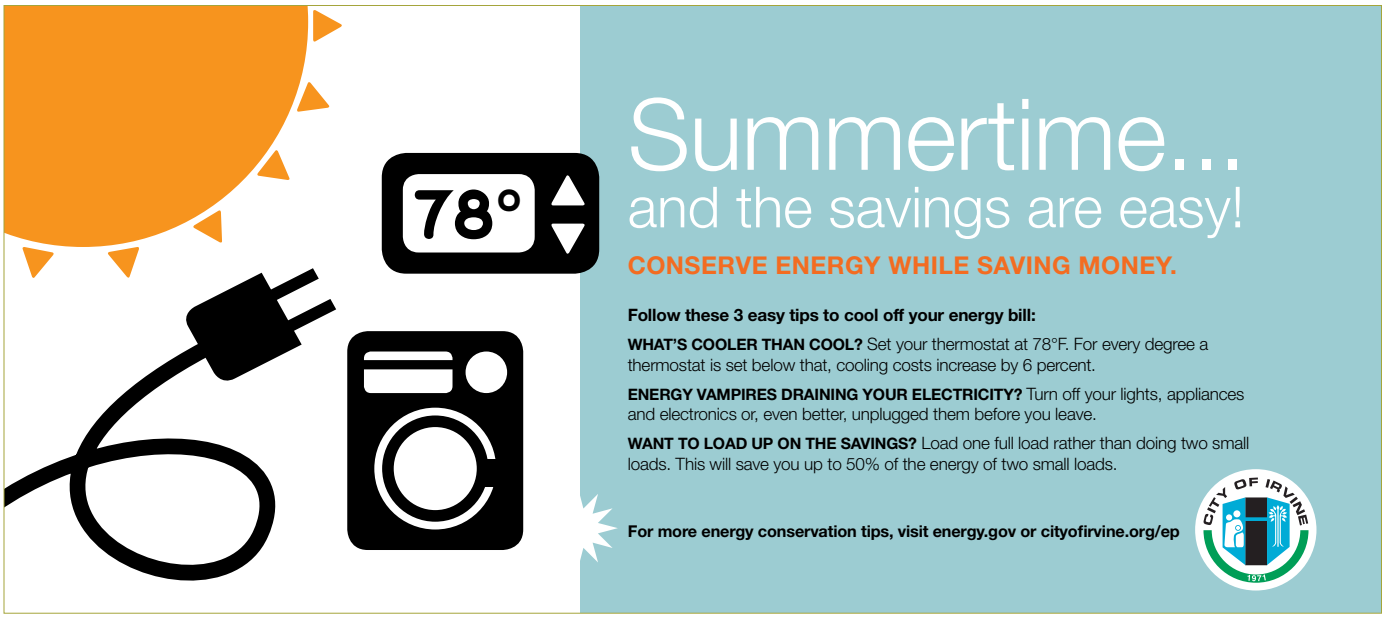






Bill inserts with tips on reducing energy consumption





Mailers sent to businesses informing them about mandatory recycling and organic diversion

BUSINESS RECYCLING: IT'S THE LAW!

By complying with AB 341, your business helps to increase recycling and reduce landfill waste.



Did you know that the State of California has a goal of reaching 75 percent recycling of solid waste by 2020?



BE THE SOLUTION TO POLLUTION.

Since July 1, 2012, California's Mandatory Commercial Recycling law (AB 341) has required businesses that generate 4 cubic yards or more of commercial solid waste a week to arrange for recycling services.

END THE WASTE CYCLE AND RECYCLE!

Recyclable waste includes clean and dry paper, plastic, glass bottles and jars, and metal containers.

ORGANICS RECYCLING: IT'S THE LAW!

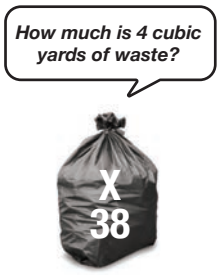
By complying with AB 1826, your business helps to increase recycling and reduce landfill waste.

Did you know that organic waste is the single most disposed of material in landfills? Californians dispose of approximately 30 million tons of waste each year, of which more than 30 percent could be used for compost, mulch, or energy production.



NOW YOU CAN BE A PART OF THE SOLUTION THAT STOPS THE WASTE.

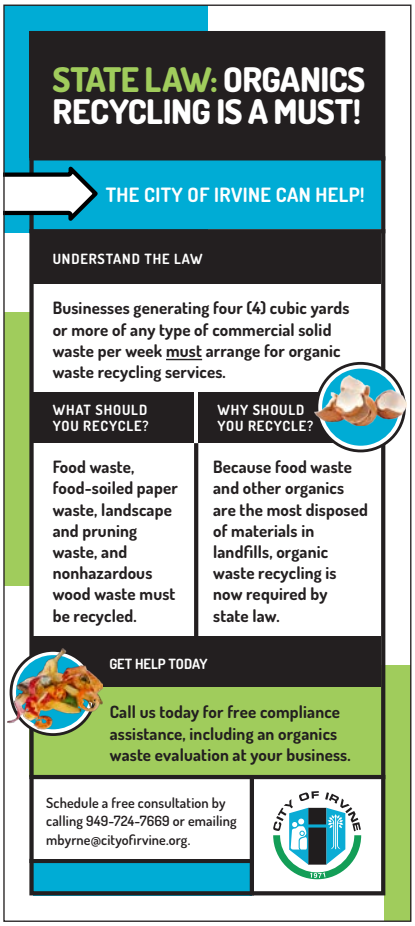
Since April 1, 2016, the state's Organic Waste Recycling law (AB 1826) has required businesses that generate 4 cubic yards or more of organic waste a week to arrange for organic waste recycling services.



WE'RE HERE TO PUT A LID ON THE LANDFILL PROBLEM.

Organic wastes are food waste, food soiled paper waste, green waste such as landscape and pruning waste, and nonhazardous wood waste.

Organics Recycling, Recycling Contamination, Food Donation, and Zero Waste Rack Cards







Organics Recycling Educational Video

SGA developed an educational video that the City placed on its website to increase awareness about AB 1826:

https://www.cityofirvine.org/environmental-programs/ab-1826



Bottle and Can Recycling Educational Video

SGA developed an educational video the City used as a movie ad and on its website to promote proper bottle and can recycling video:

https://www.cityofirvine.org/environmental-programs/bottle-and-can-recycling



Organic Waste Recycling is **Now the Law!**



WHAT: Senate Bill 1383 is a state law that requires every business and resident to recycle their organic waste. For some businesses, this also means donating surplus edible food to local organizations.



What is organic waste?

- Food scraps such as meat, bones, dairy, fruit, and vegetable scraps.
- Food-soiled paper such as napkins, paper towels, and uncoated cardboard.
- Yard clippings, small branches, grass trimmings, and leaves.

SCAN BELOW TO VIEW THIS FLYER IN OTHER LANGUAGES



Do you have extra food?

- Certain businesses with a regular surplus of edible food must donate it.
- Residents can also donate.
- Visit ***cityofirvine.org/SB1383*** for a list of local food recovery organizations.



WHY: Rotting food in landfills produces methane, a greenhouse gas 84 times more potent than carbon dioxide. By recycling organic waste, we can:



WHO: All Irvine businesses and residents.

- Certain businesses may be eligible for a waiver if they meet state requirements.
- Requirements and waivers can be found at ***cityofirvine.org/SB1383waiver***

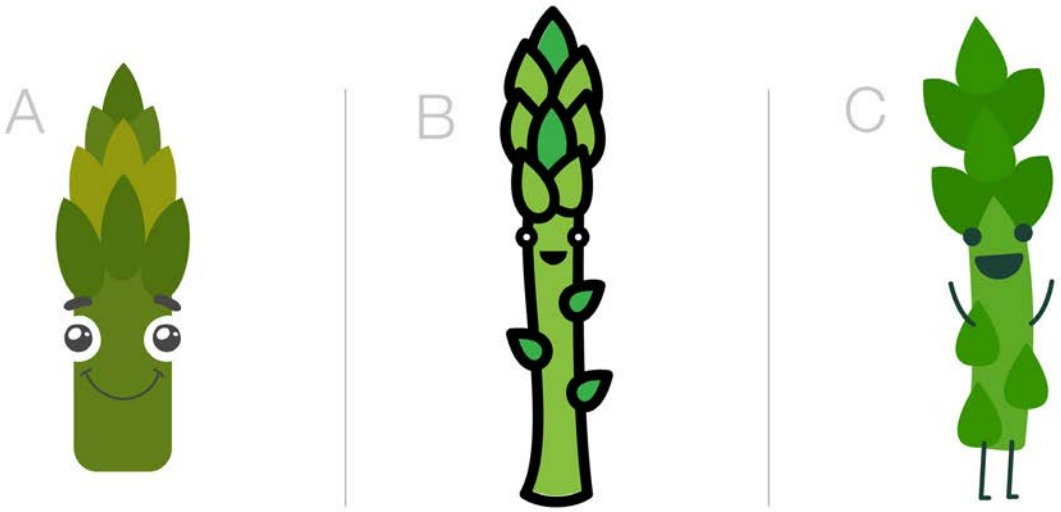
HOW: Be on the lookout for information from your waste hauler or property management.

- For information on how residential locations should recycle organic waste, call Waste Management at **949-642-1191**.
- Organic waste should be placed in an organic waste or food waste collection cart. Do not contaminate the regular blue recycling cart.
- Businesses can email ***environmentalprograms@cityofirvine.org*** or contact their own waste hauler directly if they have questions about compliance with this law.

Learn more: ***cityofirvine.org/ep***
environmentalprograms@cityofirvine.org

Funded By CalRecycle
Funded by a grant from CalRecycle

“Andy the Asparagus Mascot”
(The City has an asparagus tree in its logo so SGA designed several mascot options and ways the City can use the mascot)



Andy the Asparagus Mascot







Organics Recycling and Contamination Prevention Die Cut Magnet Options













Social Media and Email Marketing Content

























How To Recycle Organic Waste Video (Click on link or image to view video)

[Introduction_What is SB 1383]



[What organic material can be recycled?]



[How to separate food scraps from trash]



[Kitchen Pail Video]



[New Waste Management Carts]



Reference: Julie MacDonald, Director of Communications 714.834.5522, JMacDonald@ochca.com
SGA Staff: Stephen Groner, Vanessa Boudreau, Ly Nguyen, Katie Gala, Nanami Yohsimura
Budget: $1,000,000
Dates: 2023 - Present
Percentage of work SGA is responsible for: 100%
Did SGA meet the project schedule: Yes
Project schedule and budget: Project tasks were completed on schedule and within budget.

01. THE CHALLENGE

The Orange County Healthcare Agency (OCHCA) sought to increase awareness and uptake of flu, COVID-19, and RSV vaccines through a multi-lingual, multi-platform outreach campaign. The goal was to motivate residents to get vaccinated while addressing vaccine hesitancy among specific populations, including parents, pregnant individuals, and older adults. Additionally, the campaign needed to ensure cultural relevance, equitable access to information, and measurable engagement outcomes.

02. THE SOLUTION

To address these challenges, a strategic, data-driven, and community-centered approach was implemented:

- Targeted Digital Advertising – Meta (Facebook/Instagram), YouTube, Nextdoor, and Outbrain ads were optimized for different audience segments, with tailored messaging in English, Spanish, Vietnamese, Arabic, Chinese, Farsi, and Korean.
- Traditional Media Outreach – Cable and streaming TV, print ads in ethnic newspapers, and radio ads on Spotify and iHeart Radio ensured broad audience reach.
- Out-of-Home (OOH) Advertising – Billboards, bus shelters, transit ads, laundromat and gas station placements were used to reach priority zip codes where vaccine uptake was low.
- Culturally Relevant Messaging – Content was designed to resonate with diverse communities, featuring trusted voices, tailored visuals, and translated materials.
- Performance-Based Adjustments – Campaigns were monitored in real-time, with mid-campaign optimizations to improve cost efficiency and engagement.

02. THE RESULTS

The campaign successfully increased awareness and engagement across multiple platforms:

- Over 41 million impressions at a cost of $4.76 per 1,000 impressions, making it a cost-effective outreach effort
- Significant improvement in ad engagement, with 27.4K clicks at $0.76 per click—a better efficiency rate than previous campaigns
- Increased Click-Through Rates (CTR) from 0.57% to 0.86%, demonstrating improved messaging impact
- High Completion Rates – Streaming TV ads had a 97.99% completion rate, meaning the vast majority of viewers watched the entire ad

- Stong community engagement, particularly through Meta and YouTube ads, which outperformed other platforms in cost-effectiveness

The campaign's strategic targeting and continual optimization ensured that key messages reached Orange County residents most in need of vaccination information, ultimately supporting public health goals and equitable vaccine uptake.

Multilingual Out-of-Home Flu, RSV, COVID Vaccination Ads







HCA Flu, RSV, COVID Vaccination TV Ads (Click on images to view playlist)









HCA Flu, RSV, COVID Vaccination Social Media Ads



















HCA Flu, RSV, COVID Vaccination Mall Ads











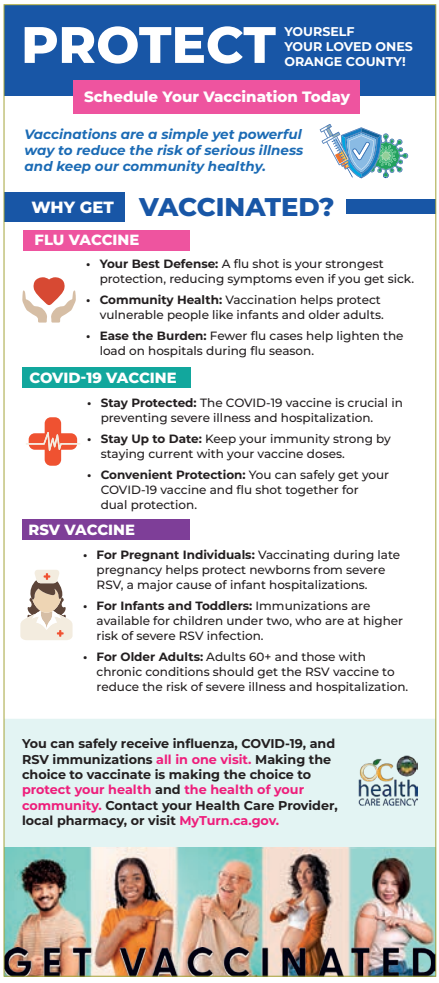


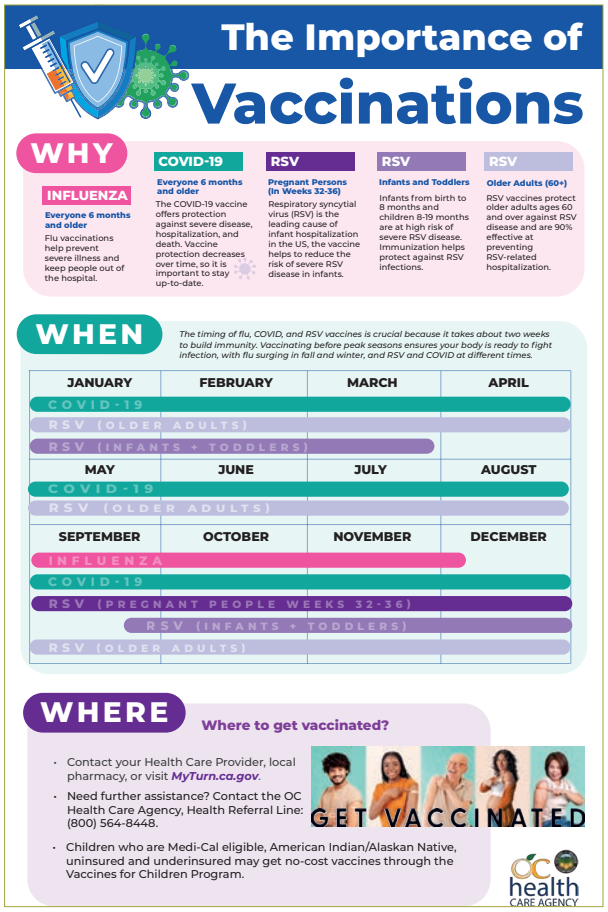


HCA Flu, RSV, COVID Vaccination Posters









CITY OF LOS ANGELES MAYOR'S OFFICE OF PUBLIC SAFETY

Reference: Crisanta E. Gonzalez, MPA, Emergency Management Coordinator II 213.505.5467, crisanta.gonzalez@lacity.org
SGA Staff: Stephen Groner, Ly Nguyen, Nanami Yoshimura, Katie Gala, Paige Rosenberg
Budget: $308,000
Dates: 2020 - 2023
Did SGA meet the project schedule: Yes
Project schedule and budget: Project tasks was completed on schedule and within budget.

01. THE CHALLENGE

Despite Los Angeles' vulnerability to a wide range of natural and man-made disasters, participation in the City's "Ready Your LA Neighborhood" (RYLAN) program remained limited. The Emergency Management Department (EMD) faced several key barriers: low public awareness, limited culturally competent outreach, and lack of virtual resources to meet pandemic-related constraints. Traditional methods—such as flyers and in-person presentations—were insufficient to engage a diverse, multilingual city where residents often cited lack of time, privacy concerns, and skepticism about preparedness messaging.

02. THE SOLUTION

SGA partnered with the City to develop a citywide marketing initiative that included:

- **In-depth market research** using bilingual surveys and focus groups to identify motivators and barriers to engagement, particularly among English and Spanish-speaking populations.
- **A culturally tailored short-term campaign** promoting virtual MYN (Map Your Neighborhood) workshops, leveraging social media, local influencers, Google Display Ads, and earned media to expand reach.
- **Custom creative assets** including 32+ organic social media posts, paid responsive display ads in English and Spanish, influencer toolkits, and bilingual video content promoting virtual preparedness planning.
- **Community-based outreach** via trusted CBOs and local leaders, fostering engagement with high-priority and vulnerable communities across Koreatown, South LA, Echo Park, and beyond.
- **A long-term strategic marketing plan** for EMD, complete with annual timelines, community partnership models, and recommendations for app development, ongoing PR, and email newsletters to sustain momentum.

03. THE RESULTS

The campaign successfully reframed emergency preparedness as a local, empowering, and family-oriented activity—and equipped the City with data-driven strategies to scale RYLAN across LA.

- **9.7 million ad impressions** (nearly double the initial goal) and over **3 million unique users reached**.
- Increased page views by over 13K and earned over 71K pageviews
- **Influencer amplification** by 8 vetted community leaders who shared 17 posts in key neighborhoods.
- **CBO participation** from 4 trusted organizations, generating additional social media, email, and web presence.
- A clear roadmap for **sustained engagement** through future digital marketing, workshops, influencer partnerships, and localized outreach.

RYLAN Press Releases and Article Placements



Palisadian-Post

Serving the Community Since 1928

THURSDAY, SEPTEMBER 30, 2021 ◆ PACIFIC PALISADES, CALIFORNIA

Pacific Palisades, Brentwood Community Councils Co-Sponsor Emergency Preparedness Town Hall

Design Review Board Votes to Disapprove Proposed Hydration Room Project

By LILY TINOCO
Reporter

The Pacific Palisades Design Review Board voted to disapprove a proposed project as presented that would change the use of the former Coffee Bean & Tea Leaf space from a cafe to a medical office during a virtual meeting Wednesday, September 22.

The meeting called for the final review of The Hydration Room, which is slated to be located at 15278 Antioch Street.

Applicant representative Cason Hull explained during the meeting that the project team did not significantly alter the proposed project from the last meeting on August 25, but instead prepared responses to the suggestions they received at that time.

In relation to the signage size, the DRB suggested the sign area should not exceed two square feet for each of the first 20 feet of the building's frontage. Hull said the applicant has demonstrated that the proposed sign area remains under

The former Coffee Bean & Tea Leaf



4 DOWNTOWN NEWS TWITTER: @DOWNTOWNNEWS SEPTEMBER 29, 2021

NEWS DT

LA neighborhoods urged to prepare for disasters

By LA Downtown News Staff

When disaster strikes, the first 60 minutes are the most critical. It is called the "golden hour," and getting help during those precious first minutes save lives," said Carol Parks, LA's Emergency Management Department general manager. "Get to know your neighbors, build a strong community, so when anything happens, you are ready to respond together."



BEVERLY PRESS PARK LABREA NEWS

OUR PEOPLE OUR PLACES 75th Anniversary VIEW NOW

Download Latest Issue

NEWS CRIME DINING & ENTERTAINMENT LIFE, STYLE & ART SCHOOLS CALENDAR LETTERS

Support local journalism for just $1.99 a week. SUBSCRIBE

SEPTEMBER 23, 2021

Residents encouraged to sign up for emergency preparedness training

To better prepare neighborhoods for emergencies and natural disasters, the city of Los Angeles is asking community leaders to join the Ready Your L.A. Neighborhood program, also known as RYLAN.

The free program outlines ways to prepare for a major earthquake, wildfire, widespread power outage and other disasters. Emergency responders will not be

DISTINGUISHED SPEAKER SERIES of the Westside – 2021-2022 SEASON –



Larchmont Chronicle NOVEMBER 2021 SECTION TWO 13

Ready your neighborhood for disaster — online

By Suzan Filipek

Wanted: Neighborhood heroes — before disaster strikes.

The City of Los Angeles is offering a free Ready Your LA Neighborhood (RYLAN) Program to help us work together in the "Golden Hour" following a disaster.

What is the Golden Hour?

The first 60 minutes after an earthquake, wildfire, widespread power outage or other disaster is the most critical time period, emergency experts say.

Getting help during those first precious early minutes can make all the difference, which is why the City of Los Angeles is looking for neighborhood leaders to, well, take the lead.

In a city of four million residents, the city may not be able to respond to your direct emergency following a major catastrophe. This is where RYLAN steps in. The program was created in 2018 (and recently went virtual) by the city's Emergency Manage-

LOS ANGELES EMERGENCY Management Department coordinators Jillian De Vela (left) and Jaqueline Kozi Tamayo in Leimert Park during the pre-COVID-19 Westside Avenue Block Club's RYLAN Drill.

cess of being ready to survive a disaster.

"Our city's Emergency Management Dept. created RYLAN so that neighbors can have the tools necessary to help each other and be more confident until our firefighters, paramedics or law enforcement can get to them," said Mayor Eric Garcetti.

workshops took place. While that effort was interrupted by the pandemic, Virtual RYLAN recently reimagined the program.

EMD General Manager Carol Parks encourages residents to ask "what if" questions. "What if I am somewhere else when a disaster strikes, and there are people and pets in my home that need help? What if I run out of food, water or medicine before help arrives?"

There are a variety of things you can do to get started, including creating an emergency kit with food, water, medicine and supplies.

Another is to request a Reimagined Ready Your LA Neighborhood Workshop.

Political scientists analyzed events like Hurricane Katrina, the Indian Ocean tsunami and the 9.0 earthquake in Japan, and the scientists found that local survival depended on community networks, said LAPD Chief Michel Moore. "We need leadership at the

Illegal nightclub shut down in one of three police raids

By Suzan Filipek

The City Attorney's office has filed charges against the operators of an illegal nightclub on El Centro Avenue, where several guns were confiscated and a shooting occurred.

The site is within a half-block of Larchmont Charter School – Hollygrove. It is just across the street from the Hollygrove offices of Uplift Family Services.

The owners and operators of the alleged underground club face 12 counts, including dispensing alcohol without a license, noise violations, allowing live music and operating a dance hall without a permit.

The club, which was in a nondescript grey and black building at 800 N. El Centro Ave., at the corner of Waring Avenue, has been permanently shut down, according to a statement from Los Angeles City Attorney Mike Feuer. The building once housed a legitimate theater. An illegal marijuana store preceded the illegal nightclub.

Los Angeles police responded to residents' complaints in August and found a large party with a cover charge, DJs playing loud music, and alcohol being sold. Officers arrested several people and confiscated guns, according to a report.

On Aug. 29, the LAPD responded to the same location after receiving calls that shots were fired — witnesses reported hearing approximately 20 gunshots. A victim was shot several times in his face and body, but he survived.

Police also recovered a handgun and numerous casings from two different handguns and discovered multiple bullet holes in a building next door.

After returning to find additional

(Please turn to page 14)

ZAVALA ELECTRIC
Call 818.500.7778



Page 16. Valley News Group September 30, 2021

What Will the Fall Housing Market Look Like?

By Michael Bloom

The housing outlook for fall, according to industry experts, is cooling prices, tighter inventory, and less competition.

According to Daryl Fairweather, Redfin's Chief Economist, "I think that this fall won't throw too many surprises our way. We can expect mortgage rates to stay pretty stable and for demand and supply to follow pretty much a normal seasonal pattern."

Also, experts predict that home price growth is peaking.

Nicole Bachaud, an economic data analyst at Zillow, states, "If you look at any of our monthly reports, pretty much for most of this year, every month we've been saying record-high price appreciation. Every single month, it's like a new record. So we are finally coming up to what we think is the peak. It's just that prices are going to rise less quickly than they are right now. It's moderation slowly back towards normal."

Next, mortgage rates will remain steady throughout the fall.

According to Robert Heck, Vice President of Morty, a large online mortgage broker, "Looking forward to fall, most people are expecting things to loosen up and become a bit more transactional friendly on both the real estate side of things as well as the continuing threat of COVID-19 variants paired with simmering fears of inflation. The Federal Reserve has been pretty open about keeping rates accommodating to the extent that they can."

Finally, the number of new listings nationwide declined 5% in August from the previous year. (Statistics from Redfin).

Michael Bloom is with The Agency in Calabasas (BRE#01184440). He can be reached at (818) 207-2088.

BOB'S LOCKSMITH SHOP
COMMERCIAL HARDWARE
Security Specialist
Get a Quote...We'll Beat It!
(818) 340-0421 (310) 592-8357

Neighborhoods Urged to Prepare for Disasters at the Local Level

When disaster strikes, the first 60 minutes are the most critical. It is called the "golden hour", and getting help during those precious first minutes can make all the difference.

So, to prepare neighborhoods for emergencies, the City of Los Angeles is looking for neighborhood leaders who recognize how important it is for the city's residents to be ready for any emergency or disaster to come: A major earthquake, a devastating wildfire, a serious weather event, or a widespread power outage.

In a city of four million residents, public safety leaders recognize that the City cannot immediately respond to everyone in need following a major catastrophe. In recent years, Mayor Eric Garcetti has worked to ensure residents have the critical tools to be as resilient as possible before, during, and after an emergency. In 2018, the Emergency Management Department (EMD) created Ready Your LA Neighborhood (RYLAN), a free program that walks neighbors through the process of getting prepared to survive a disaster. Today, EMD is revving up efforts to train

relaunch of "Virtual RYLAN." After EMD facilitated more than 200 RYLAN workshops, the effort was interrupted by the COVID-19 pandemic, which inspired the Department to reimagine the program so that residents can plan, organize, and prepare online. The city is asking LA residents who care about the health and safety of their neighbors to take ownership of RYLAN for their neighborhood.

"As the second largest city

Ready Your LA Neighborhood is a free program that walks neighbors through the process of getting prepared to survive a disaster.

in the nation, it is important for neighborhood leaders to spread the word and host RYLAN meetings in order to get prepared and save lives," said LA's Emergency Management Department General Manager Carol Parks. "Get to know your neighbors, build a strong community, so when anything happens, you are ready to respond together."

analyzed events like Hurric Katrina, the Indian Ocean tsun and the 9.0 earthquake in Ja they learned that local surv and recovery depended on strength of community netwo - neighbors helping and sharin said Los Angeles Police C Michel R. Moore. "It is impor for LA neighborhoods to be s sufficient in a disaster. We n leadership at the grassroots le and we need residents' help build social capital to ena everybody to work together w disaster strikes."

"We've created all the train materials each neighborh needs to prepare. Now all we n is you," Parks said. "RYLA a simple and effective progr that any resident can use lead a preparedness works in their own neighborho We are especially looking involved members of t community, energetic pe who are always out there help to make their community be Of course, first-respon experience can be a plus, bu you know your neighbors, l your neighborhood, and w to be part of the prepared movement to help respond i disaster, it doesn't matter w

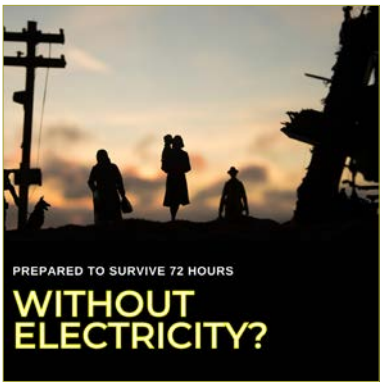
English and Spanish Paid RYLAN Social Media Ads

















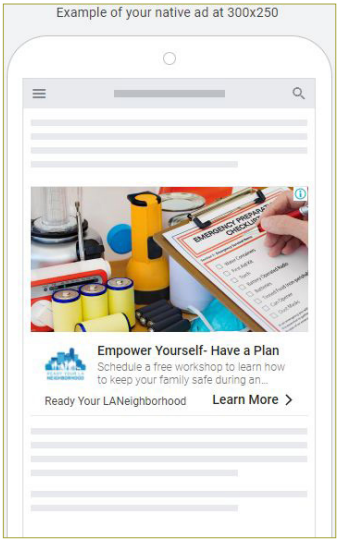




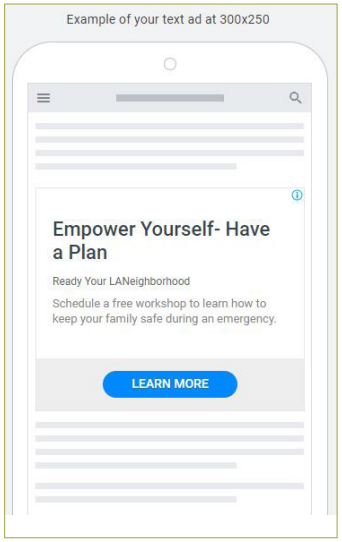




RYLAN Google Responsive Ads



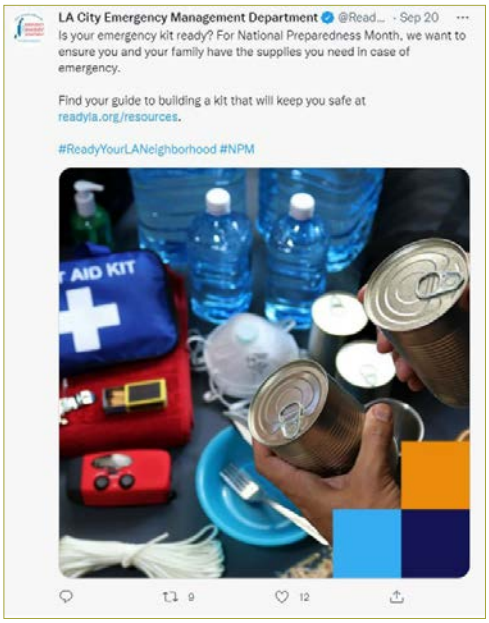


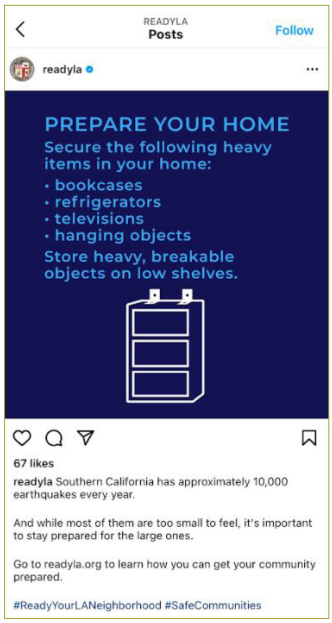


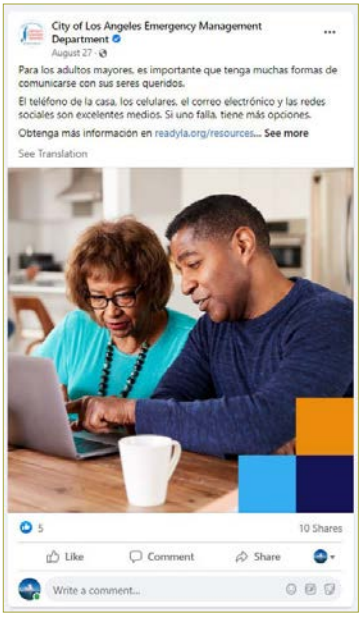




RYLAN Organic Social Media Post Examples

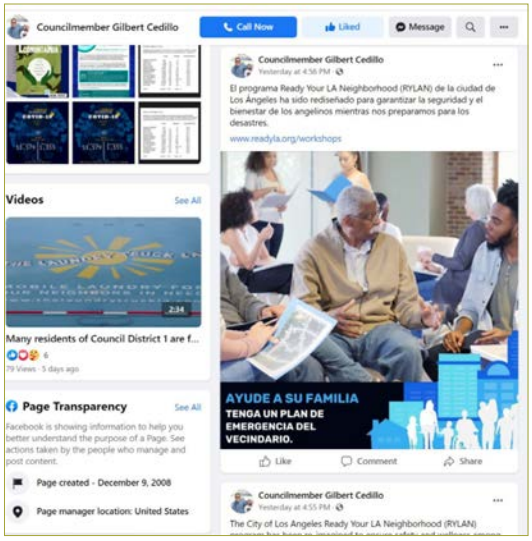




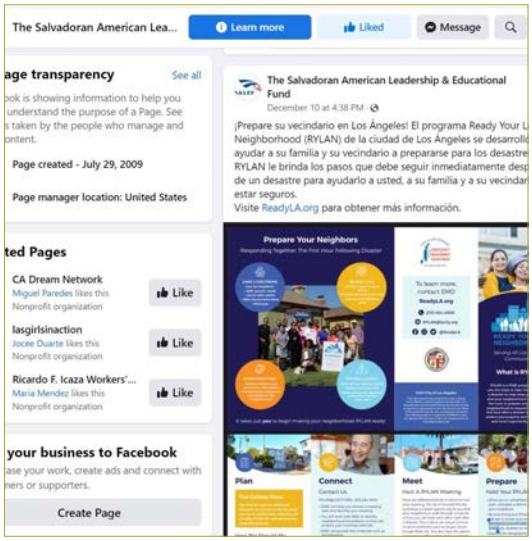


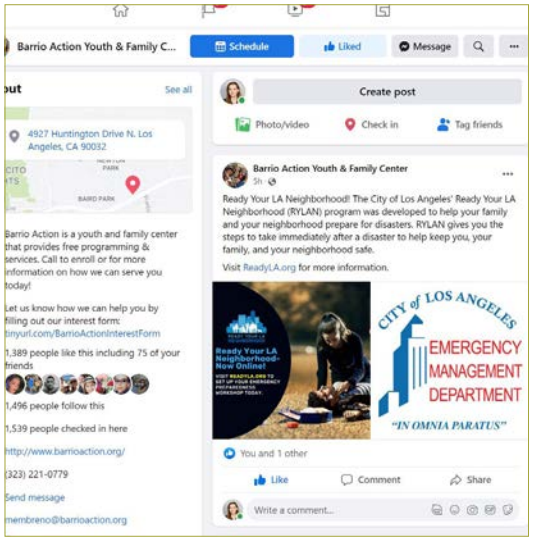


RYLAN Influencer and CBO Social Media Post Examples







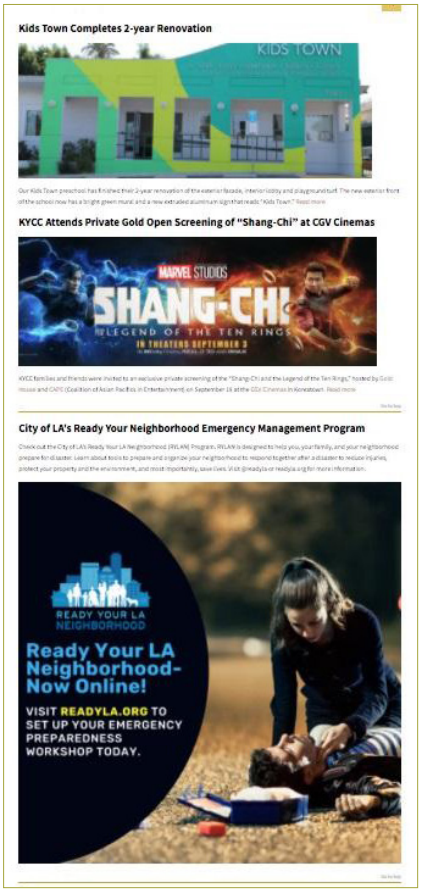


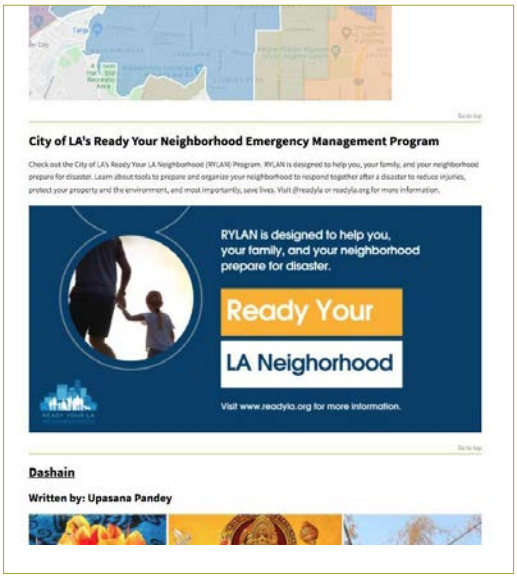


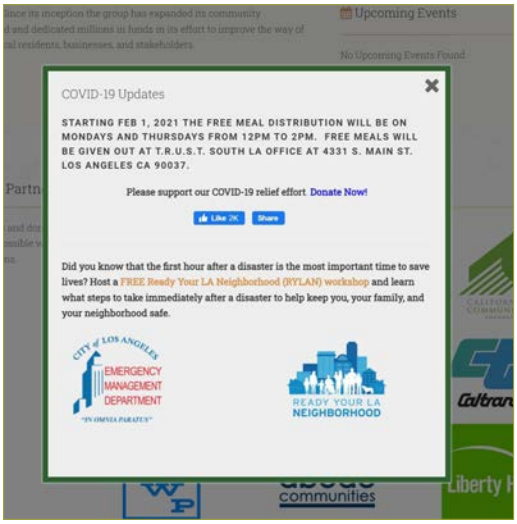


RYLAN CBO Cross Promotion (Newsletter and Website) Examples









Engaging Diverse Communities Through Strategic Media Outreach
The mission of the City is to foster an informed, connected, and engaged community. A critical component of this mission is ensuring that City programs, services, events, and public information effectively reach all Cypress residents—including ethnic and diverse communities, businesses, and historically underrepresented groups.

The overarching goal for this task is to develop and execute a **comprehensive, culturally competent communications and marketing strategy** that utilizes trusted media channels, enhances community engagement with City messaging, and contributes to building a stronger sense of civic identity and public trust. This involves understanding the unique communication landscapes within different segments of the community and tailoring approaches to maximize reach and impact across platforms.

SGA confirms that we have the capacity, expertise, and resources to fully meet the requirements outlined in the RFQ. We are confident in our ability to deliver all requested services on schedule and to a high standard of quality. Additionally, SGA acknowledges and accepts the contracting requirements set forth in the City's standard contract and is prepared to enter into an agreement under those terms upon award of contract.

SGA'S APPROACH

Research and Strategy Development
The foundation of a successful communications program lies in a thorough understanding of the target audience and the development of a well-informed strategy. This initial phase, Research and Strategy Development, will be crucial in shaping the City's messaging, creative direction, and media plan to effectively reach Cypress residents across languages, cultures, age groups, and neighborhoods. Our approach will leverage SGA's extensive experience in public agency communication and community engagement, including work in Orange County with the City of Santa Ana, City of Irvine, Orange County Flood Control District, Orange County Healthcare Agency, and FIRST 5 Orange County.

SGA will employ a multi-faceted research approach:

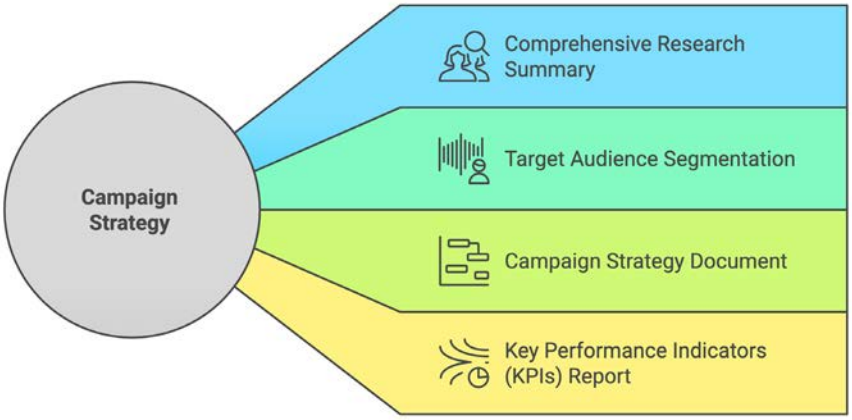
1. Review existing City data and regional studies on civic participation, media consumption habits, community engagement levels, and public perceptions of City programs and services.
2. Conduct an environmental scan to identify key community stakeholders, neighborhood associations, CBOs, schools, businesses, and other influential partners in Cypress.
3. Interview City staff, community leaders, and organizational partners to gain insights into communication gaps, audience needs, and engagement opportunities.
4. Monitor Cypress-relevant social media channels and online platforms to understand prevailing conversations, trusted messengers, and perceptions of City initiatives.

Comprehensive Communications Strategy
Insights from the research phase will inform a comprehensive strategy:

1. Establish SMART goals in alignment with the City's priorities, such as increasing awareness of City services, promoting event participation, enhancing digital engagement, or elevating civic pride.
2. Refine target audiences into specific segments (e.g., families, seniors, multilingual residents, business owners, youth) and develop personas to guide messaging and creative development.
3. Craft clear, concise, motivational messaging that builds trust in City government and inspires civic engagement—grounded in SGA's proven expertise in behavior-change and culturally relevant communications.
4. Develop creative concepts that bring core messages to life across print, video, web, and social media platforms—leveraging visual storytelling, community narratives, and inclusive design.
5. Create a detailed media plan that outlines outreach through community newspapers, social media, City newsletters, app updates, earned media, and direct partnerships with trusted community messengers.

Deliverables for Research & Strategy Development

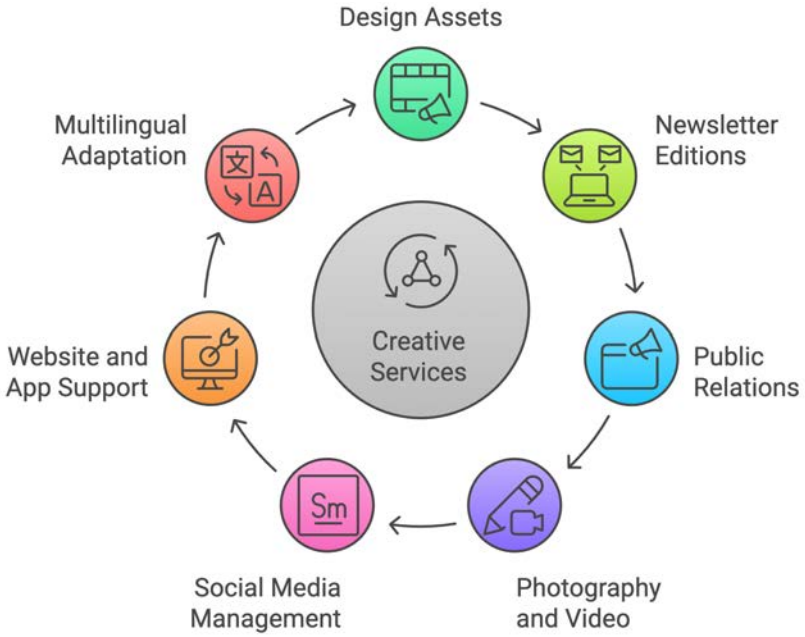
1. **Comprehensive Research Summary:** A report summarizing findings from secondary research, environmental scan, stakeholder interviews, and social listening.
2. **Target Audience Segmentation and Personas Document:** Detailed documentation of audience segments including demographics, attitudes, and media habits.
3. **Campaign Strategy:** A strategic document outlining goals, objectives, messaging pillars, media mix, and creative approach for execution.
4. **Key Performance Indicators (KPIs) Report:** A framework of defined metrics and benchmarks that will be used to measure campaign performance and success.



Creative Development, Design, and Content Production

SGA will translate the insights and strategic direction established during the research phase into tangible, engaging communications materials that elevate the City's brand, promote community engagement, and showcase City programs and services.

This phase is critical for capturing the attention of key Cypress audiences—general residents, multilingual communities, families, seniors, local businesses, and historically underserved populations—and delivering impactful, visually dynamic content that reinforces civic pride and encourages participation in City life.



Our approach will leverage SGA's proven expertise in branding, graphic design, digital content creation, public relations, video storytelling, photography, website, and the development of community-centered outreach materials.

Our creative process is a dynamic and collaborative journey that transforms strategic insights into compelling assets across all platforms. We begin by understanding Cypress's target audiences through focused research and community insights, then move into ideation where our team crafts a cohesive campaign tailored to resonate with diverse residents and stakeholders. Through iterative development and continuous feedback, we refine our creative concepts to ensure that every element—from print collateral to digital content, video, photography, newsletters, website, and PR materials—is engaging, culturally relevant, and aligned with the City's goals.

Graphic Design and Marketing Material

SGA will deliver high-quality graphic design services to support a wide range of City marketing needs:

1. Design clear, visually engaging materials for City programs, services, events, and public safety initiatives—ensuring they align with the City's brand guidelines and connect with all segments of the community.
2. Develop branding elements and design templates for City campaigns and initiatives that are consistent, professional, and reflective of Cypress's civic identity.
3. Provide editable formats (Adobe InDesign, Illustrator, Photoshop, or other requested formats) for future use by City staff.
4. Develop multilingual design assets to support Cypress's diverse communities—including Spanish-, Vietnamese-, Korean-, Chinese-, and Tagalog-speaking populations.

Newsletter Development

SGA will develop engaging, informative content and visual design for the City's newsletter:

1. Create original content for the newsletter, including feature stories, program spotlights, event promotions, public safety information, and community highlights.
2. Work proactively with City staff and community partners to source stories, photos, and relevant content for each newsletter edition.
3. Design newsletters that are visually dynamic, mobile-friendly, and consistent with the City's overall brand identity.
4. Format and provide newsletters for distribution through the City's website, app, email platforms, and social media.

Public Relations

SGA will provide comprehensive public relations services to elevate the visibility of City programs and foster public trust:

1. Draft and distribute press releases, media advisories, and talking points to support City initiatives, events, and key announcements.
2. Develop targeted email content for City updates, programs, and public information campaigns.
3. Identifying positive City stories and opportunities for media coverage to help build trust and strengthen the City's public image.
4. Assist in preparing remarks and scripts for City leadership for public events and media appearances.

Photography and Video Services

SGA will provide high-quality photography and video services that capture the spirit of Cypress and promote the City's identity:

1. Photograph a wide range of City events and activities—capturing candid moments, community engagement, and City pride.
2. Build a curated library of professional photos of City facilities, parks, neighborhoods, and local businesses for ongoing use across communications channels.
3. Provide drone photography (as appropriate) to capture aerial perspectives of City events, parks, and infrastructure.
4. Produce short, engaging recap videos that showcase City events for use on the City's website, app, and social media.
5. Create video spotlights that showcase City programs, services, and community partnerships—helping residents connect with the value the City provides.
6. Capture community voices and resident testimonials to promote civic pride and build connection.
7. Produce PSAs to support public safety, environmental stewardship, and civic participation initiatives.
8. Optimize video content for multi-platform use—including YouTube, Instagram, Facebook, TikTok, and the City's website and app.

Social Media Management

SGA will establish a structured and strategic approach to manage content across the City's social media platforms. Our tactics will include:

1. Develop and maintain a comprehensive content calendar aligned with City priorities, including weekly themes, post topics, and publishing schedules across Facebook, Instagram, NextDoor, and YouTube.
2. Create a variety of content formats, including text posts, infographics, short videos, animations, and links to the City's website or app.
3. Organize posts around core themes such as:
    - "City Services Spotlight"
    - "Get Involved in Cypress"
    - "Cypress Events & Happenings"
    - "Parks, Recreation & Community Services"
    - "Civic Pride & Community Voices"
    - "Public Safety & Emergency Preparedness"
    - "Environmental Stewardship & Sustainability"
4. Collaborate closely with City staff to ensure content integration with broader City outreach efforts and calendars.

Website and App Management
SGA will support the City's website and app content strategy and management, helping ensure content is current, engaging, and user-friendly:

1. Develop regular updates to City website content and calendar, working in collaboration with City staff and departments.
2. Develop new content sections, campaign landing pages, and interactive features that align with the City's brand and enhance user experience.
3. Recommend improvements to site navigation, layout, and content clarity to enhance usability across devices and platforms.
4. Create and format engaging content for the City's mobile app, including news updates, program promotions, alerts, and event information.
5. Serve as a collaborative liaison between City staff and platform vendors (such as Granicus), helping to resolve content-related issues, coordinate design enhancements, and implement content management best practices.

Deliverables for Creative Services

1. **Design and Marketing Assets:** Flyers, brochures, promotional items, logo packages, editable templates
2. **Newsletter Editions:** Content, layout, formatting, and delivery-ready files
3. **Public Relations Materials:** Press kits, press releases, talking points, story pitches
4. **Photography and Video Packages:** Event photography, brand imagery, edited videos, drone footage (as needed)
5. **Social Media Content and Monitoring:** Editorial calendar, creative content library, platform-optimized assets, performance reports, monitoring and response recommendations
6. **Website and App Content Support:** Updated landing pages, news content, calendar posts, design enhancements
7. **Multilingual Adaptations:** All creative assets adapted for threshold languages, with culturally relevant messaging

Culturally Responsive Communication and Media Implementation

The success of any municipal communications program depends not only on the clarity of the message but also on how well it reflects the language, culture, and lived experiences of its intended audience. For the City—with its diverse population of families, seniors, multilingual residents, and businesses—effective communication must go beyond translation; it must be culturally responsive, locally relevant, and delivered through trusted information channels.

Our team is highly experienced in cultural nuance and behavior-change messaging, and we will adapt tone, format, and delivery to reflect the lived realities of Cypress's diverse communities—including Spanish-,

Vietnamese-, Korean-, Chinese-, and Tagalog-speaking populations.

Development of Culturally Appropriate Communication Materials
SGA will design and produce communication material including press releases, op-eds, fact sheets, media talking points, community announcements, and event promotion content, all tailored for translation and multilingual engagement. The material will be:

- Designed for translation, with clear, jargon-free source language that prioritizes readability, tone consistency, and accessibility.
- Culturally adaptable, with phrasing, imagery, and references vetted for resonance and appropriateness with the intended audience.
- Formatted for flexible use, whether as print inserts, social media posts, email blasts, website content, or app alerts.

Where applicable, SGA will coordinate with City staff to ensure appropriate file formats, design layouts, and versioning support for translated and culturally adapted materials.

Ethnic Media Identification and Collaboration
SGA will compile and maintain an updated list of trusted **ethnic media outlets**—including community newspapers, ethnic radio stations, digital publications, and social influencers—who serve Cypress's diverse communities. For each project or campaign, we will:

- Identify and recommend print and digital outlets with high penetration in the focus population.
- Provide cultural context and media usage insights to guide placement and outreach strategies.
- Facilitate media outreach and earned media pitching, where appropriate, to support City messaging priorities.

Where applicable, we will collaborate with local community-based organizations and trusted partners to validate outlet choices and build relationships with key reporters, editors, and influencers who are viewed as trusted messengers within Cypress's diverse communities.

Deliverables for Culturally Responsive Communication and Media Implementation

1. **Culturally Appropriate Communication Materials:** Press kits, press releases, talking points, fact sheets, and editorial content tailored for translation and multilingual engagement.
2. **Ethnic Media Contact Lists:** Curated and segmented outlet directories by language, geography, and platform type (print, radio, online).
3. **Media Outreach Plan** *(per project or campaign):* A placement and outreach strategy based on target audience and communications goals.
4. **Translation-Ready Design Files:** English-language layouts formatted for seamless translation and back-end adaptation by the City or designated translation providers.

Monitoring and Reporting

Monitoring is essential for evaluating the effectiveness of the City's communications and ensuring that key objectives—enhancing community engagement, strengthening public trust, promoting City identity, and improving transparency—are met. This phase will involve continuous data collection and analysis to inform improvements and document impact. SGA's evaluation strategy draws on our proven metric-driven approach from municipal marketing and public education campaigns across Orange County and the region.

1. Use platform-specific analytics (e.g., Meta Insights, YouTube Studio, Google Analytics) to track engagement (likes, shares, comments), impressions, video views, and audience growth across the City's social media channels.
2. Monitor how City communications materials—social media posts, website updates, newsletter articles, app alerts, and print materials—are disseminated and consumed. When possible, we will track downloads, click-throughs, time-on-page, and other indicators of audience engagement.

3. Deliver user-friendly reports that highlight progress toward KPIs, audience reach, content engagement, earned media coverage (if applicable), and public sentiment—providing a clear picture of the City's communications performance.

Make data-driven recommendations for continuous improvement

1. Assess which messages, formats, and platforms performed best and identify areas for improvement—providing actionable insights to guide future content and strategy.
2. Provide specific suggestions to improve the efficiency and impact of City communications—whether that involves adjusting creative direction, testing new content formats, refining audience targeting, or enhancing outreach through community partners.
3. Document key learnings and provide strategic recommendations to inform the City's future communications priorities and initiatives.
4. Deliver both PDF and slide-ready formats to support briefings with City leadership, staff, and stakeholders.

Deliverables for Monitoring & Reporting

1. **Monthly Performance Reports**
    - Social media and media metrics
    - Content distribution tracking
    - Public sentiment and community feedback
    - Strategic recommendations
2. **Survey and Focus Group Reports** *(if applicable)*
    - Analysis of qualitative and quantitative findings
    - Impact evaluation
3. **Final Campaign Evaluation Report** *(as needed for larger initiatives)*
    - Comprehensive overview of campaign performance, outcomes, and insights
    - Data-informed strategic recommendations

COST

The cost estimates provided in this proposal reflect our experience delivering these services for cities, counties, and public agencies throughout Orange County and the region. The pricing for each deliverable and task is based on the typical range of costs we have seen for similar efforts, factoring in the level of professional expertise, creative development, production time, and project management required.

It is important to note that these estimates represent individual item costs that would apply as needed — not a flat or fixed project fee. The actual cost of any given task may fluctuate up or down depending on the specific scope, timeline, and level of complexity or simplicity required. For example:

- A straightforward flyer redesign may require significantly less effort than the development of a brand-new marketing campaign from concept through multi-platform delivery.
- A short video or photo shoot of a community event may be completed at a lower cost than a scripted and edited public service announcement requiring multiple filming locations and post-production.

We are committed to working closely with City staff to finalize the scope and cost of each assignment in advance of work being performed, ensuring transparency and mutual agreement on budget expectations. Our goal is to provide the City with flexibility and value — delivering high-quality creative and communications support that aligns with your budget and priorities.

These cost estimates are offered as a guideline for individual services to support Cypress's as-needed communications and marketing efforts. We look forward to collaborating with the City to define the best mix of tactics and deliverables to achieve your goals.

Communications and Marketing Services_City Cypress	
DELIVERABLES/TASKS	**Unit Amount**
Communication and Marketing	
Communication and Marketing Campaign	$3,892
Digital Services	$3,998
Social Media Graphics	$2,888
Photography Services	$3,942
Videography Services	$3,942
Marketing Copy	$2,108
Social Media Copy	$1,524
Press Release Copy	$1,896
Community Events, Workshops, and Webinars Services	$1,852
Media Buying and Placement	$2,632
Website and Mobile App Copy	$2,108
Website and Mobile App Graphics	$26,320
Rushed Request Fee	$1,152
Total	$53,210

SGA'S HOURLY RATE SCHEDULE

S. Groner Associates				
FULLY BURDENED HOURLY RATES*			**REIMURSABLE TRAVEL COSTS**	
JOB FUNCTION	**RATES**		Local Mileage	Current Federal Per Diem Rates
Project Director	$234.00		Transportation	Actual Expense
Creative Director	$212.00		Auto Rental	Actual Expense
Sr. Project Manager	$212.00		Fares	Actual Expense
Project Manager	$204.00		Room	Actual Expense
Assistant Project Manager	$185.00		Subsistence	Current Federal Per Diem Rates
Sr. Technical Expert	$185.00			
Sr. Graphic Designer	$185.00			
Website Developer/Programmer	$185.00		**EXPENSES AND FEES**	
Public Affairs/Media Relations Manager	$204.00			
Graphic Designer	$162.00		Black and White Copy	Billed at Cost + 10%
Sr. Project Coordinator	$185.00		Color Copy	Billed at Cost + 10%
Project Coordinator	$160.00		Binding	Billed at Cost + 10%
Research/Survey Manager	$204.00		Postage/Express Mail	Billed at Cost + 10%
Research/Survey Coordinator	$160.00		Out of Pocket Expenses	Billed at Cost + 10%
Video Editor/Producer	$185.00		Translation Costs	.20/word
Sr. Project Associate	$146.00		Rush Fee	Additional 30% of total cost
Project Associate	$138.00		Media Placement Commision*	10% of total media purchase
Copywriter	$138.00			
Outreach Specialist	$128.00			
Social Media Coordinator	$138.00			
Project Administrator	$152.00			

VERDIN

June 13, 2025



PROPOSAL FOR

Communications & Marketing Services

Table of Contents

Cover Letter 3

Work Being Proposed 4

Cost 11

Experience 14

Who We Are 27

Let's work together to strengthen how the City of Cypress connects with its community.

Cypress has a bright story, and we want to help make sure it lights up every corner of the community.

Yours is a city of welcoming neighborhoods, lively recreation programs, and forward-thinking digital tools like the Cypress Central App. Sitting at the crossroads of Los Angeles and Orange counties, you already deliver first-class services that keep 50,000 residents informed, engaged, and proud to call Cypress home. But great stories don't stand still; they evolve, expand, and invite more voices to join in.

That momentum is exactly what excites us. We've begun exploring your brand: reviewing past newsletters, mapping social touchpoints, and brainstorming fresh ways to spotlight everything from Friday-night concerts to photography at city events. Our team sees a lot of potential in the communication pillars outlined in your RFQ—dynamic graphic design, compelling newsletters, proactive PR, on-the-ground community engagement, eye-catching photo and video, social media that sparks conversation, and seamless website and app management.

Verdin is fully prepared to meet every requirement in the "2025 Communications and Marketing Services" RFP. More importantly, we're ready to bring strategic insight, creative firepower, and a collaborative spirit that turns check-the-box deliverables into city-wide impact.

We'd be honored to partner with the City of Cypress and the Recreation & Community Services Department to craft communications that resonate, inform, and inspire, today and for years to come. Let's illuminate Cypress together.



Mary Verdin
President & CEO
mary@verdinmarketing.com | (805) 541-9005
Mailing Address: P.O. Box 3060, San Luis Obispo, CA 93403
Physical Address: 689 Tank Farm Rd. Suite 210, San Luis Obispo, CA 93401
DBE Firm No. 42625

LET'S TALK ABOUT YOU

WORK BEING PROPOSED



Our research into the City of Cypress has us genuinely inspired. From its strong sense of community to its commitment to connection and quality of life, it is clear that this is a place with a story worth telling. And we couldn't help but get started.

In a city as connected, vibrant, and forward-thinking as Cypress, communication is more than a service; it's a reflection of who you are. That's why we believe every message, every design, every moment captured should help deepen trust, strengthen community, and celebrate the people who make this city thrive.

This reel is a glimpse into that vision and into the kind of value-driven, creative partnership we're excited to offer.

Scan the QR code above of **click here** to see how excited we are about the idea of a potential partnership.

Strengthening Cypress Communications with Strategic, Integrated Support

At Verdin, we believe great municipal communication starts with strategy, is powered by partnership, and comes to life through well-crafted, people-first content. Following our proven **Verdin Method** (detailed on page 9) we are ready to support the City in telling its story with clarity, consistency, and creativity across every department and platform.

Creative Development & Content Production:

We will serve as a dedicated extension of your team, continuing and enhancing Cypress's current communications strategy through a range of integrated services:

- **Strategic Planning & Messaging Development**
  We will collaborate with City staff to align messaging with current priorities, developing clear content themes and cross-channel strategies that reflect community values and goals.
- **Branded Graphic Design**
  Whether it is a time-sensitive event flyer, seasonal door hanger, or a polished brochure, our design team is adept at producing materials that are visually engaging, on-brand, and tailored to diverse audiences. We are accustomed to quick turnarounds and multiple rounds of review, and we always keep the end user in mind.



- **Newsletter Production**
  We have deep experience producing both print and digital newsletters for municipalities. For Cypress, we will design and lay out the monthly Progress newsletter in ways that are accessible, easy to scan, and rich with useful information.
- **Public Relations & Media Coordination**
  Our PR team will support the City's outreach goals through thoughtful e-newsletters, press releases, advisories, and talking points. We are comfortable shaping content for different audiences and coordinating with internal stakeholders to ensure accuracy and timeliness.
- **Community Engagement Support**
  From city festivals to community forums, we understand the nuances of on-the-ground engagement. We will help craft messaging, provide visual assets, and document events through photo and video, capturing the energy and diversity of Cypress.
- **Photography & Video Production**
  With both an in-house photo and video team along with a network of trusted partners for developing various levels of assets, we can cover up to 15 to 20 key events or locations per year. Our content is produced with intention, capturing not just the scene but the spirit of the event.
- **Social Media Strategy & Execution**
  We will collaborate with City staff to manage posts and reels across all active platforms from scheduling to tracking performance. Our approach emphasizes authentic community voice, timely content, and meaningful engagement through comments and shares.
- **Website & App Content Management**
  Our team is comfortable in working in a variety of CMS platforms. We will collaborate with City staff to keep the City website and Cypress Central App updated with fresh visuals, calendar items, and optimized pages that serve residents efficiently and intuitively.



Our Readiness & Experience

Verdin brings the structure, responsiveness, and creative capacity the City is looking for. Our team is experienced in managing municipal communications from the inside out, balancing public sector process with the urgency and polish of a full-service agency. We know how to navigate multi-department workflows without losing momentum.

We have worked in many different capacities with cities that share similar needs, serving as creative partners, communications strategists, and brand storytellers. In the Experience section of this proposal, you will find relevant examples of how we have supported cities with the similar scopes of services, each tailored to local voice and community identity.

A Unique Opportunity for Cypress

Cypress has already laid the groundwork for strong community communication, with established tools, engaged residents, and a clear strategy in motion. This contract offers an opportunity to build on that solid foundation, bringing renewed creativity, streamlined support, and consistent messaging that deepens public connection. We're excited to help support that continued growth.



The Verdin Method

Verdin would use this proven process for creating custom strategies with strong foundations, measurable objectives and clear tactics for the City of Cypress.

Discover

- Research
- Immersion
- Goal Setting & Metrics
- Brand Audit

Strategize

- Strategic Roadmap
- Marketing Strategy
- Action Plan with Timeline & Deliverables

Create

- Creative Brief
- Ideation & Creative Concepts
- Content Creation & Production
- Branding
- Project Management & Workflow

Activate

- Campaign Launch
- Testing & Improvements
- Media Placement
- Client Collaboration & Communication

Amplify

- Reporting (Monthly/Quarterly)
- Campaign Analysis
- Strategic Planning & Forecasting
- Ongoing Client Communication
- Innovation & Optimizations

AUTHORIZATION

I accept the terms and conditions of this proposal.

NAME: Mary Verdin TITLE: President & CEO

Please print or type name

Does this person have the authority to contract for your firm: ☒ YES ☐ NO

COMPANY: Verdin Marketing Ink, Co

ADDRESS: PO Box 3060

CITY/STATE/ZIP San Luis Obispo, CA 93403

TELEPHONE: (805) 541-9005

AUTHORIZED SIGNATURE: DATE: 6/13/2025

PROPOSED SCOPE & BUDGET

COST



Proposed Budget Options for Communications & Marketing Services

The following proposed sample budgets are in draft form based on details from your RFP and following the Verdin Method outlined on page 9. This initial draft incorporates development and execution of ongoing items listed in the scope of work along with addition one time onboarding and strategy fees needed for the first year of contract. The budget is subject to change to accommodate Cypress' priorities and budget.
Verdin bills monthly based on time and materials and will manage budgets to stay within approved totals. Payment terms are Net 30.

Verdin Option 1 Total: *$ 245,950*

Discover: ***$19,770***

- Onboarding, FAM & Immersion

Strategize: ***$10,000***

- Marketing Plan including strategies for paid, earned and owned channels

Create: ***$35,000***

- Graphic design of approx 6-8 deliverables
- Photography and Video Asset Development, two fifteen -second videos, script, storyboarding, and coordination.
  Model coordination not included.

Activate: ***$159,480***

- Website Support to include back-end updates
- Social Media Management to include 2-3 platforms, 14-16 posts per month including 1 reel, 4 carousels. Includes monitoring & engagement.
- Monthly newsletter to include template creation and deployment
- Public Relations to include 8-10 press releases and media advisories, and 24 e-blasts
- Community Engagement to support collaboration among stakeholders
- Media Planning & Placement
- Media Buy ($75,000)

Amplify: ***$21,700***

- Ongoing communication, budget Management & Reporting

Verdin Option 2 Total: *$300,000*

All items included in Option 1 **$245,950**

Create *$20,000*

- Increase in graphic design budget to include 10 - 12 deliverables
- Increase in video asset development to include another :15-second video, a :30-second video, and additional shooting day. *Model coordination not included.*

Activate *$34,050*

- Additional website support budget
- Increase in social media budget to include additional monthly reel
- Additional Media Buy Budget (+$25,000)
- Additional Media Planning & Placement budget to support higher media buy budget

Verdin Option 3 Total: *$360,000*

All items included in Option 2 **$300,000**

Strategize *$5,000*

- Additional strategy for added scope campaigns and deliverables, or optional additional research survey

Create *$48,200*

- Increase to additional graphic design budget to include 15 total deliverables
- Increase to video/ photoshoot budget for adding an additional shoot day and additional photo assets

Activate *$6,800*

- Increase in social media scope to include 2 additional monthly reels
- Increase in public relations budget
- Increase in community engagement budget

WHAT WE DO

EXPERIENCE



Our Services

When you hire Verdin, you get access to a team of specialists and a full range of marketing services under one roof. And it's all customized to your goals.

Marketing & Brand Management

- Research
- Identity & Branding
- Marketing Plans
- Image Perception Assessment
- Customer Relationship Management

Public Relations

- Public Relations Strategies
- Press Release Writing & Distribution
- White Paper Development
- Trade Show Booth Management
- Crisis Communications

Digital Marketing

- Social Media Strategies & Content Development
- Social Media Monitoring & Management
- Blogging
- Search Engine Marketing
- Mobile Marketing

Website Development

- Site Planning
- Writing, Designing & Programming
- Search Engine Optimization
- Ongoing Website Maintenance

Advertising

- Strategic Campaign Concepting
- Digital, Print & Broadcast Advertising Creative Development
- Media Strategies
- Media Buying
- Campaign Monitoring & Reporting

Names We Stand Behind













































Results from our quarterly client surveys

The most reliable references we have are our clients.

See what they have to say:

We love Verdin and have enjoyed a solid partnership over the past 10 years! Looking forward to continued success, engagement and the positive results we've experienced.

—Terrie Banish, Deputy City Manager, Outreach, Events & Promotions, City of Atascadero

The team has been incredible! They have been flexible with changing priorities, always meeting deadlines and delivering top notch work in all situations. They listen to feedback and come back with a solution-minded response. It has been a pleasure to work with the team this year.

—Molly Cano, Former City of San Luis Obispo Economic Development & Tourism Manager

The professionalism, enthusiasm, and attention to detail of the Verdin Team is amazing!

—Jocelyn Brennan, Former South County Chambers of Commerce CEO & Arroyo Grande Tourism Manager

Verdin's professionalism and creativity played a key role in our success. Their collaborative and responsive staff took the time to understand our needs, provided valuable insights, and were always open to feedback.

—Quinn Brady, Project Director, Uplift Central Coast Coalition

Mary and the Verdin Team helped our organization create connections that mattered.

—Wade Horton, Former CAO, San Luis Obispo County & Former Deputy Director, City of San Luis Obispo Utilities Dept.

Overall satisfaction rating from our most recent client surveys:

4.8 *out of five stars*



Areas included in survey:
Client Service; Creativity; Effectiveness; On Time & On Budget; Value

CITY OF SAN LUIS OBISPO

AWARD WINNING

Where We Started

Verdin has worked with the City of San Luis Obispo in different capacities throughout our 22 years of operation. We have worked on a variety of projects to support the community in the areas of economic development and communications for large construction projects. As a preferred vendor, the team has been able to maximize efficiency in branding and messaging efforts across different projects to become a trusted partner for the City.

What We Did

- Communications support for Marsh Street Bridge renovation
- Communications support for Orcutt/Tank Farm Roundabout construction
- Communications support for the Prado Road Bridge Replacement and Interchange Projects
- Annual “Shop Local” Campaigns to encourage residents to spend locally
- SLO Public Art branding and strategies
- Cultural Arts District Parking Structure construction communications

What Happened

- The “Shop Local” campaign generated more than $940,000 in direct spending supporting the local economy
- Successful completion and positive community engagement on multiple infrastructure and transportation projects
- Reached more than 560,000 people encouraging them to explore the arts in the community through social media and paid tactics
- Award winning campaign for the “Love SLO like you mean it” video series that launched during the Pandemic to support the local business community

“I’ve worked with the team at Verdin on numerous projects spanning many years and continue to be impressed by their dedication to excellence. I cannot recommend them highly enough – their artistic vision, budget management and effective communication make them ideal partners for any organization.”

Jacqui Clark-Charlesworth

City of San Luis Obispo Tourism & Community Promotions Manager

Jclark@slocity.org

(805) 781-7216

CITY OF SAN LUIS OBISPO - ECONOMIC DEVELOPMENT

LOVE SLO LIKE YOU MEAN IT CAMPAIGN - *Click image to view video*







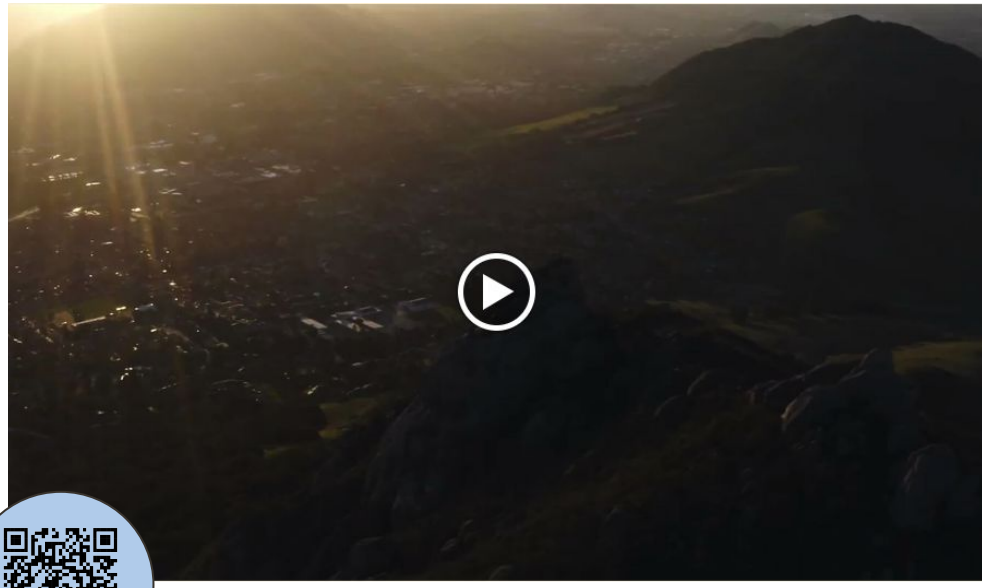
SLO RESTAURANT WEEK CAMPAIGN



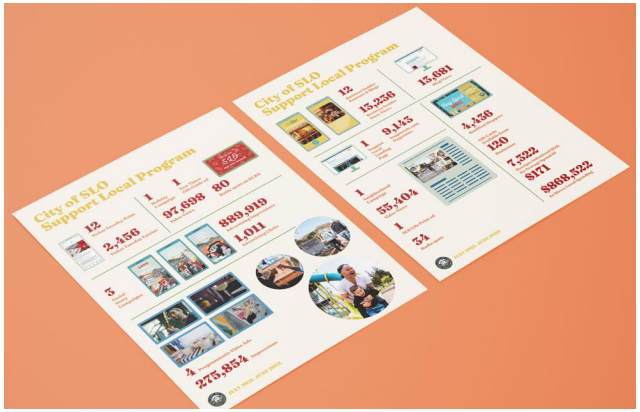


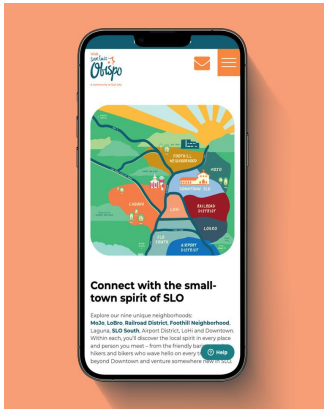


CITY OF SAN LUIS OBISPO - ECONOMIC DEVELOPMENT



NEIGHBORHOOD CAMPAIGN

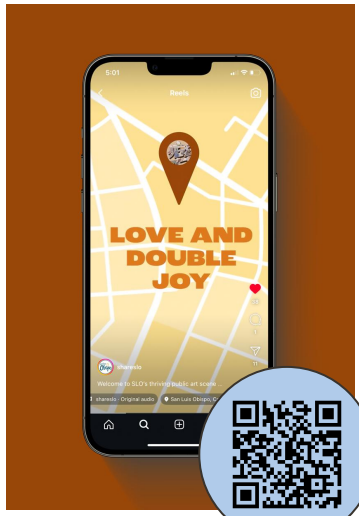




PUBLIC ARTS PROJECTS

Click image to view video

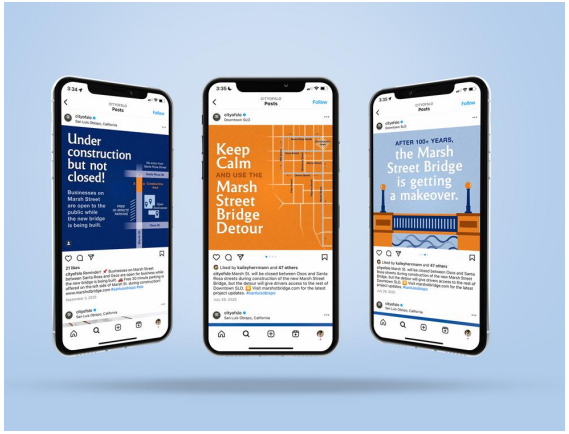






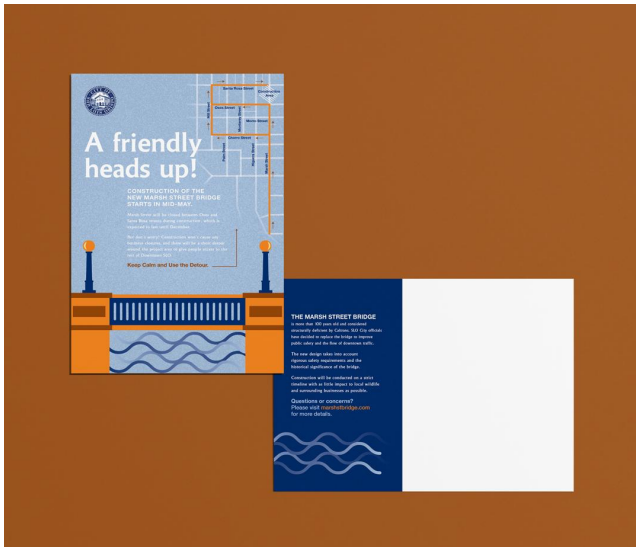
CITY OF SAN LUIS OBISPO - PUBLIC WORKS

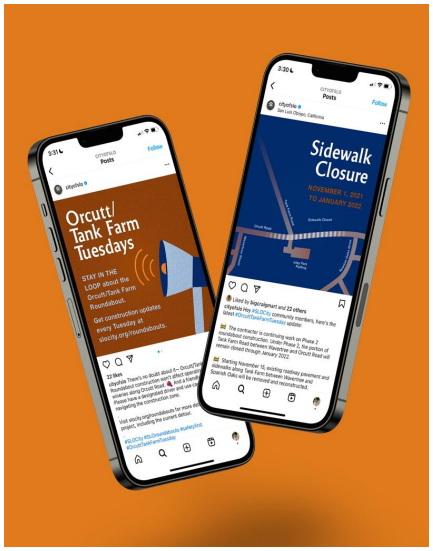
CITY CONSTRUCTION PROJECTS



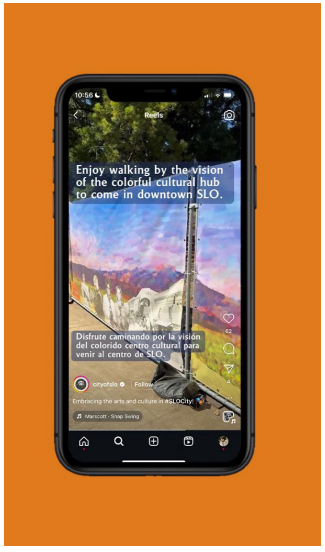








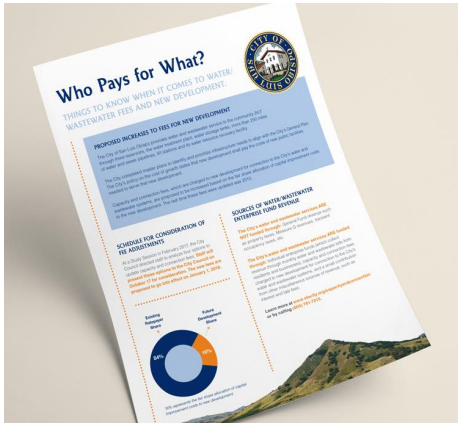




CITY OF SAN LUIS OBISPO - UTILITIES PROJECTS

Utilities Community Communications







Stop Dirty Water Campaign







WALNUT CREEK ARTS + REC

Where We Started

In 2023, Verdin began working with Walnut Creek Arts + Rec to craft a robust communications plan and public relations strategy. The department's goal was to increase awareness of their initiatives and programs while also educating the community about their commitment to diversity, equity and inclusion efforts.

What We Did

- Created a creative brief and tone sheet to align all staff with brand message
- Developed a comprehensive communications strategy with targeted tactics to meet deliverables
- Produced a variety of design templates for social media and email marketing
- Wrote and distributed one press release per month to important local media outlets

What Happened

- Secured media coverage for all press releases across various outlets, including Contra Costa News, Diablo Magazine and East Bay Times
- Cross-promoted all Walnut Creek Arts + Rec divisions to target audiences by creating and sharing branded logo lockups in public messaging
- Positioned Walnut Creek Arts + Rec as a leader in DEI efforts by incorporating a new boilerplate in all press releases
- Some metrics achieved:
  - 517.39 M total UVM
  - 7,219 in social media followers
  - 1,081 Journalist reach

"Team Verdin is always well-prepared for our collaborations. They conduct thorough research and coordinate seamlessly with our various stakeholders to develop a strategic approach that respects our unique needs and budget. Beyond their professional work, we benefit from their effective project management and adaptability, which enable them to meet our organization's evolving goals."

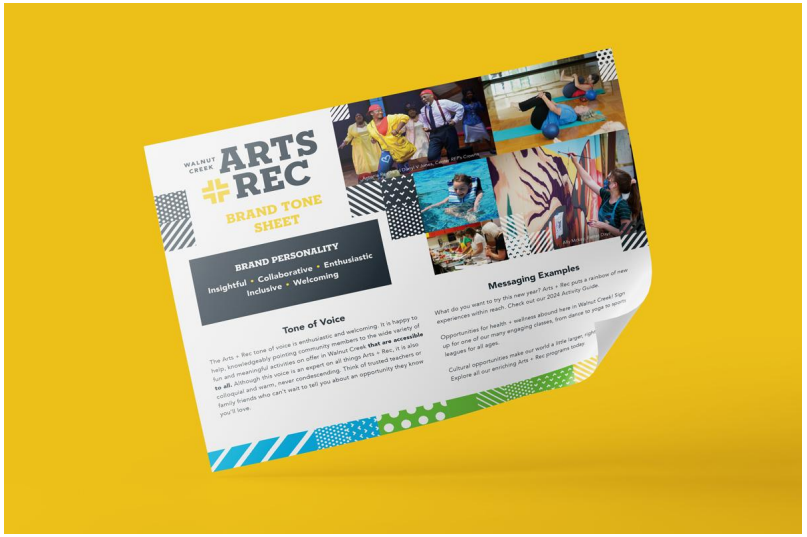
Elizabeth Orcutt

Community Relations Manager
Arts and Recreation
City of Walnut Creek

orcutt@walnut-creek.org
(925) 943-5850

WALNUT CREEK ARTS + REC

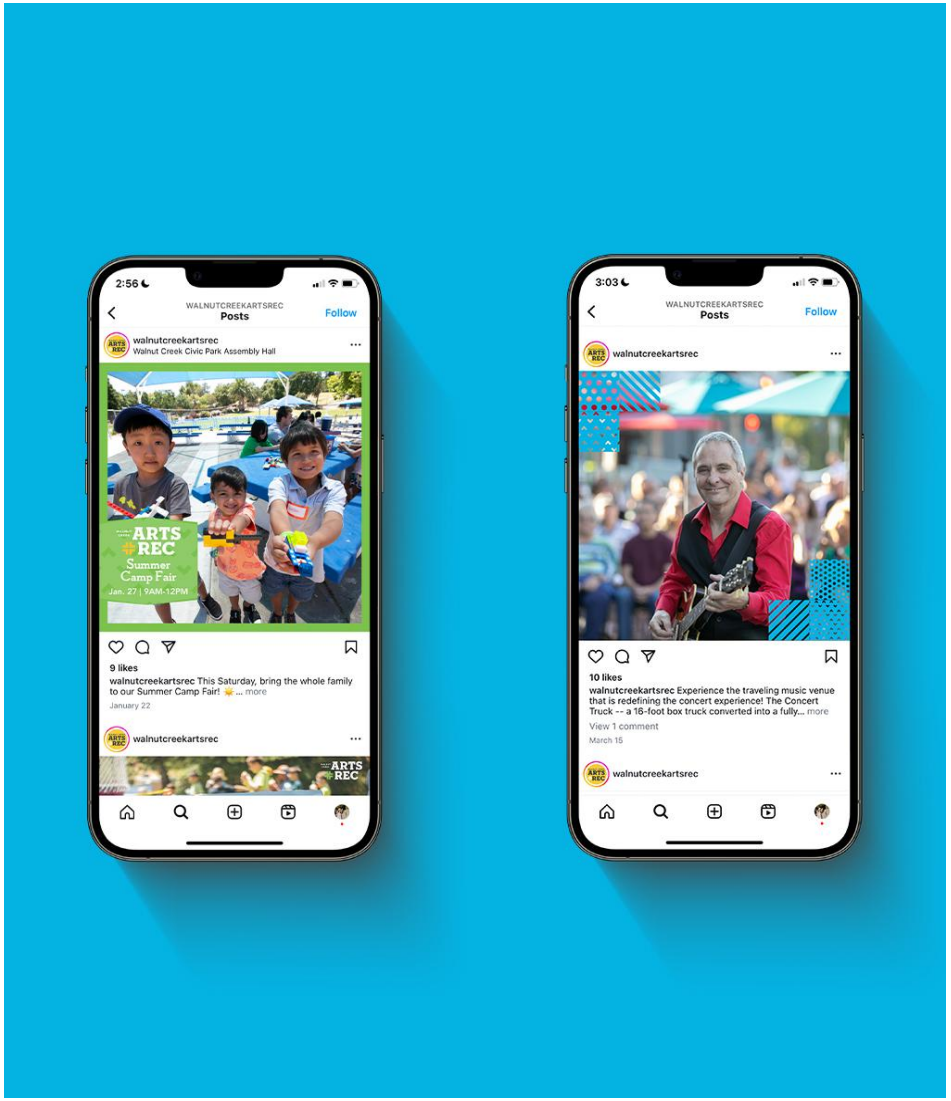
TONE SHEET



PRINTED ADS



SOCIAL TEMPLATES



GREATER VALLEJO RECREATION DISTRICT

Where We Started

Verdin partnered with Greater Vallejo Recreation District in 2022 to reimagine their brand identity and develop a look and feel that resonated with the community they serve. Their goal was to increase brand awareness and tap into marketing tactics that would reach their target audience.

What We Did

- Created a comprehensive marketing strategy that included the following:
  - Paid media plan
  - Earned media tactics
  - Owned media strategy for social media, email marketing and website
- Designed a new brand identity, including a logo and color palette
- Organized a photo shoot to capture assets at multiple parks and classes throughout the city
- Launched digital campaigns to promote awareness of parks, programs and services
- Hosted a virtual Lunch & Learn session to educate GVRD staff on the importance of brand cohesion

What Happened

- GVRD ranked in the top 100 in social media engagement for national parks and recreation industry accounts
- Instagram engagement increased by 58.7%
- E-newsletter subscribers increased by over 1,500%
- Achieved over 1,000,000 combined digital ad impressions
- Received Addy Award for “Your Day, Enriched” digital paid campaign
- Some metrics achieved:
  - 4,303 e-newsletter subscribers
  - 9,213 in social media followers
  - 102K avg annual web traffic

“GVRD was always having a rough go of doing our own marketing. We were in search of a company to help analyze what we we’re doing, develop a plan to move forward and implement that plan so we could reach out to our community and share what we have available for parks and recreation. I am now receiving positive comments regarding how our social media has greatly improved.”

Gabe Lanusse

General Manager

Greater Vallejo Recreation District

glanusse@gvrd.org

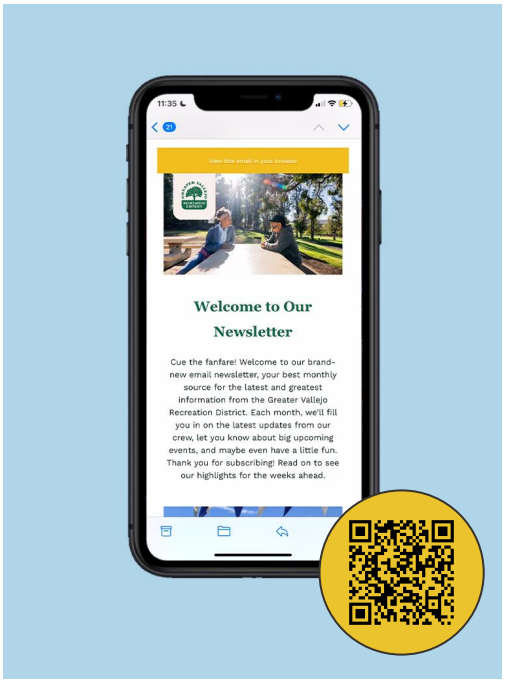
(707) 648-4600

GREATER VALLEJO RECREATION DISTRICT

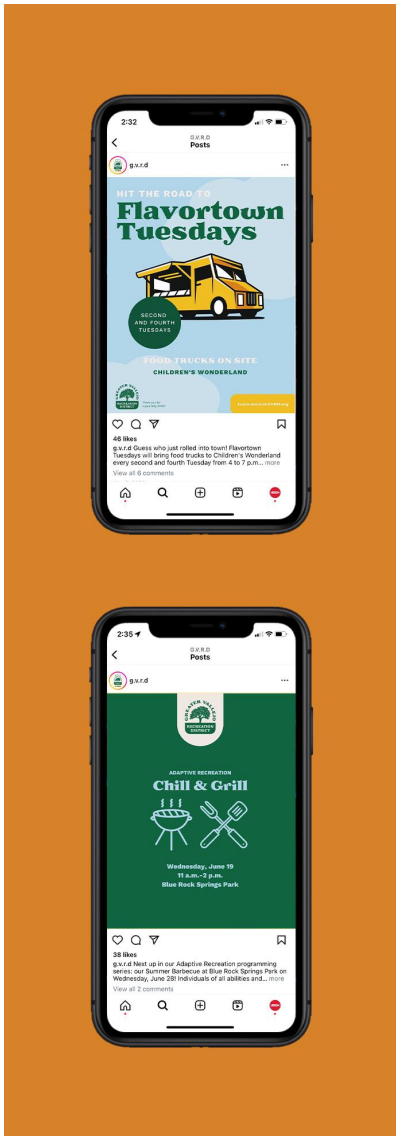
DIGITAL ADS - *Click image to view video*



E-NEWSLETTER - *Click image to view*



SOCIAL TEMPLATES



BRAND GUIDELINES



BRAND ILLUSTRATIONS FOR SOCIAL MEDIA AND BEYOND



MEET THE TEAM

WHO WE ARE



Nice to meet you

A little bit about us

Verdin Marketing is an award-winning, full-service marketing communications agency with 22 years of experience serving public entities across California.

Our agency specializes in strategic communications for public-sector organizations that require thoughtful, community-focused outreach. We understand the unique demands of public-facing work, including the need for transparency, accountability, and the ability to unify diverse stakeholder groups around shared goals.

A cornerstone of our approach is collaboration. We're adept at navigating complex organizational structures and working with multiple internal departments, advisory boards, elected officials, and community partners to build alignment and consensus. We take the time to understand the needs, concerns, and values of all stakeholders and ensure they are reflected in the final outcomes.

Our process is rooted in research. We prioritize audience insights, environmental scans, and performance metrics to inform creative direction and strategic decision-making. Whether we're developing a year long campaign or a single public outreach effort, our work is grounded in data and designed for measurable impact.

Verdin is proud of the long-term relationships we've built with clients in the public sector. We bring stability, experience, and fresh thinking to every engagement and we're committed to delivering work that's not only effective, but meaningful to the communities it serves.

On the following pages we are excited to introduce ourselves, share more about experience and how we can be a fit for the City of Cypress' marketing needs.








City of Cypress Key Personnel



Allie Rohlfs - Account Manager

Role: Provides day-to-day support and oversees budget, scope and timeline for branding project

Allie oversees client accounts, collaborates with cross-functional teams and ensures successful marketing strategy implementation. Using her communication and organizational skills, she facilitates coordination among team members, stakeholders and clients. Allie graduated from Cal Poly with a degree in Journalism and Public Relations, and she was honored the department's Leadership Award. Allie ensures client success through accurate and transparent reporting, excellent budget management and innovative programming.



Mary Verdin - President & Chief Executive Officer

Role: Participates in discovery and client onboarding, provides ongoing strategic input

Mary has more than 30 years of marketing experience, including 25 years working in the travel and tourism space. She has an energy that keeps ideas fresh and strategic. Her personal list of awards, combined with the industry awards our agency wins every year, reflect Mary's proven ability to create communications success for clients. An innate problem solver and natural leader, she founded Verdin 22 years ago and continues to grow the firm and find ways to give back to the community.



Ashlee Akers - Partner & Chief Strategy Officer

Role: Participates in strategic planning meetings, oversees social media strategies

Ashlee guides Verdin's account staff with enthusiasm and plays a leading role in all client work. Her friendly and dynamic personality makes our clients instantly feel comfortable and confident. She is the master of surpassing client needs with an unwavering devotion to achieving stellar results. Ashlee has been with Verdin working in marketing for 15 years. She currently serves on Central Coast Tourism Council Board of Directors and the marketing and branding committee for Visit SLO CAL.

City of Cypress Key Personnel



Riley Grim - Creative Director

Role: Participates in creative planning and brand development, overseeing all creative work

Riley is the helm that steers Verdin's creative team. Her keen eye and strategic mind lead Verdin to produce work that is strikingly distinct. Riley has nearly 12 years of marketing experience, working specifically in tourism marketing for the past five years. Her experience and knowledge base has led the concepting and implementation of successful campaigns for notable organizations like Visit SLO CAL, City of San Luis Obispo, Walnut Creek Arts + Rec and Greater Vallejo Recreation District.



Katie Kollmann - Art Director

Role: Owns all visual branding aspects of the work that will be created for Cypress

Katie supports our design team with a propensity for excellence, moving design projects forward with adaptability, thoughtfulness and care. Through inspiring displays of perseverance, Katie works until she knows that her designs are not just visually appealing, but effective in accomplishing their goals and seamlessly integrating into many different formats and channels.



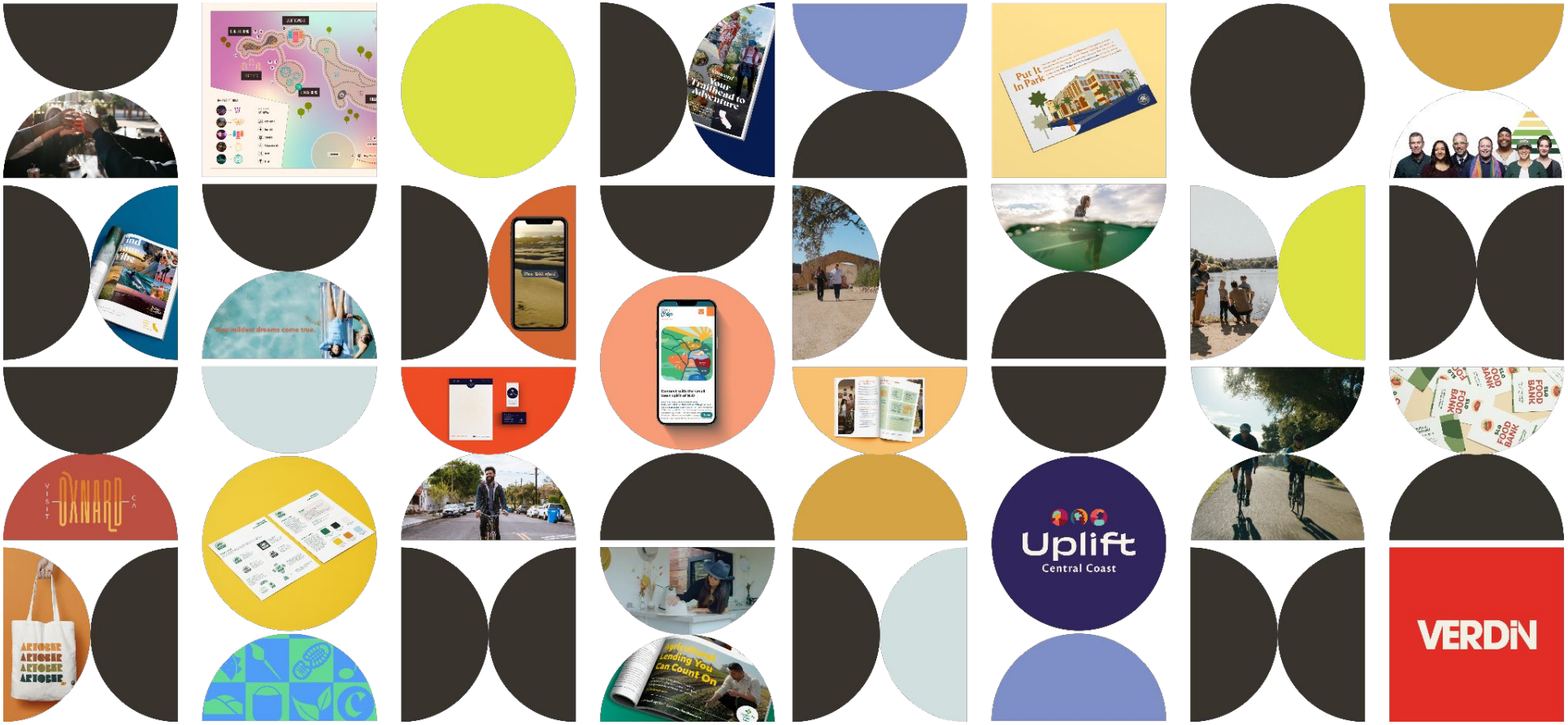
Jennifer Wright - Content Strategist

Role: Owns all content that will produced

As Content Strategist, Jennifer capitalizes on years of experience as a marketer, journalist and writer to plan and create compelling content that clients are proud to show off. She combines her wit with a robust, colloquial vocabulary and a sincere interest in current trends, producing new ideas and content that make audiences look twice. And hit the like button.

VERDIN'S MISSION STATEMENT

Together, we shape dynamic communities through strategy, consensus and storytelling.



© 2025 by Verdin Marketing. All Rights Reserved. This work is the property of Verdin Marketing and no part of it can be reproduced or transmitted in any form or by any information storage or retrieval system, without the written permission of Verdin Marketing, except where permitted by law.

REQUEST FOR QUALIFICATIONS

Communications And Marketing Services

ATTENTION:

Jeff Draper
Recreation & Community Services Director
City Of Cypress
5275 Orange Avenue
Cypress, CA 90630

PREPARED BY:

We The Creative
Joven Orozco, President And Main Contact
3349 Michelson Drive, Suite 200, Irvine, CA 92612
Tel. (877) 887-1318, Cell: (949) 463-7887
Joven@wethecreative.com

COVER LETTER

June 13, 2025

Jeff Draper
Recreation and Community Services Director
City Of Cypress
5275 Orange Avenue
Cypress, CA 90630

Re: Communications And Marketing Services for the City of Cypress

Dear Jeff Draper,

We The Creative (WTC), a DBA of Jovenville, LLC, is submitting a proposal for the **City Of Cypress Communications And Marketing Services** . For inquiries, please contact Joven Orozco, President and Founder, at the details below.

We The Creative, Joven Orozco, President and Founder
Email: Joven@WeTheCreative.com, Phone: (877) 887-1318
Address: 3349 Michelson Dr., Ste. 200, Irvine, CA 92612

Our Differentiators:

Public Sector Experience - 16 years in the public sector and 29 years in design.
Customer Service Focus - Exceptional service through clear communication and collaboration.
Design Innovation - Fresh and innovative approaches from 29 years of design expertise.

We acknowledge receipt of the RFP with no (0) addenda. This proposal is accurate and valid for 90 days.

Thank you for considering our proposal.

Best regards,



Joven Orozco, President and Founder

TABLE OF CONTENTS

1. Cover Letter 2
2. Company Information 4
3. A. Experience. 6
4. B. Work Being Proposed. 10
5. C. Cost Proposal 19
6. Authorization 20

Sample Work . . . . . Appendix A
Resumes . . . . . Appendix B

COMPANY INFORMATION

Background

Founded in 1995, **Jovenville, LLC** is a leading creative agency specializing in branding and marketing for consumer products. In 2007, we launched **We The Creative (WTC)** to serve the public sector, applying our successful consumer brand strategies. This move proved highly successful, with WTC quickly thriving in government work.

Organizational Overview

We The Creative (WTC), a subsidiary of **Jovenville, LLC**, brings 29 years of creative industry experience. Based in Irvine, California, WTC is an SBE and DBE, focused on transforming public sector design.

Location Serving All Client Accounts

We The Creative
3349 Michelson Dr., Ste. 200
Irvine, CA 92612
T: (877) 887-1318 C: (949) 463-7887
F: (949) 723-1566
WeTheCreative.com
DUNS Number: 964198816



Primary Contact

Joven Orozco, Main Contact
T: (877) 887-1318 C: (949) 463-7887
F: (949) 723-1566
Joven@WeTheCreative.com

At WTC, we excel in collaboration and innovation, pushing the limits of creative thinking and strategy to deliver exceptional branding and marketing solutions. Our dedication to challenging the status quo makes us leaders in our field.

*We exist for and strive to **change the status quo** of creative design in the public sector*

WTC is a creative agency specializing in a wide range of services.

Our creativity coupled with a proprietary business process delight our clients time and again.

STRATEGY Developing a strategy requires a broad-yet-detailed look at the evolution of a current position and a projection of future goals. WTC has the collaborative tools and creative disposition to cultivate a fresh new look, feel and outreach.

BRANDING Branding is more than just a symbol. It defines how a business presents itself to the world and sets the tone for the future. WTC has developed some great-fitting brands for government, public organizations and programs.

MARKETING Marketing is the thoughtful research process to determine the best way of bringing public awareness to an organization or project. WTC makes it our business to discover the best methods of delivering the right message to the right audience at the right time with innovation.

MEDIA PLACEMENT WTC never markets without a purpose. The goal is to always reach a target audience where they live their lives, in ways that effectively elicit their thoughts and actions.

ADVERTISING Advertising is a combination of art and copy designed to attract, engage and motivate action within a short period of time. WTC will determine the main strategy and create a compelling, fully integrated campaign that spans all platforms.

SOCIAL MEDIA Social media is ever-evolving and quickly-changing. WTC makes it our business to have the right people following social media trends, so we can develop and execute a currently-trending, positive social media presence.

EVENT COORDINATION Coordinating an event requires an experienced staff to track the many moving pieces during execution of a strategy or campaign. WTC has managed several successful events with our bright and talented coordinators.

GRAPHIC DESIGN Graphic design is the application of artistic concepts that enliven an organization or project with widely-appealing interest. Our talented staff has received many awards for their creative achievements and always gives each project their full attention.

ANNUAL REPORTS WTC has a unique approach to developing annual reports. Our process has attracted the attention of several media outlets, and received acclaim at industry events.

WEBSITES These are the portals that connect the government with the public 24/7. WTC believes websites should have an easy-to-use experience with great visual appeal, so they can leave a positive impression on all who interface with the website.

PHOTOGRAPHY AND VIDEO WTC Photography and Video brings projects to life in expressive and memorable ways. Our team's trained and creative 'eyes' can vividly enhance any media.

A. EXPERIENCE

Projects successfully completed within the last 5 years

CITY OF SAN GABRIEL

- Magazine and Activity guide

CITY OF VICTORVILLE

- Activity Guide and Magazine Design & Production

CITY OF ORANGE

- Our Orange Publication & Activity Guide

TOWN OF DANVILLE

- Activity Guides

CITY OF SANTA CLARA

- Inside Newsletter Redesign
- Discover Santa Clara - Convention Center Marketing

CITY OF IRVINE

- Diversity Equality Inclusion Report
- Inside Irvine Magazine Redesign & Production

JOHN WAYNE AIRPORT

- Brand Identity Guidelines
- Community Outreach Marketing Collateral
- Interactive Annual Reports

CITY OF SANTA MONICA

- Brand Style Guide
- Annual Reports
- Seascape Newsletter
- Strategic Plan Layout & Design

CITY OF LANCASTER

- Outlook Magazine Redesign & Production
- Event Branding & Marketing Tactics
- Marketing Collateral
- Visual Brand Language

CITY OF ANAHEIM

- Annual Reports
- Water Quality Reports
- Rideshare Marketing
- Center City Social Marketing

CITY OF MOUNTAIN VIEW

- The View Newsletter Redesign and Production
- City PPT & Business Cards Redesign

CITY OF HAYWARD

- Economic Development Brochure
- Fire Department Annual Report

CITY OF OXNARD

- Consumer Confidence Report
- Wastewater Video

CITY OF LAGUNA NIGUEL

- Trolley Program Marketing
- La Paz Road Video

Refer to Appendix A: Sample Work

Transforming the public sector with an exceptional creative partnership.



Reputation with Other Municipalities

We The Creative prides itself on fostering strong, collaborative relationships with all our clients, particularly within the public sector. Our commitment to excellence, clear communication, and delivering impactful results has earned us a reputation for reliability and outstanding service among municipal agencies.

We understand the unique communication needs and objectives of government entities, and we are adept at translating complex information into accessible, engaging narratives for diverse community audiences. Our proactive approach, attention to detail, and ability to meet stringent deadlines are consistently highlighted by our municipal partners.

Testimonial from Transportation Agency for Monterey County (TAMC):

We are honored to include a letter of recommendation from the Transportation Agency for Monterey County (TAMC), demonstrating our successful partnership and the positive impact of our work.

"I wanted to take a moment to shine a spotlight on the work carried out by We The Creative in shaping our annual report. I am the Community Outreach Coordinator from the Transportation Agency for Monterey County, and I can't help but emphasize the sheer impact that collaborating with We The Creative has brought to our project."

"When we engaged We The Creative to curate our annual report, it was clear that their gift lies in transforming intricate concepts into narratives that practically leap off the page; along with visuals that conveyed complexity with remarkable ease."

"The aspect that truly stands out is We The Creative's inventive flair for storytelling and visual representation. This, coupled with their meticulous attention to detail, unwavering professionalism, and punctuality in meeting deadlines, culminated in a final report that surpassed all expectations. Our report sparked conversations, and that's exactly what we aimed for."

"With great pleasure, I recommend We The Creative to anyone seeking outstanding annual reports. Their passion, deep industry knowledge, and commitment to excellence make them a creative partner like no other."

— Theresa Wright, Community Outreach Coordinator, Transportation Agency for Monterey County

This testimonial underscores our capacity to transform intricate municipal information into compelling public-facing documents and our unwavering commitment to client satisfaction and project success. We are confident that our proven track record with other municipalities, exemplified by our work with TAMC, makes us an ideal partner for the City of Cypress.

References

The following clients are familiar with the WTC design process and work methodology.

ORGANIZATION	CONTACT
City of Lancaster 44933 Fern Avenue Lancaster, CA 93534	Alexus Merino, Communications (661) 723–6081, amerino@cityoflancasterca.org Dates: 2020-present, ongoing Projects: Outlook Magazine and activity guide redesign and production, Event marketing and branding
City of San Gabriel 425 South Mission Drive San Gabriel, CA 91776	Matthew Morales-Stevens, MPA, Community Services mmoralesstevens@sgch.org, 626.308.2875 Dates: 2023 - Present Projects: Magazine and activity guide
City of Victorville 14343 Civic Dr. Victorville, CA 92392	Donna Meester, Director of Community Services (760) 243-1969 dmeester@victorvilleca.gov Dates: 2023 - Present Projects: Magazine and activity guide
City of Mountain View 500 Castro St. Mountain View, CA 94041	Lenka Wright, Chief Communications Officer (650) 903-6615, Lenka.Wright@mountainview.gov Dates: 2021 to present, ongoing Projects: City brand collateral, The View newsletter design and production
Town of Danville 233 Front Street Danville, CA 94526	Jessica Wallner, CPRP Program Supervisor, Cultural Arts & Marketing (925) 314-3426, jwallner@danville.ca.gov Dates: 2019 - 2023 Projects: Activity guide
City of Irvine 1 Civic Center Plaza Irvine, CA 92606-5207	Melissa Haley Program Specialist, Public Information Office 949-724-6253, mhaley@cityofirvine.org Dates: 2022 - ongoing Projects: Magazine & activity guide
City of Oxnard 6001 Perkins Road Oxnard, California 93033	Luis Ortega, Management Analyst (805) 271-2217, luis.ortega@oxnard.org Dates: 2022 - Present, ongoing Projects: Consumer Confidence Report, Videos

B. WORK BEING PROPOSED

Description of Work Activities to Be Performed

Our team proposes a full suite of communications and marketing services tailored to the City of Cypress' needs. We approach each task with creativity, strategic intent, and a commitment to community engagement. The work activities we will perform include:

Graphic Design and Marketing Materials

We will create high-quality, compelling designs for brochures, flyers, posters, and promotional items that reflect the City's brand while remaining fresh and engaging. Our process includes developing drafts with quick turnarounds, incorporating feedback efficiently, and delivering print-ready and editable files.

Newsletter Development

We will develop bi-monthly and quarterly newsletters with original content that showcases City programs, events, and achievements. We will proactively gather information from City departments and community members, integrating high-quality imagery and clear, engaging copy. Newsletters will be delivered in both web- and print-friendly formats.

Public Relations

We will write and distribute press releases, email campaigns, media advisories, and scripts, ensuring clear and consistent messaging. Our team includes experienced content writers and editors with municipal and nonprofit PR experience.

Community Engagement

We will design and execute outreach efforts that promote meaningful dialogue between the City and its residents. This includes event coverage, public input campaigns, surveys, and storytelling strategies that increase transparency and trust.

Photography and Video Services

We will document City events and initiatives through professional photography and video. Our in-house team includes experienced photographers and videographers, and we offer drone coverage when applicable. All files will be organized and archived per City standards.

Social Media Content Creation and Monitoring

We will manage daily social media activities across platforms including Facebook, Instagram, X (Twitter), and YouTube. This includes planning content calendars, producing platform-specific content, and monitoring interactions to ensure timely, appropriate responses in coordination with City staff.

Website and Cypress Central App Management

We will provide content updates, create new pages, and help optimize navigation and user experience. We are familiar with Granicus and other CMS platforms, and can liaise with the City's provider to resolve issues and improve functionality.

Ability to Meet the Requirements of the Proposal

Our agency excels in fast-paced, deadline-driven environments and is structured to handle multiple concurrent projects with minimal supervision. We are proactive, organized, and experienced in municipal communications. Our team includes graphic designers, writers, PR professionals, photographers, and digital strategists ready to mobilize in alignment with the City's needs.

We are also flexible in scaling our services to align with the City's evolving priorities and can offer extended support during peak periods or high-impact campaigns.

Acknowledgment of Contracting Requirements

We have reviewed the standard City of Cypress Contract Services Agreement (Attachment I). We accept the terms and conditions of the contract as is, without modifications. Should any clarifications arise during the contracting phase, we will promptly address them in good faith and in full compliance with City requirements.

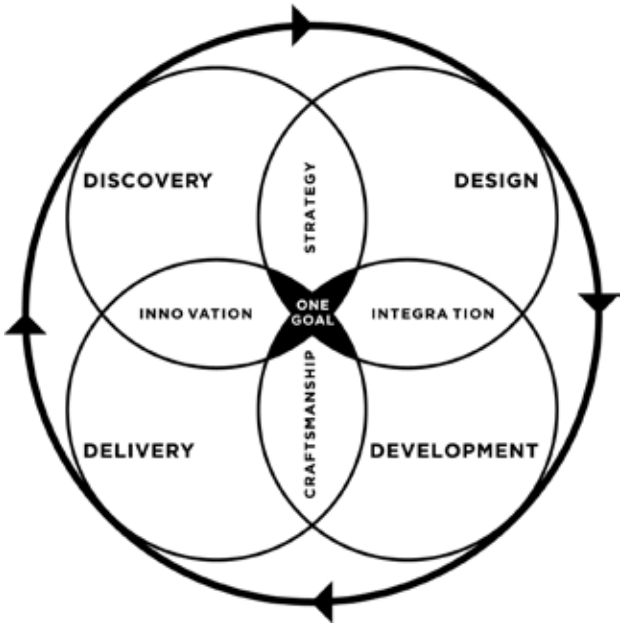
APPROACH

Creative work with great results is accomplished through trust and collaboration. Our processes allow us to deliver on our clients objectives and push creativity to areas never thought imaginable.

4D Approach™

Each project has its unique scope of work, which requires a standard way of working and communicating. WTC developed the 4D Approach™ to address those needs in a creative industry where chaos can easily dominate in an unstructured environment.

It serves as a model for project development, enabling both the client and the design team to focus on the message and the audience and deliver a compelling and accurate product. We use an online platform to communicate efficiently and effectively.



Discovery

At the project's core, Discovery lays the groundwork. Through careful planning, we establish a deep understanding of project parameters, setting achievable goals.

Design

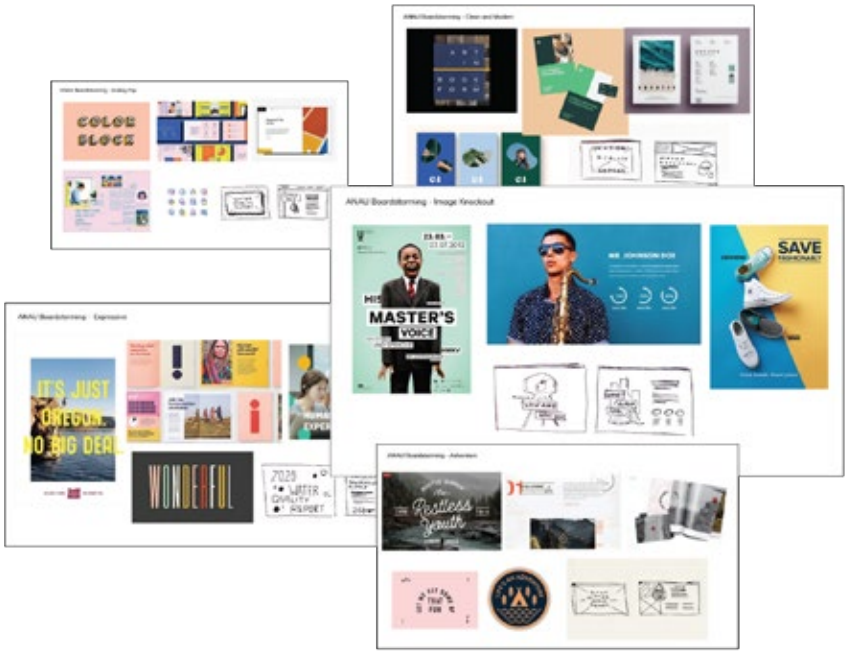
Guided by design criteria, we navigate the project towards goal attainment. Explorations and experiments are presented for client feedback and approval, while Boardstorming fuels creative brainstorming.

Development

The process by which the concept and design are developed and refined to best embody the established objectives.

Delivery

Approaching tangible completion, we finalize production, ensure accuracy, and collaborate with vendors for timely and precise delivery. The project is nearing completion.



Some of our secret tools for collaboration and fun!

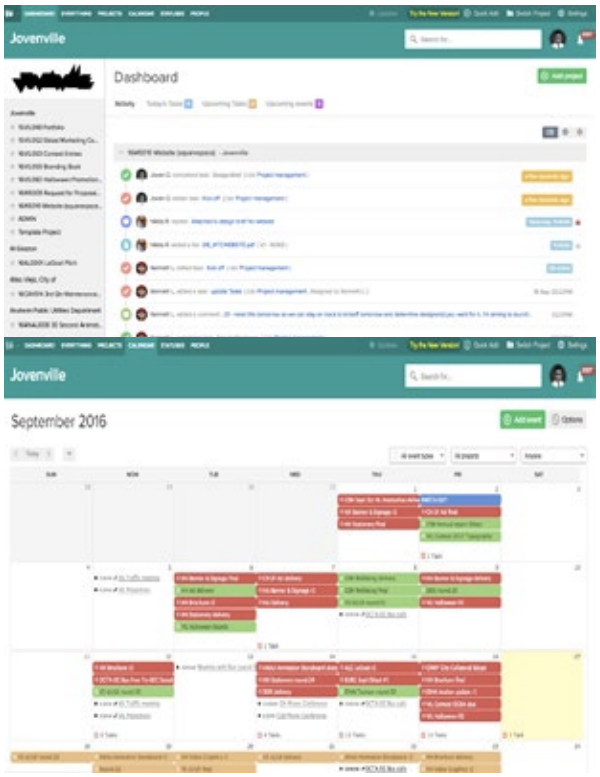
Boardstorming

Boardstorming, our creative brainchild, sparks a storm of ideas! We unleash over a dozen concepts for strategic and image direction, printing techniques, social tactics, and outreach ideas. Each idea lands on the board for lively client feedback and conversation. It's a rapid exploration of possibilities, revealing what works and what doesn't for tactics, styles, messaging, and strategies. Get ready for an electrifying brainstorming experience!

Project Data & Communication

WTC's secure website offers convenient communication and real-time project updates. Accessible from anywhere, it keeps everyone up to date with a paperless 'paper trail.' Stay informed with information such as project overview, organized messages, contact details, and an up-to-date calendar. Experience seamless collaboration and stay connected, no matter where you are.

Overview: Chronological record of events and deliverables
Messages: Up-to-date details of projects organized in order
Contacts: Everyone involved with the project is listed and reachable.
Calendar: Up-to-date timeline to follow during the project.



Conferencing

Conferencing takes center stage! With today's communication technology, we thrive on video conferencing for most interactions. Face-to-face meetings are reserved for the early stages, where we dive deep, getting to know you, exploring desired directions, strategic development, and unleashing our Boardstorming creativity. Let's embark on an innovative journey together!

WORK PLAN

The **4D Approach™** guides each project from strategy to final design, tailored to your needs and timelines to ensure quality and exceed expectations.

Phase One: Discovery

Foundation of the entire project.

- ❏ Job forecasting and project management and upload project website
- ❏ Research to gain understanding of the target market and needs
- ❏ Audit current marketing, branding, source information and ideas provided by client
- ❏ Gather content, assets, etc.
- ❏ Boardstorming (9-12 boards)

Phase Two: Design

Design criteria guide the project toward achieving its goals.

- ❏ Establish design direction to best represent the client's goal
- ❏ Approve strategy (as needed)
- ❏ Round 01 - Three (3) design directions (pre-determined tactics TBD)
  - ❏ Concepts via rough composites
- ❏ Round 02 - One (1) composite with client revisions and suggestions
  - ❏ Obtain 100% of the assets (photography, copywriting, etc) needed to proceed
- ❏ Round 03 - One (1) tight composite with client revisions and suggestions
  - ❏ All pre-determined tactics are flushed out
- ❏ One collective revision per round of the chosen design direction

Phase Three: Development

Where concept and design become a reality.

- ❏ Prepare final artwork and verify accuracy for each project
- ❏ Photo retouch, copyedit, prepare files for print and/or digital uses
- ❏ Present final proof for sign-off via the project website or in person

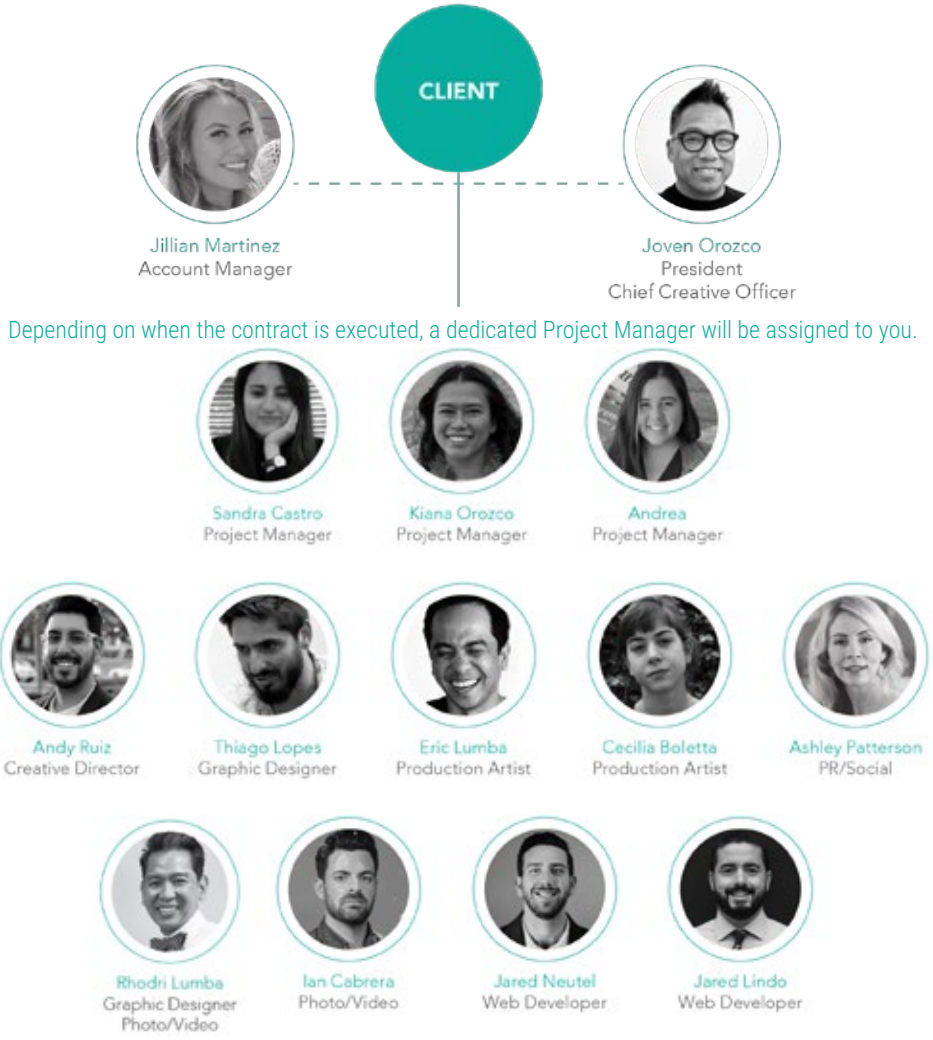
Phase Four: Delivery

Project delivery meeting goals and approved direction.

- ❏ Develop proofs in the format specified for each project assigned
- ❏ Develop detailed printing specifications allowing printers and other vendors to understand the entire scope of the job and provide a responsive quote
- ❏ Submit final electronic artwork to the selected printer or vendor
- ❏ Wrap up the project with the submission of final project files, reports, and invoices

Project Team

WTC blends modern tech with a customer-first approach, holding regular team meetings to stay aligned. Key team members remain dedicated, with client-approved personnel changes.



Qualifications of the Project Team

This experienced project team has a proven track record of collaboration and expertise in the 4D Approach™. We consistently deliver projects on time and within budget, exceeding expectations.



JOVEN OROZCO President & Chief Creative Officer

Joven Orozco, WTC's President and CCO, has 29 years of branding and marketing expertise. With a Graphic Design degree, he leads with innovation and business acumen driving exceptional results and industry impact.



JILLIAN MARTINEZ Account Manager

Jillian Martinez, a Cal State Fullerton Advertising graduate, is a project manager with almost 7 years of experience in the agency. She ensures timely, budget-compliant project delivery for clients such as OCTA, Long Beach, Anaheim, and John Wayne Airport.



SANDRA CASTRO Project Manager

Outcome-driven project manager with 6+ years of experience in product and project management. Skilled in leading remote teams, setting up support systems, and fostering large online communities.



KIANA OROZCO Project Manager

Kiana excels in strategic planning and team management. Her leadership skills have been honed through involvement in projects such as the City of Victorville, EVWD, and DSC, enhancing her collaborative management, customer service, and multitasking abilities.



ANDREA PINA Project Manager

Andrea has 4+ years of Project Management experience, leveraging technology and creating tools for project success. Her multilingual and technical skills drive results in diverse environments.



ANDY RUIZ Creative Director

Andy Ruiz, a Creative Director with 10+ years of marketing and advertising experience, specializes in illustration, branding, typography, and UX/UI. His conceptual thinking and keen eye for detail create distinctive physical and digital products.



THIAGO LOPES Graphic Designer

Thiago is a passionate graphic designer specializing in brand identity, editorial design, campaigns, art direction, and packaging. Played an integral role in designing projects for We The Creative, including the City of Visalia's rebrand and Bay Area Air Quality District Management's interactive report.



ERIC LUMBA Graphic Designer

Eric, a skilled graphic designer, holds a Bachelor of Fine Art degree in Graphic Design. Proficient in Adobe Suite, MS Word & Excel, and HTML coding, Eric has worked on prestigious projects for clients such as City of Long Beach, Costa Mesa, Santa Monica, OCTA, and John Wayne Airport.



CECILIA BOLETTA Production Artist
Cece is a highly creative and computer-savvy production artist with exceptional design and graphics expertise. With a proven track record of collaborating with numerous clients, she has played a crucial role in delivering successful content design solutions.



ASHLEY PATTERSON Public Relations Strategy/Planning
Ashley Patterson leads a PR and social media firm, creating innovative, effective campaigns that connect with regional audiences. She has collaborated with We The Creative on various projects and social media initiatives, driving client success.



RHODRI LUMBA Graphic Designer/Photographer & Videographer
A skilled graphic designer, photographer, videographer, and drone operator, holds a BFA in Graphic Design. Proficient in Adobe Creative Suite and HTML, Rhodri has worked on projects for City of Santa Monica, Long Beach, OCTA, and OC Waste & Recycling.



IAN CABRERA Photographer and Videographer
Ian Cabrera is an exceptional creative artist thriving in the fast-paced industry. Known for capturing noteworthy images, he has collaborated on projects for the City of Laguna Niguel, Orange County Community Resources, John Wayne Airport, and more.



JARED NEUTEL Web Programmer
Jared Neutel, specializes in web design, online advertising, and custom marketing solutions. Collaborated on successful campaigns for Bay Area Air Quality Management District, John Wayne Airport, and more.



JARED LINDO Web Programmer
Jared Lindo, President and Founder of Siro Solutions, specializes in web design, online advertising, and custom marketing solutions. Collaborated on successful campaigns for Bay Area Air Quality Management District, John Wayne Airport, and more.

Refer to Appendix B: Resumes

C. COST PROPOSAL

We The Creative, Joven Orozco, President and Main Contact, Joven@WeTheCreative.com
3349 Michelson Dr., Ste. 200, Irvine, CA 92612
Tel. (877) 887-1318, Cell: (949) 463-7887

Service Category	Description	Proposed Monthly Rate	Maximum Not-to-Exceed Total (3-year contract)
Base Services	Covers comprehensive communication and marketing services including graphic design, newsletter development, public relations, community engagement, social media content creation and monitoring, and website and Cypress Central App management.	$5,000.00	$60,000 [3-Year Not-to-Exceed Total]
Photography Services	Includes attendance at City events and provision of high-quality photographs as detailed in the Scope of Work.	$2,000.00	$25,000 [3-Year Not-to-Exceed Total]
Video Services	Includes attendance at City events and provision of high-quality videos as detailed in the Scope of Work.	$2,000.00	$25,000 [3-Year Not-to-Exceed Total]
Additional Services (Hourly)	For any services requested beyond the standard scope or in excess of the outlined base services.	$128.75	N/A (as needed)

The pricing provided reflects a ballpark estimate based on typical project scope and deliverables. We understand that budgets can vary, and upon further discussion, we're happy to adapt our approach to align with available funding while maintaining the integrity and effectiveness of the campaign.

1. I acknowledge receipt of **City Of Cypress Communications And Marketing Services RFP** with **no (0)** Addenda.
2. This offer shall remain firm for 90 days from the date of the proposal.



Name Joven Orozco
Title President And Founder
Date Signed June 13, 2025

AUTHORIZATION

I accept the terms and conditions of this proposal.

NAME: Joven Orozco TITLE: President

Please print or type name

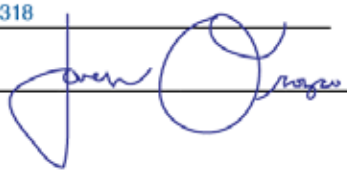
Does this person have the authority to contract for your firm: ■ YES □ NO

COMPANY: We The Creative (WTC), a DBA of Jovenville, LLC

ADDRESS: 3349 Michelson Dr., Ste. 200,

CITY/STATE/ZIP Irvine, CA 92612

TELEPHONE:(877) 887-1318

AUTHORIZED SIGNATURE:  DATE: June 13, 2025

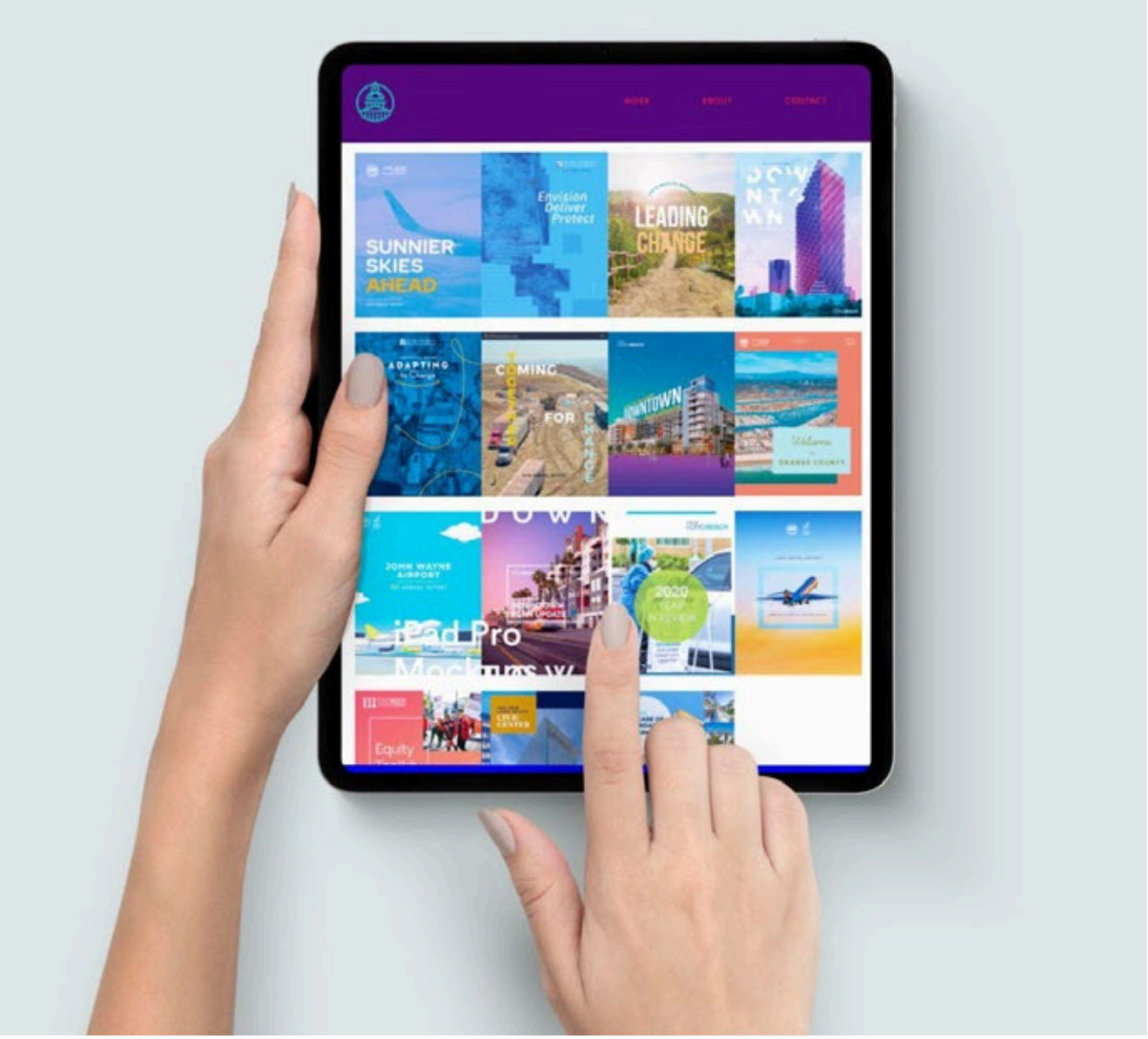
Relevant Samples

Additional publication, annual report, and layout design samples will be included in the **Appendix A**.

See selected Layout Design on our website: http://WeTheCreative.com/publications

See selected Annual Reports on our website: https://wethecreative.com/reports

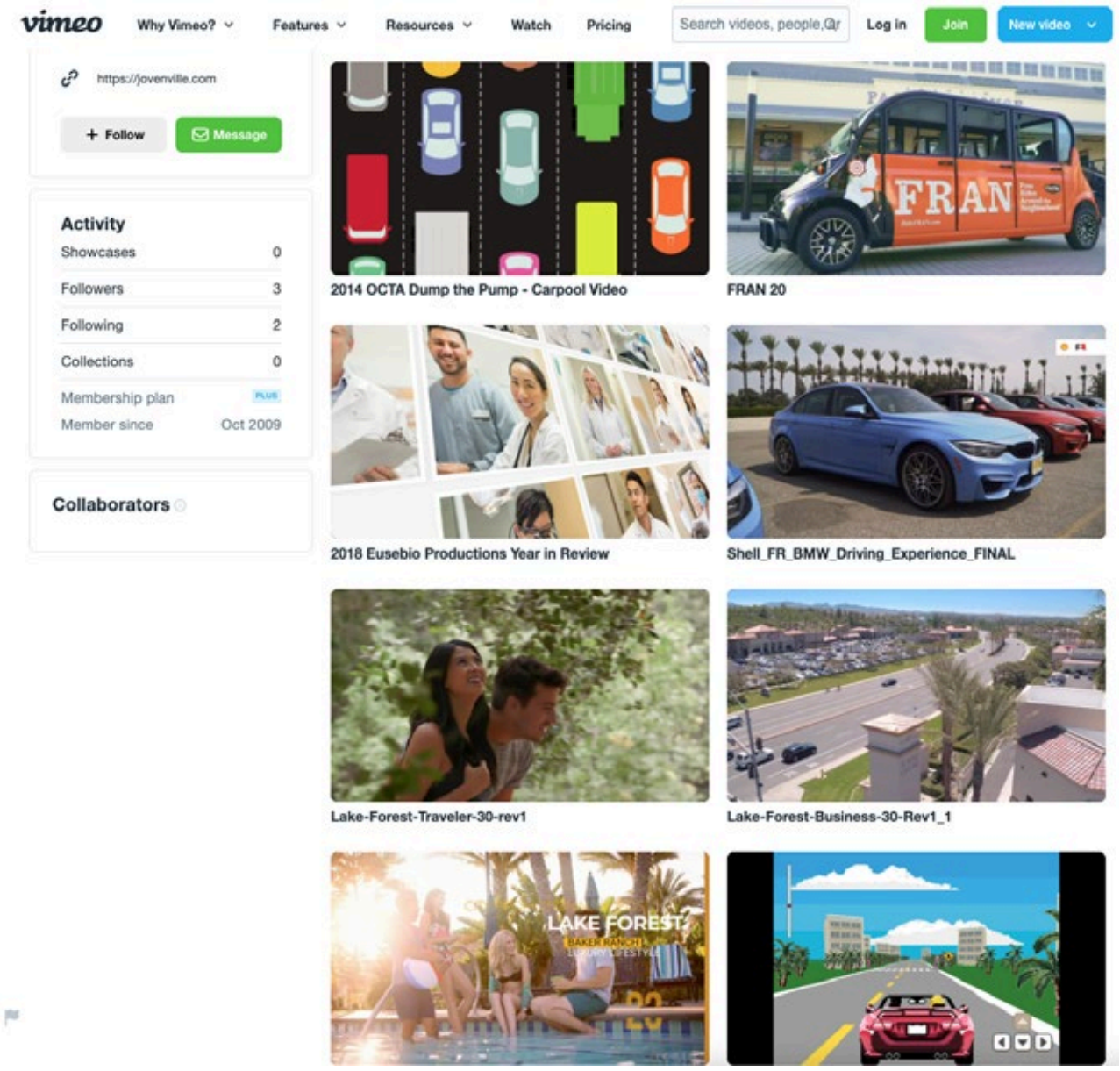
See selected Brand Guides on our website: https://wethecreative.com/gsm



PROJECT NAME	CLIENT	COMPLETED	LINK
Miscellaneous Videos	Various	2010- 2024	https://vimeo.com/jovenville

DESCRIPTION OF WORK

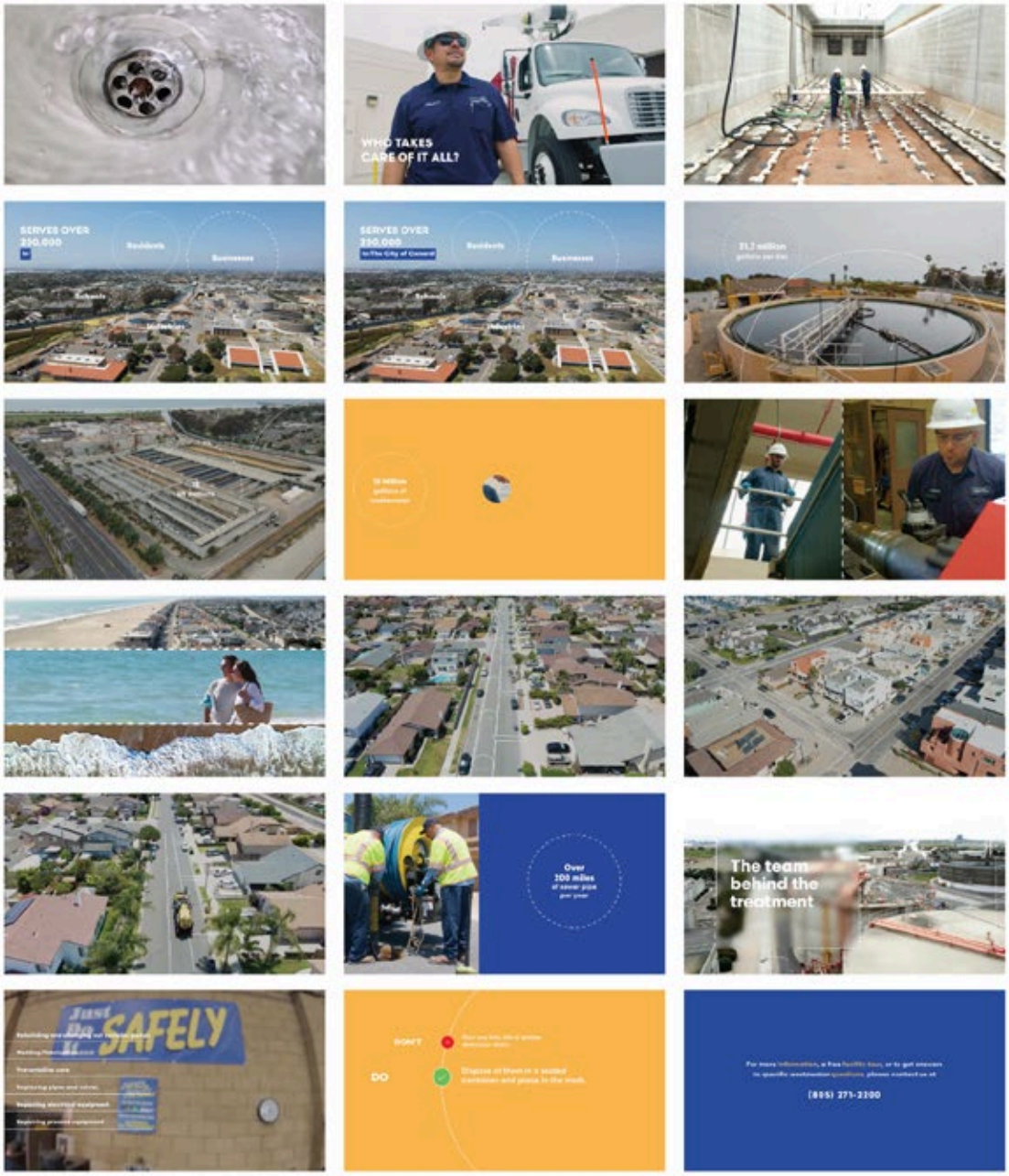
WTC has produced several videos and animations for a variety of clients. Please click on the link above to access our vimeo account.



PROJECT NAME	CLIENT	COMPLETED	LINK
Where does the Water Go?	City of Oxnard	2024	https://vimeo.com/jovenville/oxnard1

DESCRIPTION OF WORK

WTC collaborated with the City of Oxnard in creating a seven-minute video providing an overview of wastewater.



PROJECT NAME	CLIENT	COMPLETED	LINK
La Paz Road Improvements	Laguna Niguel	2024	https://vimeo.com/901225372

DESCRIPTION OF WORK

WTC collaborated with the City of Laguna Niguel in creating an animation / video providing an overview of La Paz Road's long term improvents.



PROJECT NAME	CLIENT	COMPLETED	CONTACT
StanisCruise Rebrand and Marketing	Stanislaus Council of Government 1111 I Street, Suite 308 Modesto, CA 95354	2022	Jean Foletta Director of Mobility Programs (209) 525-4600, Jfoletta@stancog.org

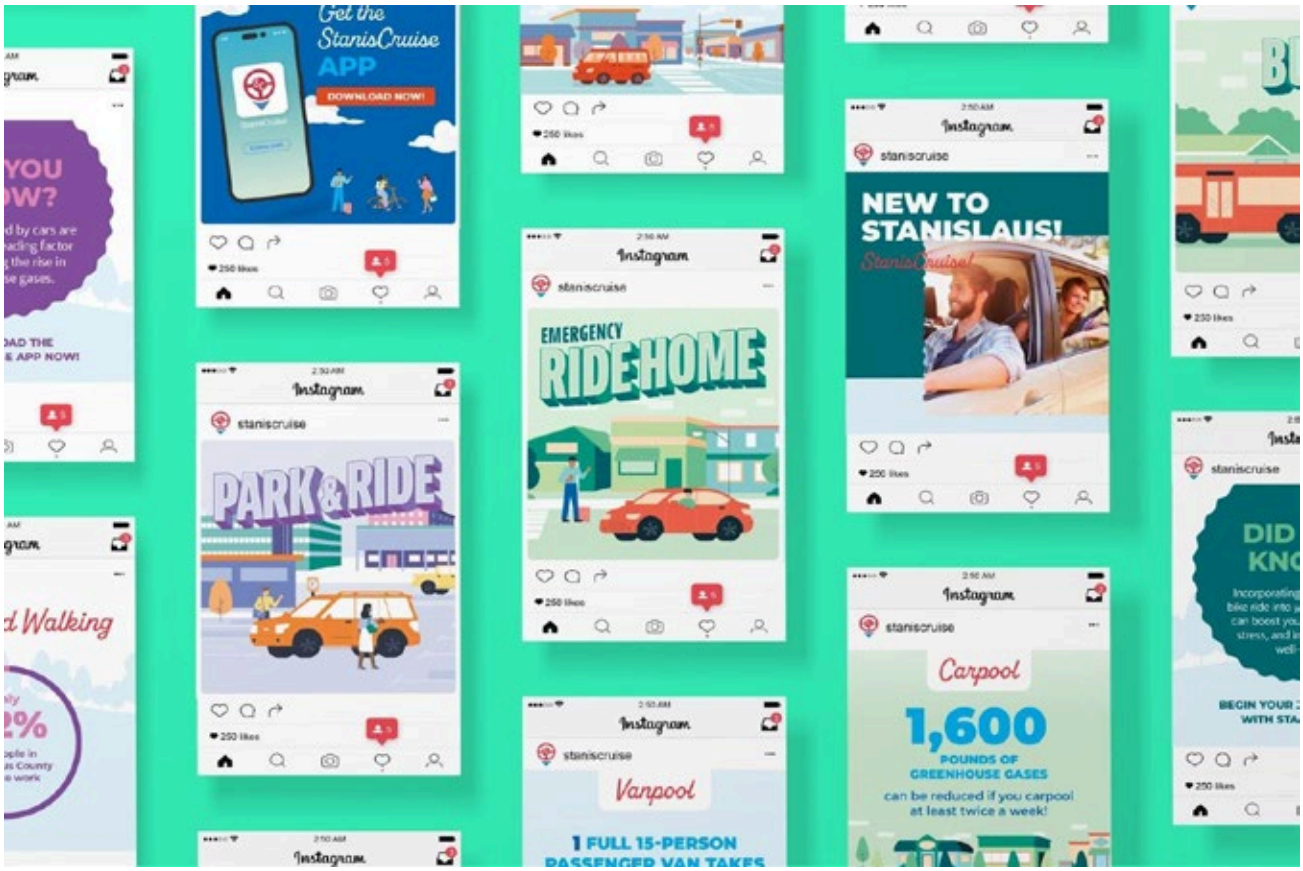
DESCRIPTION OF WORK

We The Creative (WTC) collaborated with Stanislaus Council of Governments (StanCOG) on a comprehensive marketing retainer project designed to enhance their outreach and branding efforts. Our systematic approach involved both immediate branding evolution and ongoing marketing activities to strengthen StanCOG's presence.

We managed StanCOG's online presence, including creating tailored content for Instagram and Facebook, scheduling posts, and providing monthly analytics. Additionally, we initiated a strategic social media plan, recommending boosted posts and ad campaigns to expand reach. Moreover, we designed a comprehensive brochure highlighting various transportation modes and incorporated custom illustrations to enhance the visual appeal and engage the audience.




STANISCRUISE
Get your move on!
Help make
STANISLAUS COUNTY
A BETTER PLACE TO
LIVE AND WORK.
BIKING & WALKING
Freedom, fitness and fun—all
in one smart commute.
WHAT IS IT?
WHY BIKE OR
WALK?
We Can Help
KICK-START
Your Program
HOW CAN WE
HELP YOU?
TOOL KIT
JOIN THE BIKETOBER
CHALLENGE
SAVE TIME
REWARDS
Use the App
FRESH OPTIONS
FOR CLEANER AIR


Get the StanisCruise APP
DOWNLOAD NOW!
Instagram
staniscruise
PARK & RIDE
EMERGENCY RIDE HOME
NEW TO STANISLAUS!
Carpool
1,600
POUNDS OF GREENHOUSE GASES
can be reduced if you carpool at least twice a week!
Vanpool
1 FULL 15-PERSON
Walking


Stanis CRUISE
FRESH OPTIONS
For Cleaner air!
VANPOOL
Join the cool crew.
Ride together, Save together.
A FULL VANPOOL CAN LEAVE UP TO 14 CARS PARKED AT HOME.
JOIN THE COOL CREW AT StanisCruise.com/vanpool
STANISCRUISE
Get your move on!

PROJECT NAME	CLIENT	COMPLETED	CONTACT
Fall Festival Outreach Marketing	East Valley Water District 31111 Greenspot Road Highland, CA 92346	2024	Janett Robledo Conservation Coordinator (909) 806-4287 jrobledo@eastvalley.org

DESCRIPTION OF WORK

WTC spearheaded a dynamic and comprehensive promotional campaign for the East Valley Fall Festival. This included the design and delivery of a direct mailer, handout, social media posts, event signage, and shirt designs, all aimed at promoting the free, family-friendly event. With a focus on exciting and engaging messaging, the campaign effectively connected with the community and created an inviting atmosphere for attendees. WTC provided both print and digital files for all materials, ensuring accessibility and ease of distribution. The campaign successfully achieved its goal, with 300-500 event registrations, surpassing expectations.




FESTIVAL DE EAST VALLEY WATER DISTRICT
SUBMERGETE EN LA
CONSERVACIÓN!
SEPTIEMBRE 14
10AM - 1PM
EVENTO GRATIS!
Registrate Aquí: eastvalley.org/ConservationFestival


SPLASH INTO CONSERVATION!
SPLASH INTO CONSERVATION!


EAST VALLEY WATER DISTRICT'S FESTIVAL
SPLASH INTO
CONSERVATION!


EAST VALLEY WATER DISTRICT'S FESTIVAL
SPLASH INTO
CONSERVATION!
FREE EVENT!
SEP
14
10AM
-1PM
WORKSHOPS · FAMILY-FRIENDLY ACTIVITIES
MUSIC · GAMES · WETZEL PRETZEL*
TRACKLESS TRAIN RIDES AND MUCH MORE!
RSVP

PROJECT NAME	CLIENT	COMPLETED	CONTACT
Magazine Redesign & Production	City of Irvine	2024	Melissa Haley Program Specialist Public Information Office 949-724-6253, haley@cityofirvine.org

DESCRIPTION OF WORK

We The Creative (WTC) collaborated with City of Irvine staff to refresh the design of the Inside Irvine Magazine. The project involved updating the cover design and internal layouts to give the magazine a more modern, engaging look. WTC began with a brainstorming and ideation process, presenting mood boards for approval. Based on the chosen direction, WTC designed key layouts and pages. Once the design was finalized, WTC completed the entire magazine design, delivering the final files as a packaged InDesign file with all images and linked files.




Addressing the need for affordable housing
Irvine has more affordable housing than any other city in Orange County, with 4,853 units and more underway.
Renters in the community can access information they need all in one place online.
INSIDE
IRVINE
Gateway Preserve
The city looks to add hundreds of acres of open space in North Irvine
OFFICIAL GUIDE


Honoring our Nation's Fallen Service Members
Addressing the need for affordable housing
Great Park Sports Complex
A Great Partnership
UCI Health is the presenting partner of the Great Park Sports Complex.

PROJECT NAME	CLIENT	COMPLETED	CONTACT
School Pool Pledge Program	TAMC - Transportation Agency for Monterey County 55-B Plaza Circle Salinas, CA 93901	2024	Theresa Wright Community Outreach Coordinator (831) 775-4411 Theresa@tamcmonterey.org

DESCRIPTION OF WORK

To support TAMC's mission of reducing traffic and improving school attendance, We The Creative launched a family-focused campaign encouraging parents to pledge to carpool. The campaign combined vibrant visuals, on-campus banners, pledge forms, vehicle decals, and a dedicated website to drive participation. With prize incentives and community engagement at its core, the initiative promoted eco-friendly habits while fostering stronger school connections.



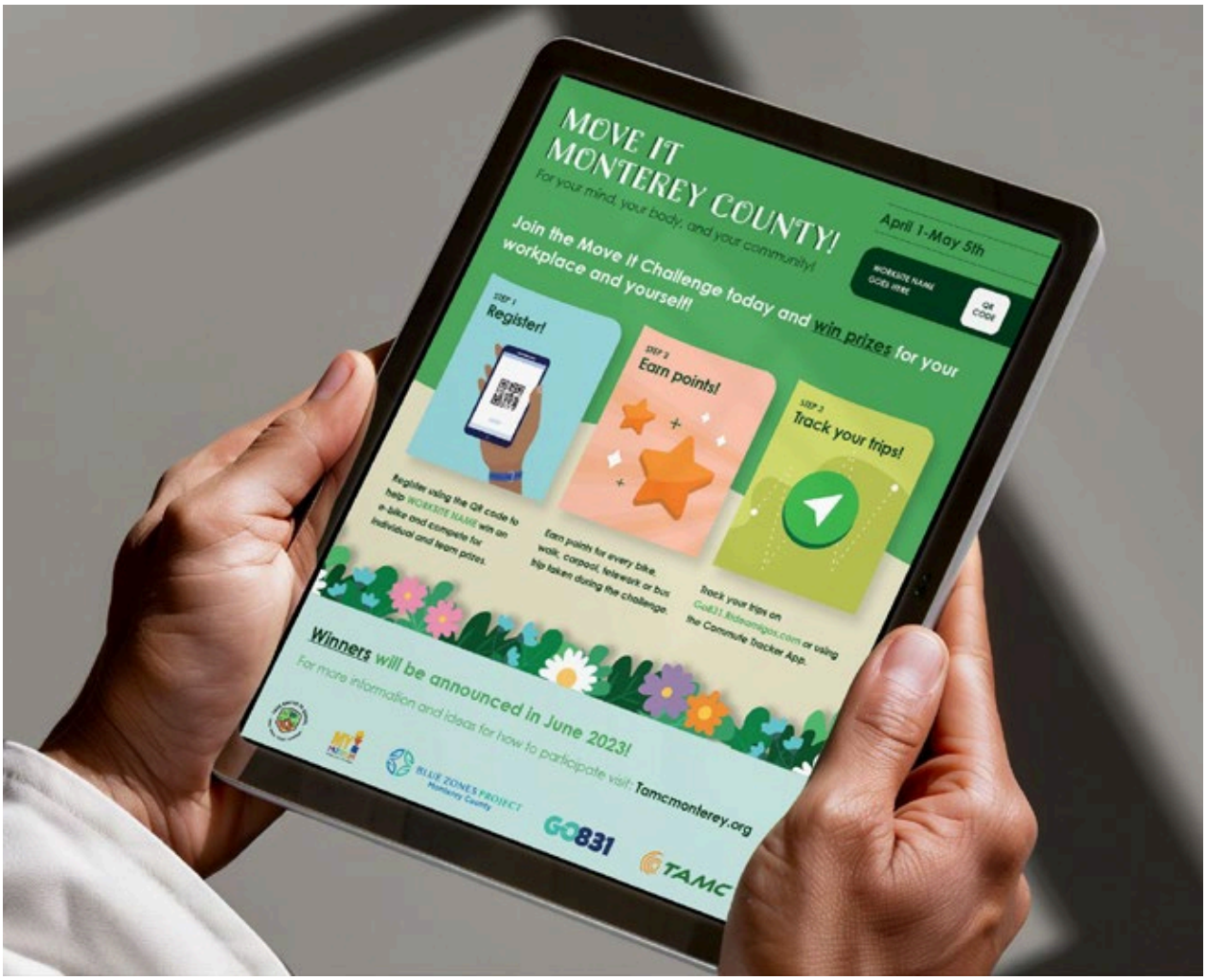

JOIN THE MOVEMENT
CARPOOL FOR CHANGE!
Take the Pledge Today!
SafeRoutesMonterey.org
RIDE, WIN, CONNECT.
JOIN THE MOVEMENT
CARPOOL FOR CHANGE!
Take the Pledge Today!
SafeRoutesMonterey.org
RIDE, WIN, CONNECT.


JOIN THE MOVEMENT
CARPOOL FOR CHANGE!
BEAT THE TRAFFIC. JOIN THE CARPOOL CRAZE!
RIDE. WIN. CONNECT!
Take The Pledge Today!
SafeRoutesMonterey.org
BAY VIEW

PROJECT NAME	CLIENT	COMPLETED	CONTACT
Move It Monterey County: Spring Into Action Campaign	TAMC - Transportation Agency for Monterey County 55-B Plaza Circle Salinas, CA 93901	2024	Theresa Wright Community Outreach Coordinator (831) 775-4411 Theresa@tamcmonterey.org

DESCRIPTION OF WORK

To energize TAMC's seasonal wellness initiative, We The Creative refreshed the "Move It Monterey County" campaign for spring. We reimagined the visual identity with bright, seasonal colors and floral elements, replacing fall motifs with springtime blooms. The bilingual collateral suite included posters and flyers tailored for schools and worksites, helping TAMC promote active lifestyles and increased community engagement from April through May.



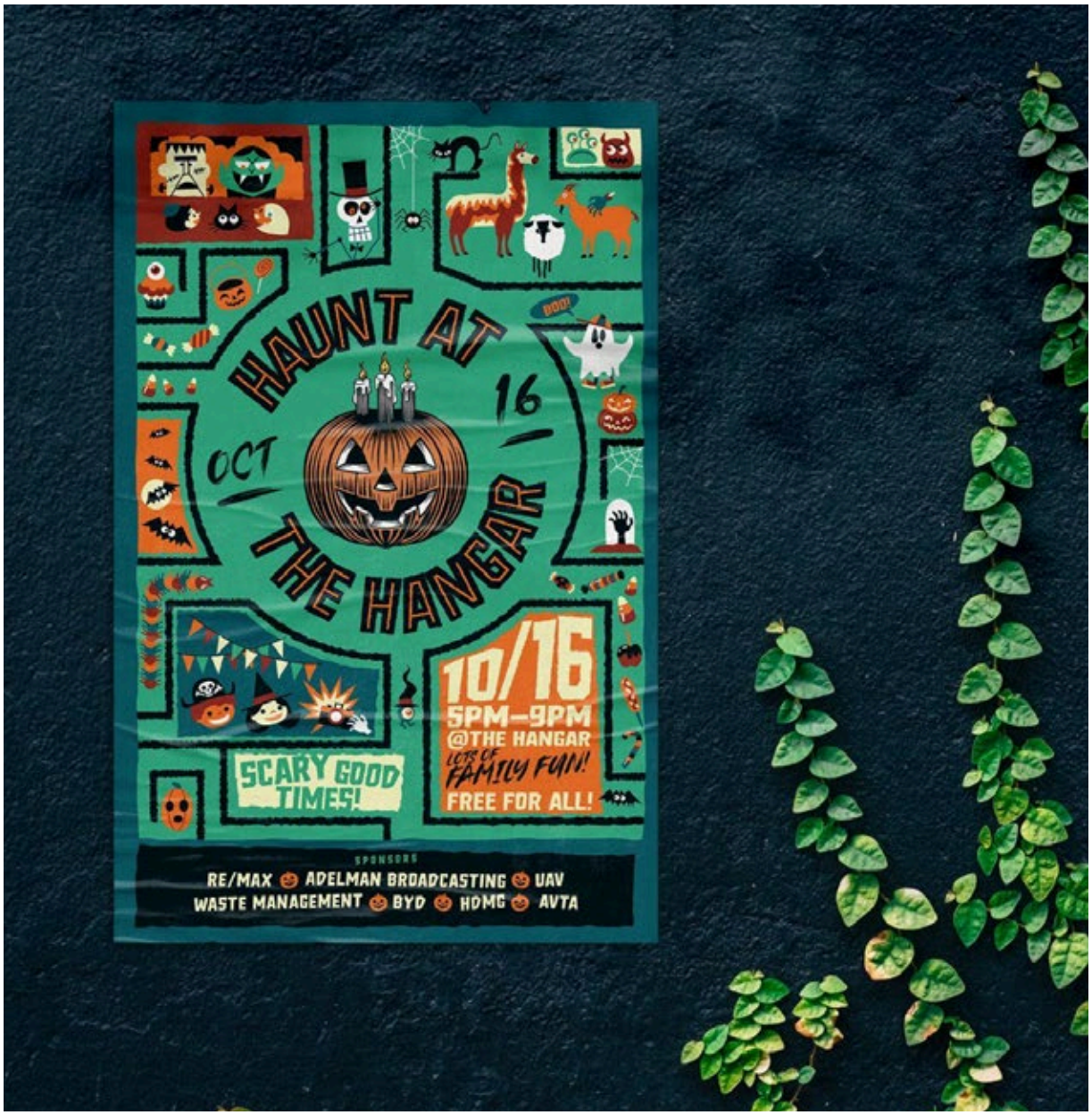

MOVE IT
MONTEREY COUNTY!
April 1-May 5th 2023
BIKE TO WORK, THE STORE, OR JUST FOR FUN
JOIN A WALKING SCHOOL BUS
JOIN A BLUE ZONES WALKING MOAI
GO831
TAMC


MOVE IT
MONTEREY COUNTY!
April 1-May 5th
Join the Move It Challenge today and win prizes for your school and yourself!
Register!
Earn points!
Track your trips!
Winners will be announced in June 2023!
GO831
TAMC
MOVE IT
MONTEREY COUNTY!
April 1-May 5th
Join the Move It Challenge today and win prizes for your workplace and yourself!
Register!
Earn points!
Track your trips!
GO831
TAMC

PROJECT NAME	CLIENT	COMPLETED	CONTACT
Event Branding & Marketing	City of Lancaster 44933 Fern Avenue Lancaster, CA 93534	2020-2022	Alexus Merino, Communications (661) 723–6081, amerino@cityoflancasterca.org

DESCRIPTION OF WORK

WTC is responsible for the logo development, visual language and marketing collateral for **several** city events.




HAUNT AT
OCT
16
THE HANGAR


HAUNT AT
OCT
16
THE HANGAR


GOODSTOCK
AT THE HANGAR
GOODSTOCK
AT THE HANGAR


GOODSTOCK
AT THE HANGAR
PERFORMER
GOODSTOCK
AT THE HANGAR
VIP ACCESS

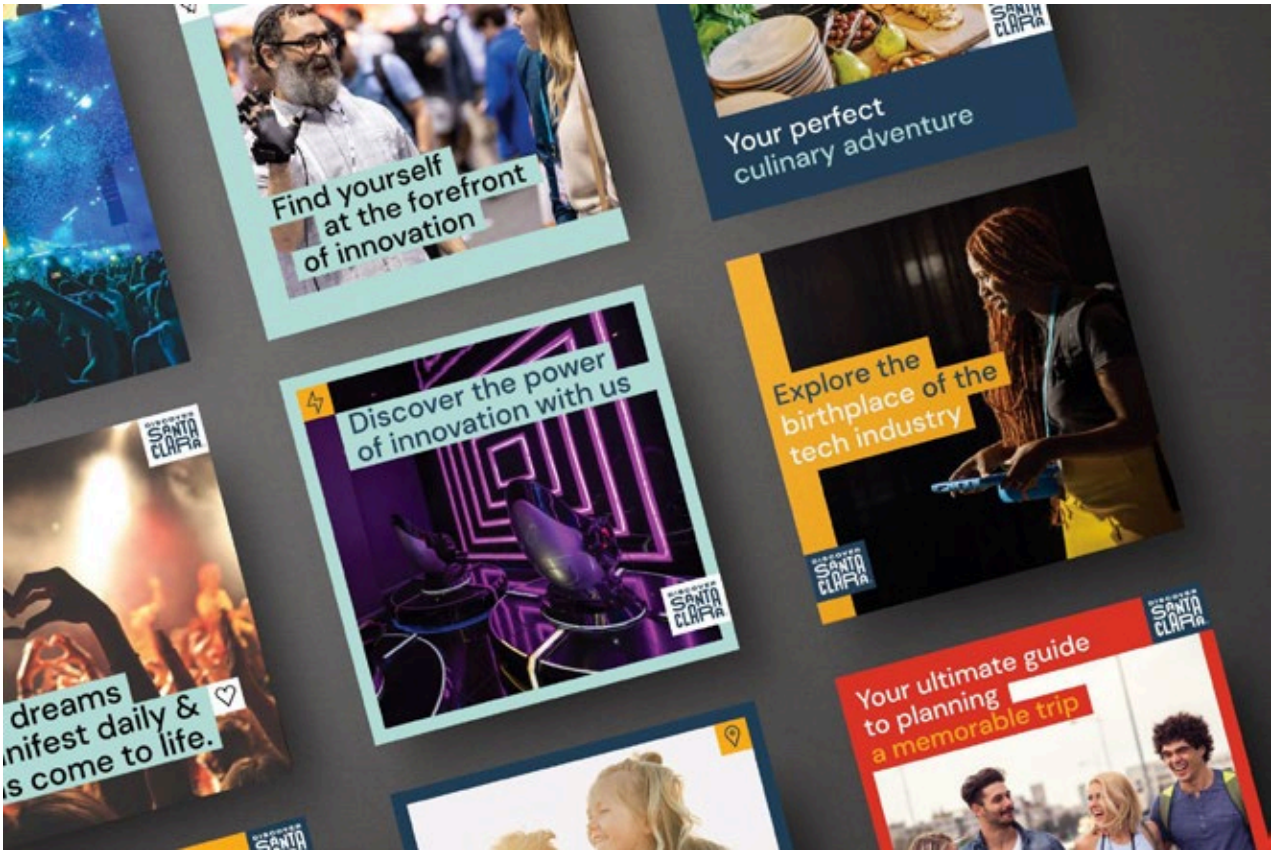
PROJECT NAME	CLIENT	COMPLETED	CONTACT
City of Santa Clara Convention Center Marketing	Discover Santa Clara 5001 Great America Pkwy Santa Clara, CA 95054	2024	Katelyn Studebaker Director of Marketing kstudebaker@DiscoverSantaClara.org

DESCRIPTION OF WORK

We The Creative (WTC) led the development and execution of marketing materials for Discover Santa Clara (DSC), focusing on discovery, design, development, and delivery. Our work included creating a revamped Master Pitch Deck, marketing strategy, and calendar, as well as social media and eBlast templates, advertising campaigns, and a trade show package. We also managed monthly marketing activities such as eBlasts, social media posts, and digital advertising. Our approach involved refining existing materials, implementing new strategies, and providing ongoing support to enhance DSC's visibility and attract more visitors to Santa Clara.




The Teaching Kitchen
Discover the Chef within at the Santa Clara Convention Center
Inside the Teaching Kitchen
Core Purpose
Curriculum | What to Expect at the Teaching Kitchen
Meet Your Executive Chef:
Let's get chopping.


Find yourself at the forefront of innovation
Your perfect culinary adventure
Discover the power of innovation with us
Explore the birthplace of the tech industry
dreams
nifest daily &
s come to life.
Your ultimate guide to planning a memorable trip

PROJECT NAME	CLIENT	COMPLETED	CONTACT
Summer Trolley Branding and Marketing	City of Laguna Niguel 30111 Crown Valley Laguna Niguel, CA 92677	2022	Russell Narahara Senior Management Analyst RNarahara@cityoflagunaniguel.org 949-362-4313

DESCRIPTION OF WORK

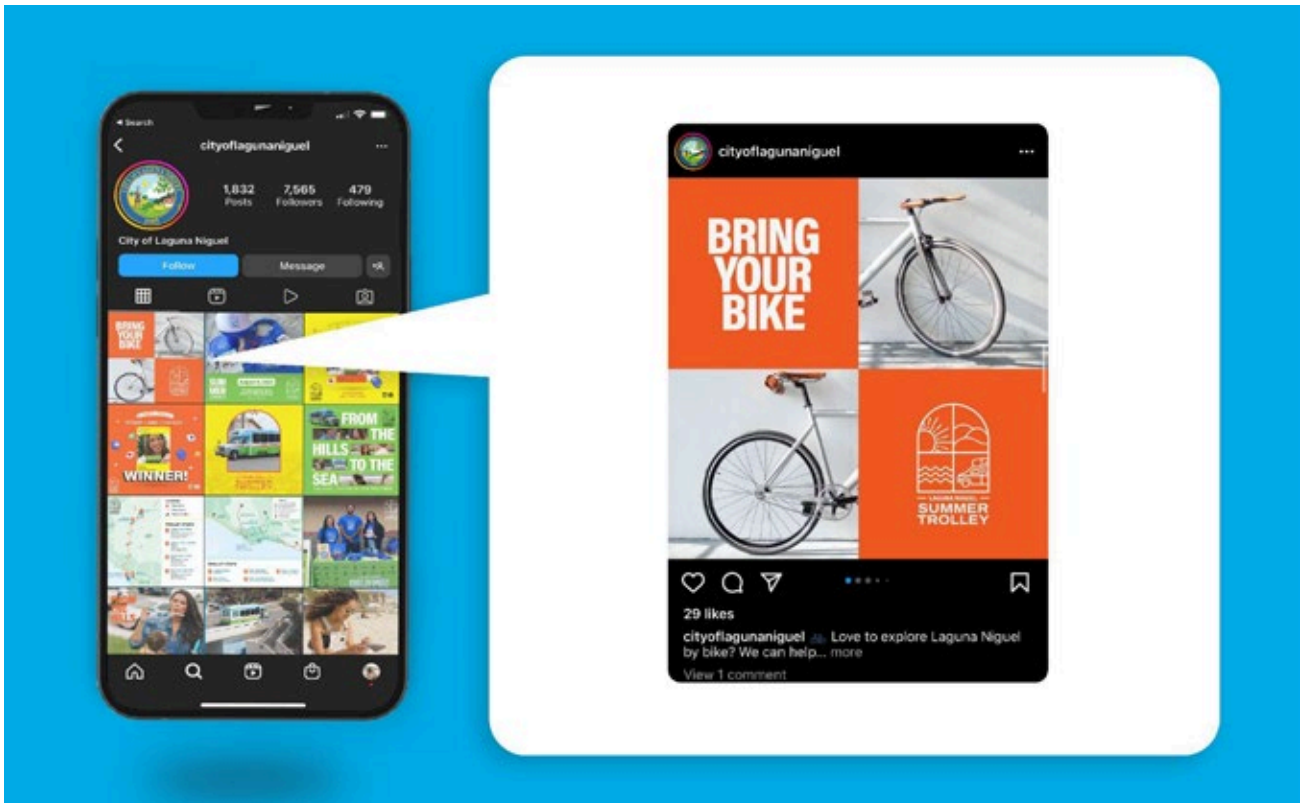
WTC developed a marketing, branding, communications, and public outreach campaign to coincide with the inaugural year of the new Summer Trolley Program (Trolley Program). This work exceeded the City's expectations and ridership goals.

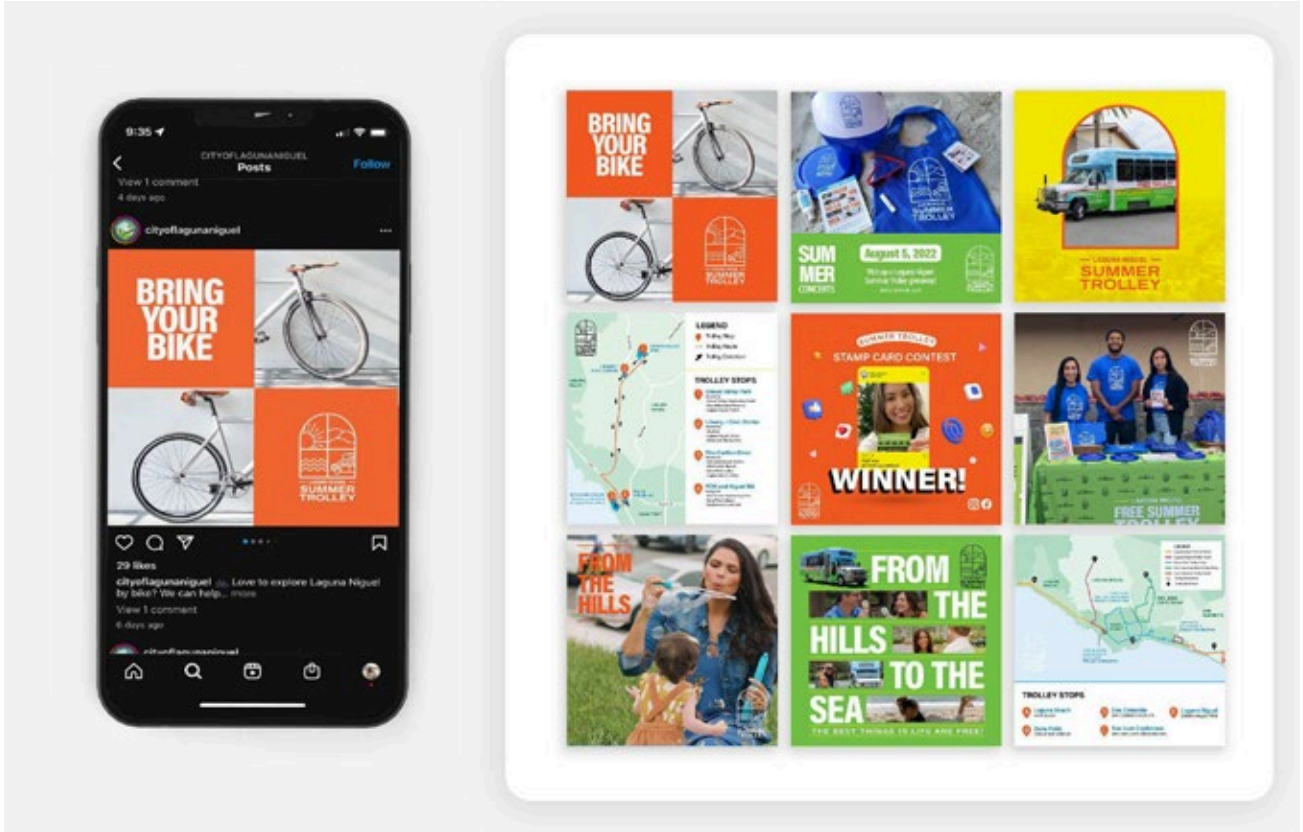
Deliverables: Logo, Visual Language, Messaging, Photoshoot, Videoshoot, Marketing Collateral, Street Team, and Social Media Graphics.

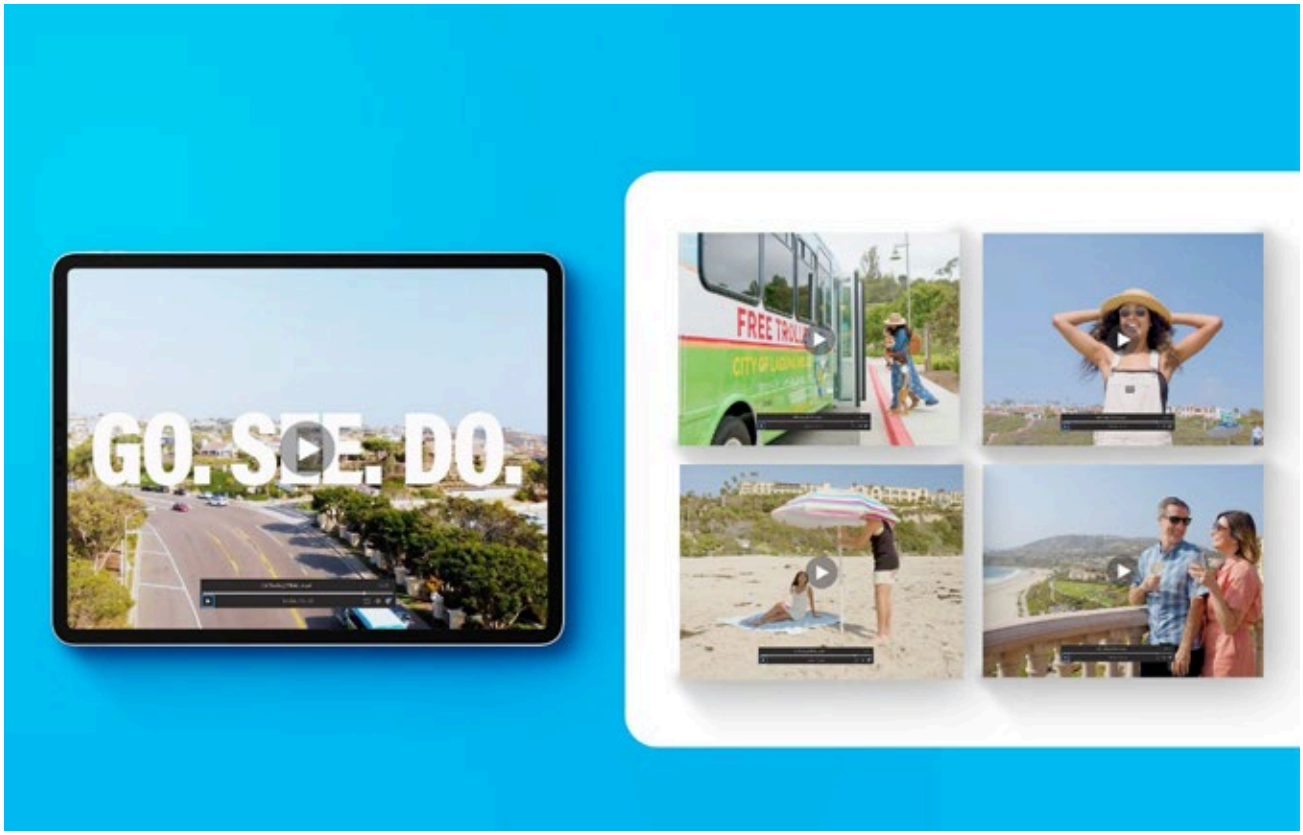


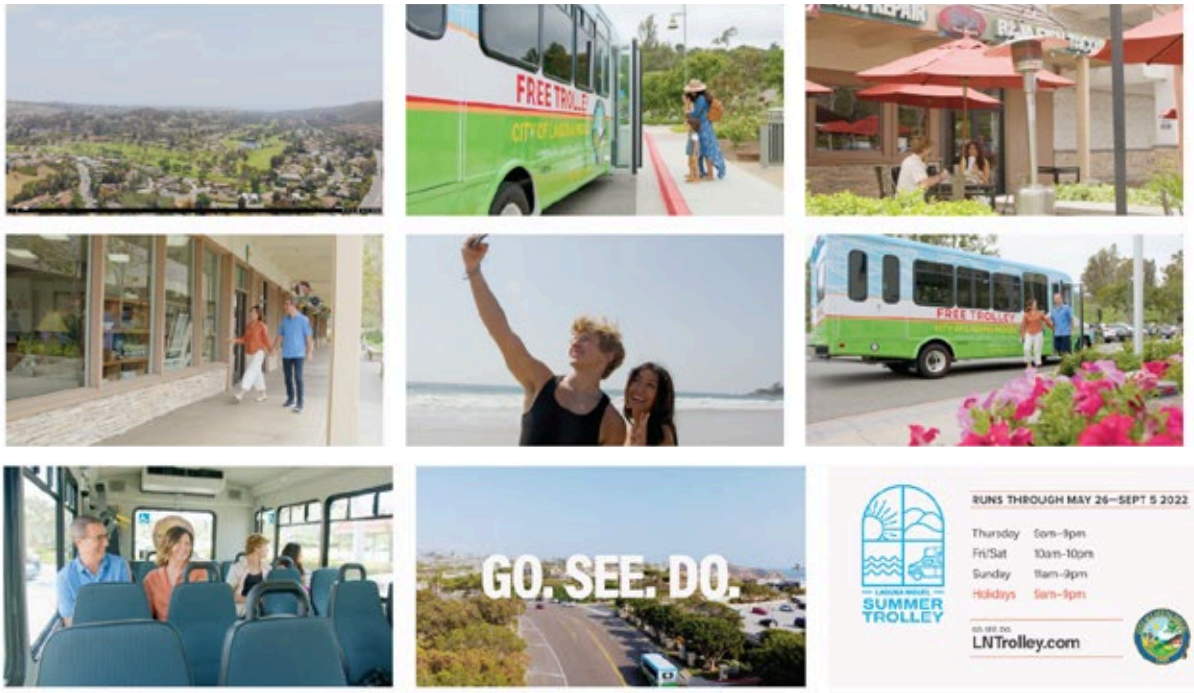

FREE
SUMMER
TROLLEY
MAY 26
TO
SEPT 5
TROLLEY RUNS EVERY 20 MINUTES
FREE / FAST / CONVENIENT
Learn more at
LNTrolley.com


LAGUNA BEACH
LAGUNA NIGUEL
DANA POINT
SERVICE HOURS
TROLLEY RUNS EVERY 20 MINUTES
DOWNLOAD & USE APP
LEGEND
FROM THE HILLS TO THE SEA


cityoflagunaniguel
1,832 Posts
7,565 Followers
479 Following
City of Laguna Niguel
Follow
Message
BRING YOUR BIKE
SUMMER TROLLEY
29 likes
cityoflagunaniguel Love to explore Laguna Niguel by bike? We can help... more
View 1 comment


BRING YOUR BIKE
SUMMER TROLLEY
STAMP CARD CONTEST
WINNER!
FROM THE HILLS TO THE SEA
FREE SUMMER

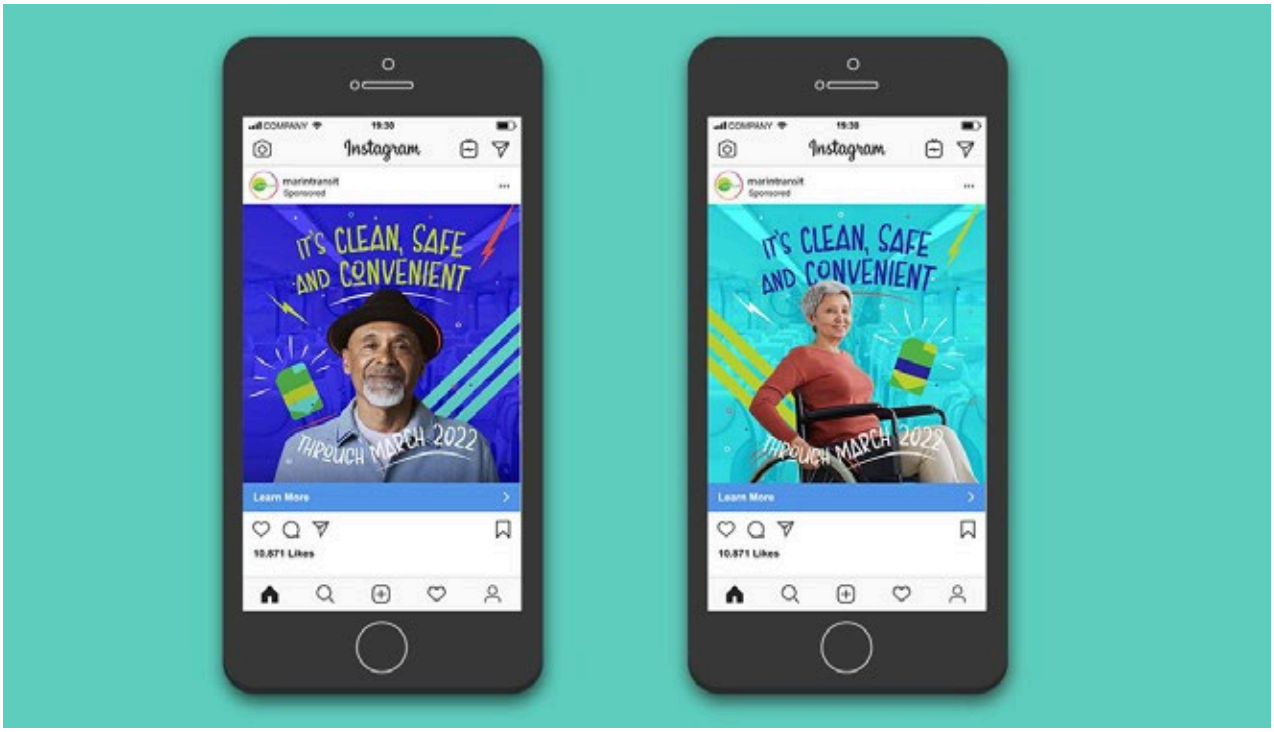

GO. SEE. DO.
FREE TROLLEY


FREE TROLLEY
GO. SEE. DO.
RUNS THROUGH MAY 26—SEPT 5 2022
Thursday 6pm–9pm
Fri/Sat 10am–10pm
Sunday 11am–9pm
Holidays 5am–9pm
SUMMER TROLLEY
LNTrolley.com

PROJECT NAME	CLIENT	COMPLETED	CONTACT
Bus Fare Promotional Campaign	Marin Transit 711 Grand Ave. Ste. 110 San Rafael, CA 94901	2021	Aida Banihashemi Manager of Planning and Marketing (415) 226-0878, abanihashemi@marintransit.org

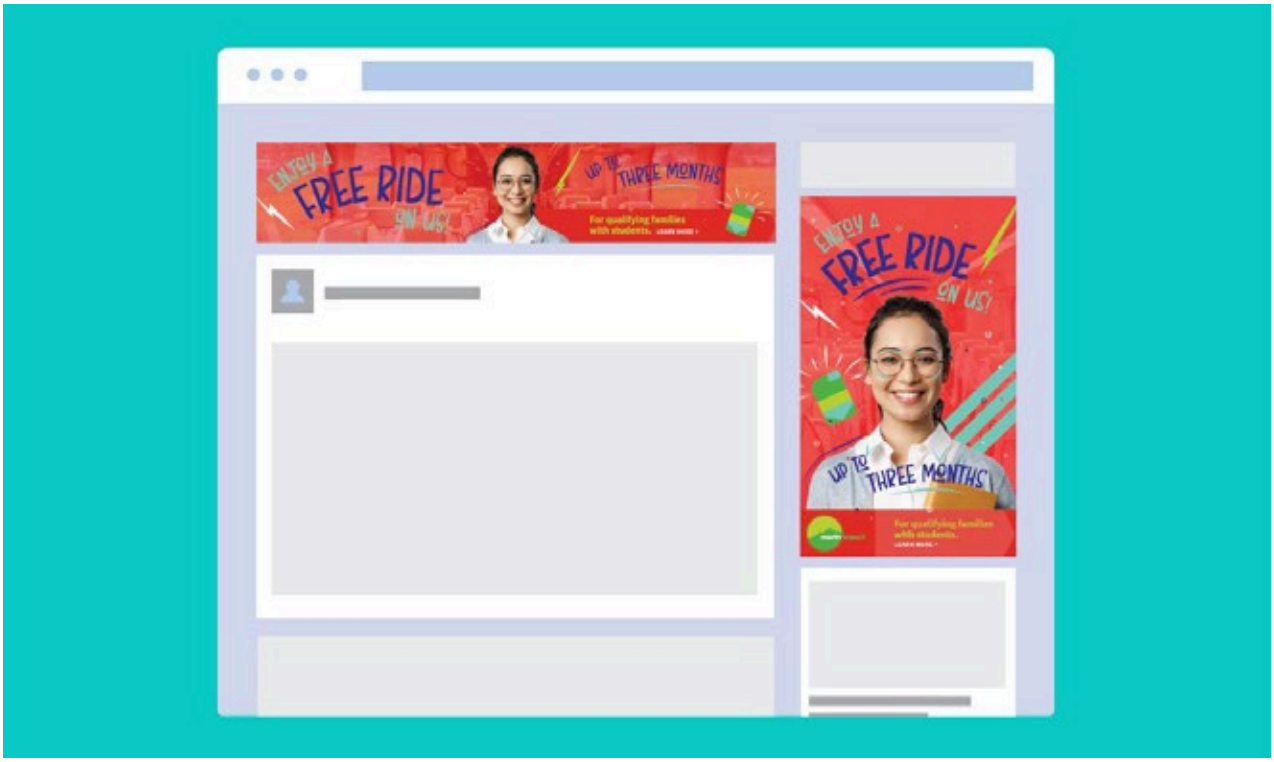
DESCRIPTION OF WORK

In August 2021, Marin Transit's board approved a series of fare promotional and pilot programs including free fares for seniors and low income families. The campaign is geared to promote their new near term fare promotions and raise rider awareness on various fare assistance programs offered by the District. WTC created fun, eye-catching ads to drive traffic to their fare promotion web page.






WHEREVER
YOU'RE HEADED,
WE'VE GOT YOU
COVERED!
Learn how to
save on your fare.


ENJOY A
FREE RIDE
ON US!
UP TO THREE MONTHS
For qualifying families
with students.
ENJOY A
FREE RIDE
ON US!
UP TO THREE MONTHS

PROJECT NAME	CLIENT	COMPLETED	CONTACT
Inside Santa Clara newsletter	City of Santa Clara 1500 Warburton Ave. Santa Clara, CA 95050	2020	Lon Peterson Director of Communications (408) 646-3452, peterson@santaclaraca.gov

DESCRIPTION OF WORK

WTC redesigned the City of Santa Clara's newsletter. We utilize their new brand colors and incorporate a new aesthetic that is more focused on the user experience. We worked closely with a team of over a dozen departments to create the design. 16pg - 70lb Text 4/4 process 15" x 11"




Dear
Community,
Highlights
ACCOMPLISHMENTS IN 2019
32
30K
Services & Infrastructure 1
Workforce 2
Economic Development 3
Community & Reereation 4
Community Engagement 5
Sustainability 6


Silicon Valley
Reads Events
Library Resources
Resolutions
for the
New Year
LEARN A NEW LANGUAGE
BECOME A DO-IT-YOURSELFER
GET MORE COMFORTABLE WITH TECHNOLOGY
PRESERVE YOUR MEMORIES
IMPROVE YOUR ENGLISH LANGUAGE SKILLS
DO BETTER IN SCHOOL

PROJECT NAME	CLIENT	CONTACT
Rideshare Campaign: 101 Reasons to Rideshare	Orange County Transportation Authority	Ryan Armstrong Marketing Manager (714) 560-5834, rarmstrong@octa.net

DESCRIPTION OF WORK

OCTA charged WTC to refresh Rideshare Week with creative messaging and media tactics. The goal was to make Rideshare Week friendly, progressive and modern with a bold OC component so that it resonated with HR departments and commuters. We launched a multi-leveled marketing outreach that speaking directly and personally to the target audience.



PROJECT NAME	CLIENT	COMPLETED	CONTACT
Rideshare Campaign: 101 Reasons to Rideshare	Orange County Transportation Authority	2013	Stella Lin Marketing Manager (714) 560-5342, slin@octa.net

DESCRIPTION OF WORK

Street Teams, Flyers, Social Media Assets

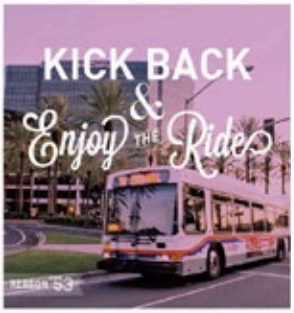














PROJECT NAME	CLIENT	COMPLETED	CONTACT
Rideshare Campaign: 101 Reasons to Rideshare	Orange County Transportation Authority	2013	Stella Lin Marketing Manager (714) 560-5342, slin@octa.net

DESCRIPTION OF WORK

Animated Gif Memes



PROJECT NAME	CLIENT	COMPLETED	CONTACT
City of Long Beach Awareness Campaign	City of Long Beach	2017	Sergio M. Ramirez, Deputy Director, Economic Development Department (562) 570-6129 Sergio.Ramirez@longbeach.gov

DESCRIPTION OF WORK

The City of Long Beach Economic, Property Development Department wanted to attract real estate developers, hospitality companies, decision makers and commerce-generating stakeholders to consider the City of Long Beach area as location for their new developments and ventures. Components included strategy, copywriting and photography supervision.



PROJECT NAME	CLIENT	COMPLETED	CONTACT
Outlook Redesign	City of Lancaster 44933 Fern Avenue Lancaster, CA 93534	2021	Alexus Merino T: (661) 723–6081 amerino@cityoflancasterca.org

DESCRIPTION OF WORK

We redesigned a quarterly publication for print and digital applications. WTC collaborated with the City of Lancaster and utilized their new brand standards developed by another agency to create a branded publication expressing the values of the Lancaster brand.




STAND
STRONG
COVID-19
REOPENING
ASSISTANCE
PROGRAM
OVER 150 BUSINESSES RECEIVED
SUPPLIES FROM THE CITY.
SMALL
BUSINESS
LOAN
PROGRAM
OPERATION
JUMP START
ECONOMIC DEVELOPMENT


SGT. STEVE
OWEN
MEMORIAL
PLAYGROUND
THE CITY OF LANCASTER
CELEBRATES PARKS AND
PLAYGROUNDS THAT
PROMOTE COMMUNITY
DEVELOPMENT TO HELP
BUILD STRONGER AND MORE
RESILIENT COMMUNITIES.
EL
DORADO
PARK
BEFORE
AFTER
IN-PROGRESS


SEE AND BE SEEN
SEE AND BE SEEN
RIDE RIGHT IN THE BIKE LANE
LOOK OUT FOR PEDESTRIANS EVERYWHERE BECAUSE SAFETY IS A SHARED RESPONSIBILITY
MAKE EYE CONTACT
RIDE RIGHT IN THE BIKE LANE
KEEP IN MIND, WALK BETWEEN THE LINES
EYES UP, PHONE DOWN
OTS
TRAFFIC SAFETY
SAFELY CALIFORNIA


LANCASTER
LANCASTER IS A DIVERSE COMMUNITY OF PEOPLE THAT IS LEADING THE FUTURE THROUGH SCIENCE, TECHNOLOGY, ART, CULTURE, AND COLLABORATION.
CONTENTS

PROJECT NAME	CLIENT	COMPLETED	CONTACT
OCTA Promotes Bike Week	Orange County Transportation Authority	2019	Ryan Armstrong, Section Manager (714) 560.5834, rarmstrong@octa.net

DESCRIPTION OF WORK

The Orange County Transportation Authority partnered with We the Creative to promote Bike Month 2019. The project had two parts 1) to educate both cyclists and motorists on bike safety 2) showcase how easy it is for anyone to use biking as a viable commute option that could easily connect to public rideshare options.

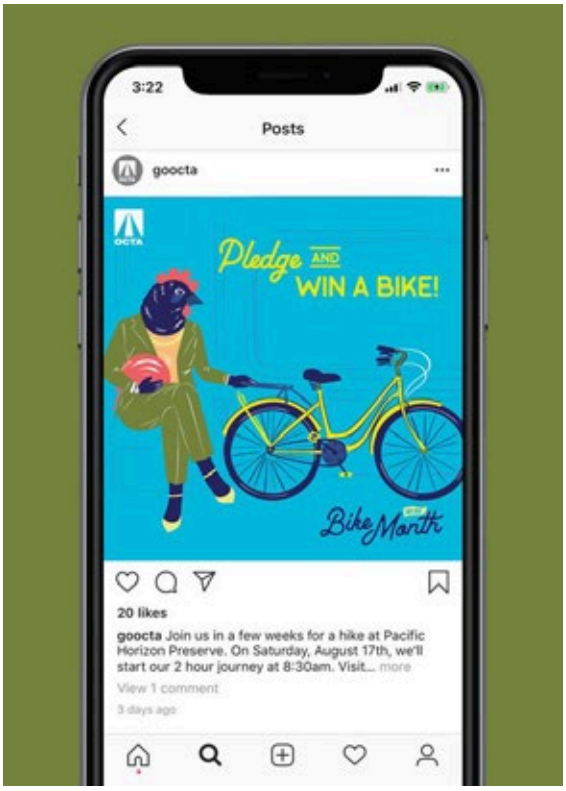


WTC created a fun and eye-catching campaign using bright, colorful illustrations of anthropomorphic animals in various bike related rideshare scenarios. We also incorporated clever puns into the playful educational graphics. The campaign included posters, bus wraps, postcards, social ads, website graphics, emails, and digital banners. We also created graphics for the OCTA Bike Rally which were used on postcards and t-shirts handed out to Bike Rally participants.

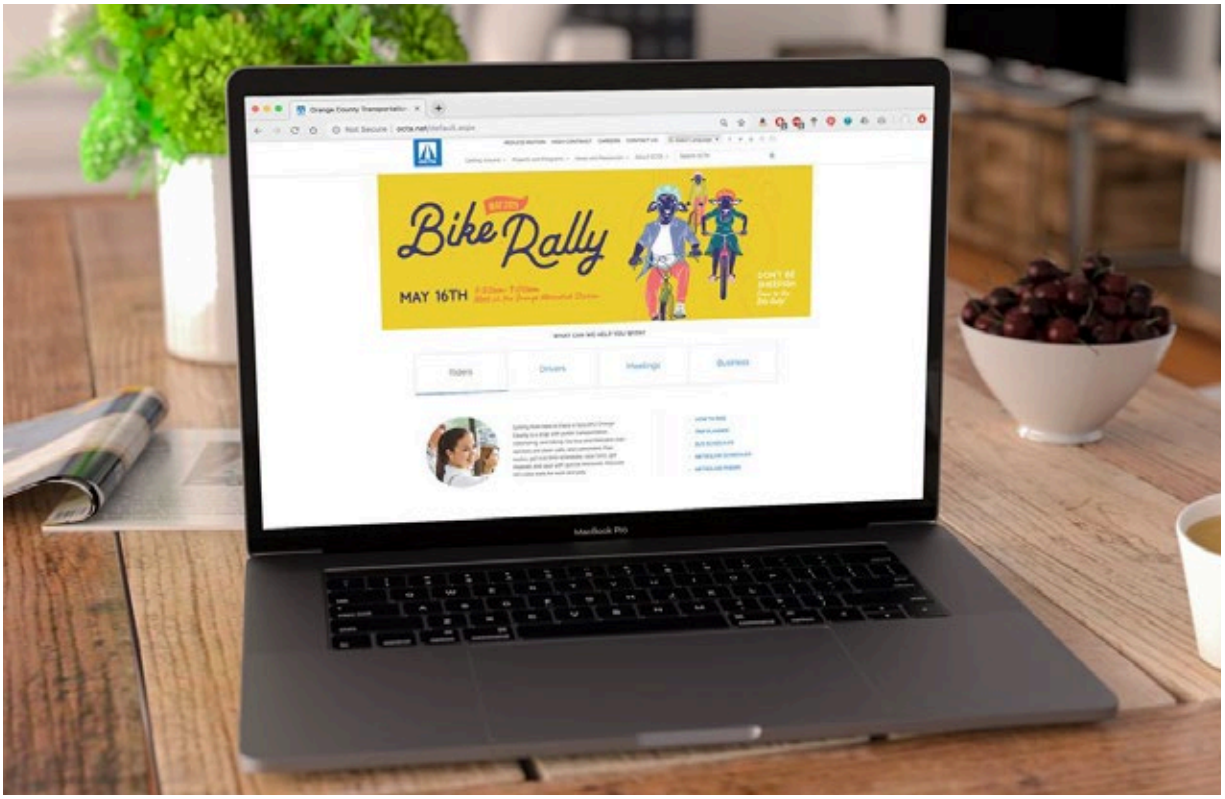


The project was very successful in educating the residents of Orange County on how easily they could fit biking into their daily errands or commute to work.




3:22
Posts
goocta
Pledge AND WIN A BIKE!
Bike Month
20 likes
goocta Join us in a few weeks for a hike at Pacific Horizon Preserve. On Saturday, August 17th, we'll start our 2 hour journey at 8:30am. Visit... more
View 1 comment
3 days ago


Bike Rally
THURSDAY, MAY 23
Agenda


Bike Rally
MAY 16TH

PROJECT NAME	CLIENT	COMPLETED	CONTACT
Bring Your Own Long Beach City #BYOLBC	City of Long Beach Environmental Services Bureau (ESB),	2018	Erin Rowland Waste Diversion/Recycling Officer (562) 570-2851

DESCRIPTION OF WORK

Develop a strategic marketing campaign and execution plan to engage and convert residents to bring their own reusable coffee/drink cups, straws, to-go containers and grocery/produce bags to reduce their reliance on disposable single-use items.

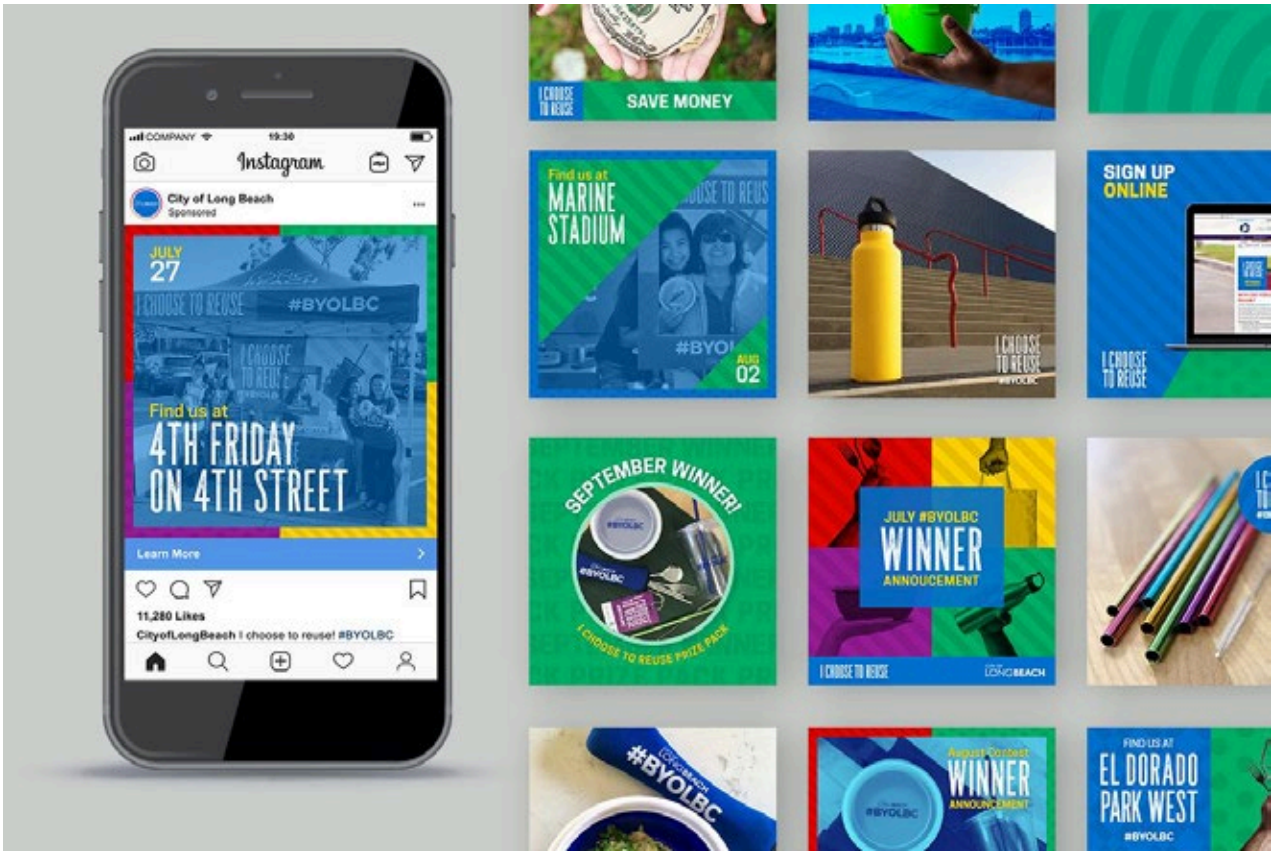
- Increase awareness of the EPS ordinance
- Educate residents on BYO options
- Increase participation in the City of Long Beach's Bring Your Own (BYO) initiatives
- Develop measurable metrics

The design direction chosen was a play on the iconic Rosie the Riveter "Call to Arms" poster. By reinforcing the "We Can Do It" message, the concept was to show different forearms holding up a variety of reusable containers alongside the tagline "I choose to reuse" personifying empowered and passionate residents making the choice to make the change. The bright primary color palette and varying patterned backgrounds were eye-catching and representative of Long Beach's diversity.

The campaign ran during the summer of 2018 and partnered with the City Park/Rec/Marine Bureau to educate residents through a booth at City Events and through the use of Street Teams reaching out to residents at the events. This was one way we were able to directly interact with city residents. Overall, the Street Teams were present at more than 20 city-wide events.

Deliverables/marketing items:

- Social Media (Facebook, Instagram, Twitter)
- Google Ads
- Weekly Emails (welcome/signup email, event update email)
- Website Landing Page
- 2 Billboard Ads
- Tchotchke/Giveaway Items
- Street Team Events (included canopy and table signage, t-shirts and marketing material)



SOCIAL CAMPAIGN (More than 150 posts in 13 weeks)



EMAIL CAPTURE HANDOUT



3 REASONS HANDOUT



WEBSITE DESIGN



EMAIL DESIGN



STREET TEAM HANDBOOK



STREET TEAM POP-UP TENT



CONCERTS



MUD MANIA



4TH FRIDAY

ACTIVATIONS



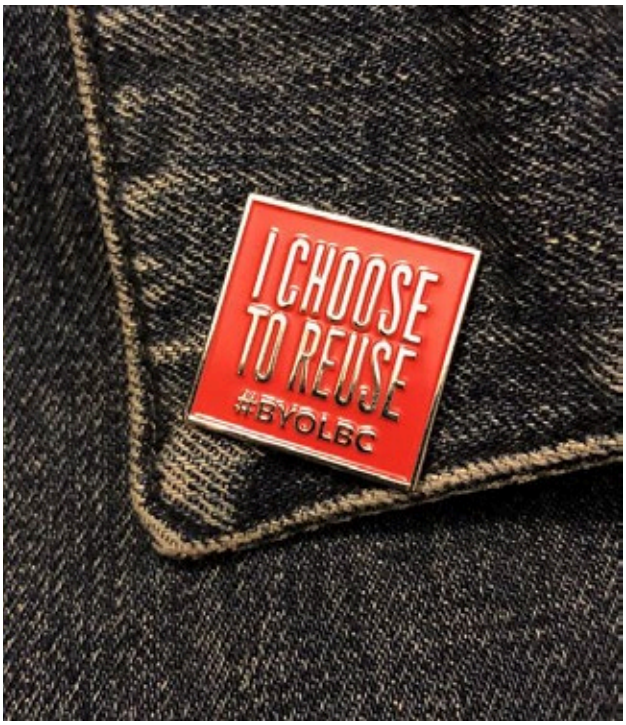
TO GO CONTAINERS



BAGS



REUSABLE METAL STRAWS



CAMPAIGN PIN

PROJECT NAME	CLIENT	COMPLETED	CONTACT
Office of Environmental Justice 10124 Old Grove Rd, San Diego, CA 92131	San Diego County Air Pollution Control District	2025	Shalem Aboody-López AICP, MCRP, MA Program Coordinator (858) 899-1487 | Shalem.AboodyLopez@sdapcd.org

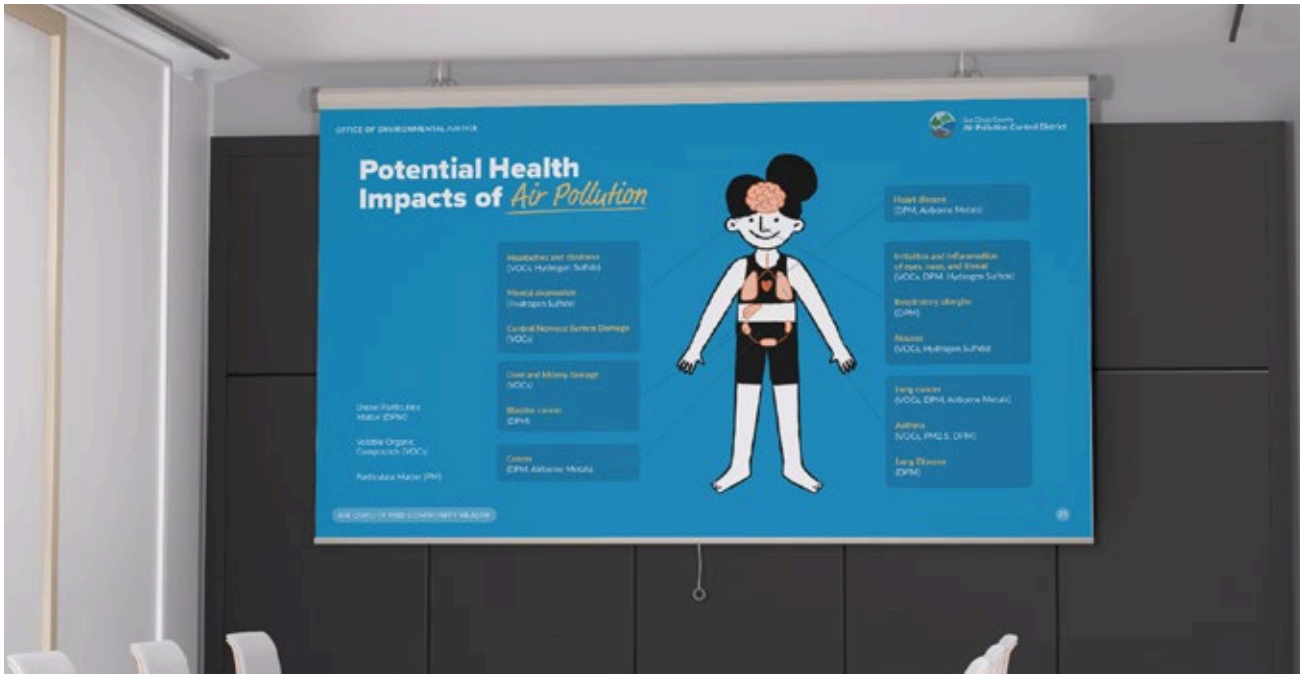
DESCRIPTION OF WORK

We The Creative supported the San Diego Air Pollution Control District's Office of Environmental Justice by designing a five-volume community guidebook and a series of presentation decks for multilingual outreach. Our team transformed complex technical content into clear, user-friendly formats that aligned with the District's equity and engagement goals. The presentation graphics we developed were used directly by staff in workshops to educate residents and stakeholders, helping ensure key messages were understood across diverse audiences.




Community
Success Stories
Tijuana River Valley
Who is on the SDAPCD
Governing Board?
Two County Supervisors
A Mayor or City
Council Member
MEET YOUR
LOCAL
Air District


What does
SDAPCD do?
San Diego County Air Pollution Control District is organized into several divisions, each with different roles.
Monitoring and Radiation Services
Engineering and Permits
Grants & Incentives
Business and Administration Support Services
Office of Environmental Justice
Planning and Rule Development
Compliance


Potential Health
Impacts of Air Pollution


Potential Health
Impacts of Air Pollution
What are
sources of
Air Pollution?
Criteria
Pollutants
CO
Pb
NO₂
O₃
PM
SO₂
Ozone
Refineries
Power Plants
Boilers
Breathing Problems
Coughing and
Sore Throat
Monitoring
Air Quality
in Our Region

JOVEN OROZCO President & Chief Creative Officer (Key Staff)



Joven integrates the fundamental understanding of business goals and objectives with precise creative solutions to produce and deliver accurate products. He provides strategic supervision on all client projects from initial discovery to final delivery. Joven always works hard to remain fresh, competitive and ahead of the market.

GOVERNMENT EXPERIENCE

15 Years: City of Aliso Viejo, City of Anaheim, City of Carlsbad, City of Costa Mesa, City of Hayward, City of Irvine, City of Long Beach, City of Palo Alto, City of San Buenaventura, City of Santa Monica, John Wayne Airport, Los Angeles County, Los Angeles World Airports, Omnitrans of San Bernardino, Orange County Council of Governments, Orange County Transportation Authority, Sonoma County, Van Nuys Airport

EDUCATION

Bachelor of Fine Art with an emphasis in Graphic Design, California State University, Fullerton, 1995

EXPERIENCE

07/95 - Present

Chief Creative Officer, Jovenville, LLC/We The Creative, 3349 Michelson Drive, Ste 200, Irvine, CA 92612
Duties: Team leader responsible for strategic and creative direction for all projects and to oversee all work through production and delivery

07/96 - 01/00

Partner, Joken Industries 2814 Lafayette Ave., Newport Beach, CA 92663
Duties: Responsible for creative development, sales and marketing

09/96 - 05/97

Typography Instructor, Cal State University, Fullerton, 800 N. State College Blvd., Fullerton, CA 92831
Duties: Responsible for class structure and nurturing students to become good designers who understand the importance and fundamentals of type

CLUBS / ORGANIZATIONS

AIGA Orange County, Board Member, Vice President of Operations
Orange County Ad Federation, Member

AWARDS

Orange County Ad Club Judges Choice, AIGA OC Design Awards, Best of Show, OCPRSA, Best of Show, and How Magazine Best of Category

JILLIAN MARTINEZ Account Manager (Key Staff)



Jillian works closely with clients and internal teams to best meet client needs. Her responsibilities encompass administration, project tracking, research and handling budgets as well as composing client correspondence, creating presentations and maintaining contact lists.

GOVERNMENT EXPERIENCE

3 Years: City of Lancaster, City of Long Beach, City of Santa Monica, John Wayne Airport, Orange County Transportation Authority, Town of Danville, SunLine Transit Agency and Sonoma County

EDUCATION

Bachelor of Arts Communications: Advertising, California State University, Fullerton, 2017

EXPERIENCE

07/18 - Present
Jovenville, LLC/We The Creative
3349 Michelson Drive, Suite 200, Irvine, CA 92612
Duties: Responsible for client services and traffic for all projects. Works closely with all clients with the ability to understand client needs and get projects done on time and within budget.

10/17 - 05/18
Digital Marketing Specialist, Your Marketing People
200 Spectrum Center Dr Suite 300-B, Irvine, CA 92618
Managed different client accounts on social media, website content, email marketing, SEM campaign creation and copywriting. Managed and assigned tasks to myself and coworkers for clients' projects through Asana and participated in weekly meetings. Created and edited email marketing campaigns through marketing automation tools like Dotmailer, Marketo, and MailChimp. Built social media campaigns, create and manage social media calendars, create content, and edit pictures in Photoshop for clients. Read clients' Google Analytics and Google Ad Words reports.

COMPUTER SKILLS

Proficient in all the latest graphic programs including, Adobe Suite, Dotmailer, MailChimp, Google Analytics/Adwords, Marketo, Social Media, Microsoft Office

SANDRA CASTRO Project Manager



Sandra combines expertise in project management, supply chain logistics, and international trade to drive efficient solutions. She oversees projects from planning to completion, ensuring accuracy and adaptability in a dynamic global market.

EDUCATION

International Business Administration, Universidad Libre, Barranquilla, Colombia
February 2009 – June 2015

EXPERIENCE

10/24 - Present

Project Manager, Jovenville | Irvine, CA 92612

3349 Michelson Drive, Suite 200, Irvine, CA 92612

Duties: Responsible for graphic design projects from inception to completion. Negotiating and building relationships amongst team members and clients alike.

11/21 - Present

Operations Executive, Virtual Latinos (Remote)

Duties: Meeting Coordination, Hiring Process Management, Software Management, and Administrative Support

10/23 - 06/24

Project Manager, Sabr Construction (Remote)

Duties: Project Management, Document Management, Timeline Development

10/15 - 12/22

Project Manager, Daluca International Hk Limited

Duties: Supply Chain Projects, Product Research and Networking, Factory Visits, Financial Management, Customer Relations

KIANA OROZCO Project Manager



Kiana Orozco, with a background in Political Science and Journalism, has honed her skills in developing and executing strategic plans, team management, and delivering top-tier content during her tenure as a Reporter and Audio Specialist at NAZToday and KJack Radio. Equipped with advanced research and writing abilities, she stands out in collaborative management, customer service, and multitasking, showcasing her leadership prowess.

EDUCATION

Political Science and Journalism, Northern Arizona University - Flagstaff, Arizona 2023

EXPERIENCE

03/24 - Present
Jovenville, LLC/We The Creative
3349 Michelson Drive, Suite 200, Irvine, CA 92612
Duties: Responsible for graphic design projects from inception to completion. Negotiating and building relationships amongst team members and clients alike.

01/22- 05/23
Audio and Camera Specialist, NAZToday
Flagstaff, Arizona
Duties: Created newsworthy packages using Adobe software
Effectively managed new students on how to operate audio and cameras during shows

01/22- 05/23
Radio Host / Social Media Manager, KJack Radio
Flagstaff, AZ
Duties: Managed a team of 10 students to create weekly social media content
Collaborated with colleagues on assignments

01/21- 12/21
Director of Public Relations - Alpha Delta Pi Sorority
Flagstaff, AZ
Organized and promoted events that boosted morale and retention
Created engaging content for multiple platforms while upholding the sorority's values
Served as primary liaison between the executive board and active members

ANDREA PINA GONZALEZ Project Manager



With over 4 years of experience as a Project Manager, fluent in both Spanish and English, she has a strong ability to leverage technology or create tools to ensure the successful execution of any project. Her multilingual skills and technical expertise have consistently driven results in diverse environments.

EDUCATION

International Business Management Degree, Tecnológico de Monterrey, Campus Santa Fe CDMX, December 2018

EXPERIENCE

03/24 - Present
Jovenville, LLC/We The Creative
3349 Michelson Drive, Suite 200, Irvine, CA 92612
Duties: Responsible for graphic design projects from inception to completion. Negotiating and building relationships amongst team members and clients alike.

08/19 - Present
Logistics Supervisor, BFSI
Duties: Managing customers operations agenda, by supporting Pepsico's beverages export from US to the Caribbean and South America.

8/22- 12/23
Project Manager Sr. Coordinator in PMF
Duties:Project Manage all Quaker's BU needs; executing specific strategies focused on increasing Net Revenue for the entire BU.

01/21 - 07/22
Project Manager, PMF
Duties: Project Manager leading and developing projects that were needed in order to reach solutions to the business needs, such as re-sizing SKUs in the portfolio, innovations (new products) and re-formulations for 3 BU's needs: Gamesa, Quaker and Sonric's.

ANDY RUIZ Creative Director (Key Staff)



Andy works professionally in tandem with his education. He has gained valuable on-the-job practical experience to supplement textbook knowledge with his work on concept-driven branding and marketing campaigns. As a passionate designer, he continues to challenge himself by making visually-compelling designs that are both purposeful and solution-oriented.

GOVERNMENT EXPERIENCE

6 Years: City of Anaheim, City of Costa Mesa, City of Hayward, City of LancasterCity of Long Beach, City of Palo Alto, City of Santa Monica, John Wayne Airport, Los Angeles County, Marin Transit, Orange County Transportation Authority, SunLine Transit Agency, Sonoma County

EDUCATION

Bachelor of Fine Art with an emphasis in Graphic Design, California State University, Fullerton, 2015

EXPERIENCE

04/15 - Present

Jovenville, LLC/We The Creative,3349 Michelson Drive, Suite 200, Irvine, CA 92612
Duties: Works closely with the design team to carry out designs across a variety of mediums.

04/15 - 06/15

Graphic Design Assistant, CSUF Mihaylo College of Business and Economics
Focused on print-driven projects. Collaborated with lead designer and marketing manager. Work on large college campaigns and projects from concept to design and production.

12/09 - 02/13

Graphic Designer, Komet Creations LLC
Responsible for print projects, consisting of product catalog and ads. Maintained website and designed monthly eblast. Developed and designed plush products. Photographed all product images. Communicated with art directors of major corporations to produce licensed products.

COMPUTER SKILLS

Proficient in all the latest graphic programs including, Adobe Photoshop, Illustrator, Acrobat, Indesign, Microsoft Office, Macromedia Dreamweaver, Fireworks, Flash, and Quark Xpress

CLUBS / ORGANIZATIONS

AIGA Orange County, Member

AWARDS

Orange County Ad Club Judges Choice, AIGA OC Design Awards, Best of Show, OCPRSA, Best of Show, and How Magazine Best of Category

THIAGO LOPES Graphic Designer



An accomplished graphic designer and illustrator with a Bachelor's degree in Design from Centro Universitário Belas Artes in São Paulo, as well as a specialization in Editorial Design from Senac. With 17 years of experience working on a diverse range of projects, including editorial publishing, brand identities, illustration, website layouts, 2D animation, and online and offline advertising.

EDUCATION

Centro Universitário Belas Artes, Graphic Design
Post Graduate: SENAC, Editorial Design

EXPERIENCE

08/23 - Present
Jovenville, LLC/We The Creative, Graphic Designer
3349 Michelson Drive, Suite 200, Irvine, CA 92612
Duties: Delivering branding solutions, visual concepts, illustrations, UI designs, and designs for advertising campaigns, annual reports, and storyboards.

01/22 - 8/23
Estudio Kiwi, Creative Advisor
Duties: Set the creative direction and vision for projects, provide guidance, support, and mentorship to designers, allocate resources, set project timelines

05/23- 10/23
Modular, Ink., Senior Graphic Designer
Duties: Developed visual identities, brand guides, illustrations, newsletters, social media content, annual reports, newspaper ads, and more.

.

ERIC LUMBA Graphic Designer



Eric is responsible for graphic design of all projects. Eric works with the client to identify the needs of the client to ensure each project is a smooth process. Eric has a serious commitment to customer service and is one of the main reasons for the success and growth of We The Creative.

GOVERNMENT EXPERIENCE

10 Years: City of Anaheim, City of Costa Mesa, City of Hayward, City of Long Beach, City of San Buenaventura, City of Santa Monica, John Wayne Airport, Los Angeles World Airports, Omnitrans of San Bernardino, Orange County Transportation Authority, Van Nuys Airport

EDUCATION

Bachelor of Fine Art with an emphasis in Graphic Design, California State University, Fullerton, 1993

EXPERIENCE

2011 - Present

Jovenville, LLC/We The Creative, 27132 Paseo Espada, Suite B1225, San Juan Capistrano, CA 92675
Duties: Responsible for art direction, client services and traffic.

2004 – 2007

Design Instructor, California State University, Fullerton
Instructed Typography A, B, and C to university students in the Graphic Design program of CSUF. Create lesson plans; lecture; demo software and design tools; assign projects; critique projects; counsel students.

1992 - 2000

Art Director, B&A Marketing & Consulting
Spearhead company's web and multimedia initiatives; concept, art direction and design of marketing and collateral materials (brochures, media kit, direct mail); development of corporate and brand identities; packaging design; design of trade show graphics and materials; participate in strategic planning of marketing campaigns; lead brainstorming sessions; market research.

COMPUTER SKILLS

Proficient in all the latest graphic programs including Adobe Photoshop, Illustrator, InDesign, AfterEffects, Microsoft Word & Excel, HTML coding.

CECILIA BOLETTA Graphic Designer & Production Artist



Cece is a highly creative and computer-savvy production artist with exceptional design and graphics expertise. With a proven track record of collaborating with numerous clients, she has played a crucial role in delivering successful content design solutions.

EDUCATION

Universidad Blas Pascal, Graphic Design

EXPERIENCE

2022 - Present

Jovenville, LLC/We The Creative, Graphic Designer
3349 Michelson Drive, Suite 200, Irvine, CA 92612
Duties: Design and develop collateral materials for print and digital media. Project and production management.

2015 - 2017

Avilasoto Design group, Graphic Designer
Design and develop collateral materials for print and digital media from project inception through completion

ASHLEY PATTERSON Public Relations Strategy / Planning



Ashley Patterson has been a communications consultant for nearly two decades and founded The ACE Agency in 2009. Today destinations, cultural institutions, corporations, non-profits, and communities rely on the agency's uniquely designed media and community outreach campaigns to expand and increase visibility within targeted demographics. Honors and achievements throughout her career include "40 Under 40 Most Successful Entrepreneurs and Executives", "Best Promoter" and "Women to Watch".
Project Duties: Research and discovery, strategy, and PR, media, marketing and advertising planning

EDUCATION

Orange County High School of the Arts and the School of life

EXPERIENCE

2001-Present
The Ace Agency: CEO & Director
221 N. Sycamore Street, Santa Ana, CA 92701
Duties: Staff leadership, business development, strategy and oversight of execution of all programs and campaigns from concept to execution and wrap.

RHODRI LUMBA Graphic Designer/Photographer & Videographer



Rhodri is responsible for layout, design, and production of marketing and collateral materials, annual reports, trade show graphics; development of corporate identity; website design. Rhodri is an accomplished photographer, videographer and a licensed drone operator.

GOVERNMENT EXPERIENCE

4 Years: City of Anaheim, City of Costa Mesa, City of Hayward, City of Long Beach, City of Santa Monica, John Wayne Airport, OC Waste & Recycling, Orange County Transportation Authority, Van Nuys Airport

EDUCATION

Bachelor of Fine Art with an emphasis in Graphic Design, California State University, Fullerton, 1996

EXPERIENCE

01/14 - Present

Jovenville, LLC/We The Creative

3349 Michelson Drive, Suite 200, Irvine, CA 92612

Duties: Design and develop collateral materials for print and digital media. Direct communications with both clients and vendors. Account coordination. Project and production management.

02/06 - 07/14

Senior Art Director

ERVIN | AD Integrated Marketing, Irvine, CA 92663

Duties: Strategy, branding and campaign development. Art direction, design and development of marketing and collateral materials for print and digital media (Internet, Email marketing, Blogs, Social Media, Commercials). Manage creative team and freelance designers. Direct communications with both clients and vendors. Account servicing. Project and production management.

COMPUTER SKILLS

Proficient in all the latest graphic programs including Adobe Photoshop, Illustrator, InDesign, AfterEffects, Microsoft Word & Excel, HTML coding.

CLUBS / ORGANIZATIONS

AIGA Orange County, Member

IAN CABERA Photographer and Videographer



Skilled in corporate communication with an emphasis in branding and content management. Proficient photographer, videographer, and storyteller. Experienced in customer service with a demonstrated history of hard work and dedication to serving others. Strong support professional, graduated from California State University-Fullerton.

EDUCATION

California State University, Fullerton
Bachelor's Degree, Sociology

EXPERIENCE

2018 - Present
Ian Cabrera Videography, Owner

2021 - Present
Bummer + Lazarus, Senior Video Manager
As Senior Video Manager I accompany our clients to tell their stories, adding layer after layer to their kingdoms. I also manage our creative teams to deliver on time and under budget.

JARED LINDO Web Programmer



Jared Lindo, Founder of Siro Solutions, focuses on creating engaging user experiences that adhere to business goals, drive conversions, and are flexible to grow and change with dynamic client needs and market shifts.

GOVERNMENT EXPERIENCE

6 Years: John Wayne Airport, OC Waste & Recycling and UNDP

EDUCATION

Bachelor of Arts, Computing and the Arts, 2005, UC San Diego

EXPERIENCE

05/08 - Founder

Founder, Siro Solutions, 11801 Domain Blvd, Austin, TX 78758

COMPUTER SKILLS

Web Development: Bootstrap, Foundation, WordPress, Drupal, and much more.

SPECIALTIES

Responsive design, API integrations and interactivity.

JARED NEUTEL Website Programmer

He is a technical strategist, communicator, and problem-solver with over 12 years of experience in the technology industry. As a founder and engineer, his expertise lies in empowering fast-growing companies by offering on-demand software development resources for the creation of software, web applications, and mobile apps.

EXPERIENCE

Jared has collaborated with WTC on many websites including LPA Long Range school district websitesk OC Waste & Recycling interactive annul report websites and John Wayne Airport interactive annual reports.

EDUCATION

2012 - 2016

UCLA, Bachelor of Science (B.S.), Biology, GeneralBachelor of Science (B.S.), Biology, General

EXPERIENCE

01/15 - Present

Neutech, Inc.

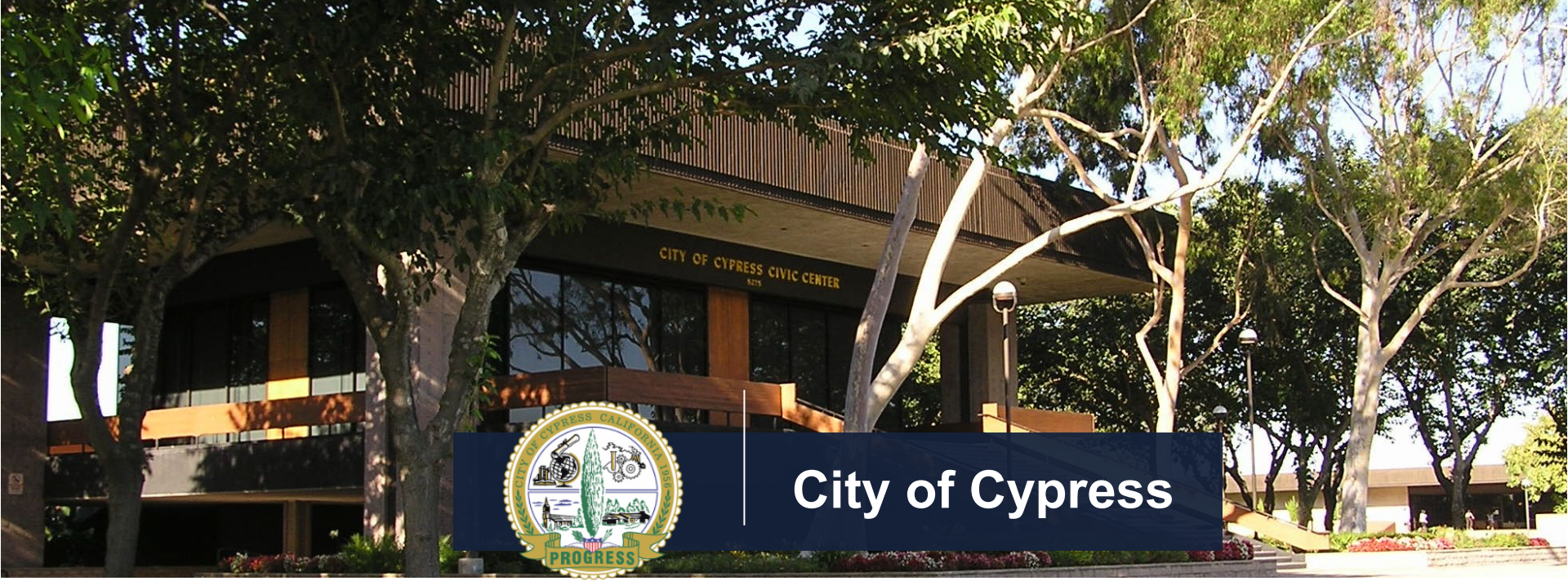
President & CEO

Helping Founders Build Using Senior Level Engineers, Developers, and Designers

We have developed a streamlined ongoing pipeline for identifying talented software engineers and training them in our system to senior-level proficiency. When ready, we embed them into growing startups that are needing to scale. Each developer, while immersed in a project, has full-time access to expert-level engineering support (mostly university professors), and product management support to always ensure performance, quality, and speed.

Every contract is month-to-month, allowing companies to scale up (as large as needed) or down (including stopping service altogether) with a 30-day notice. If an engineer is not a good fit, they are swapped out in real-time with a new developer onboarded on Neutech's dime.

There is full flexibility to retain any combination of proficiencies needed, to be able to stay within a budgeted development resource allocation.



City of Cypress

Request for Qualifications – Communications and Marketing Services

Submitted by
Westbound Communications
June 13, 2025

Westbound COMMUNICATIONS

Cover Letter



City of Cypress
Jeff Draper
Recreation and Community Services Director
5275 Orange Avenue
Cypress, CA 90630

RE: Request for Qualifications
Communications and Marketing Services

Dear Mr. Draper:

On behalf of the team at Westbound Communications, we are pleased to submit the following response to the City of Cypress's Request for Qualifications (RFQ) for Communications and Marketing Services. We've hand-picked a team of best-in-class, experienced strategists and communication professionals who are ready to serve the City on the scope of work identified in the RFQ.

We have had the honor and privilege of working as a preferred vendor with the County of Orange for the past decade, and this includes support for the City of Cypress. We work for the OC Libraries, OC Registrar of Voters, OC CEO Office, OC Social Services Agency and many other departments that have directly supported Cypress. We've exhibited at the Cypress Community Festival many times during our decade-long management of the ReadyOC campaign.

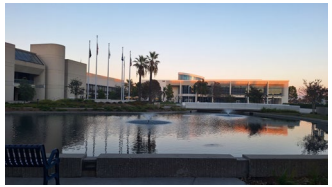
We work for several other government agencies, including City of Rancho Cucamonga, City of Tehachapi, Riverside County, and San Bernardino County. We have earned more than 100 awards for regional communications work during the past ten years and have a long, successful history of being inclusive of the many cultural and language-based communities within Orange County.

We enjoy contributing to our local community through our work and that has inspired us to build this extensive roster of clients and projects that specifically serve local residents, businesses and stakeholders. As continual stewards of reaching the community with important outreach that assists them in their daily lives, we are excited about the prospect of working with the City of Cypress and its departments.

Cover Letter









Whether it is building effective outreach campaign strategies, issuing a media statement, buying bus advertisements, responding to constituent concerns, holding a public forum, implementing multicultural outreach, or organizing a local event, we feel our time-tested experience will prove beneficial to the City of Cypress and its residents.

As a matter of personal interest in working with the City, I live in the “Mount” track behind Holder Elementary, a mile-and-half from the Cypress Civic Center. My family attends church at Neighborhood Church on Ball Road. We shop at Stater Bros. on Valley View and walk our dogs on the campus of Cypress College nearly every night. All three of my kids have been CITs for the City, and my two sons are currently employed as ones. My oldest son attended Oxford Academy. We are close by and know the City very, very well.

Thank you receiving our proposal and for considering our candidacy for this contract. We are proud to be one of the most decorated marketing agencies in Orange County and the recipient of dozens of peer-based awards for excellence in public outreach programming. Additionally, we have numerous bilingual and bicultural team members ready to engage residents of different ethnicities and backgrounds.

The Westbound team offers the City superior expertise and relevant experience for any marketing or outreach program that we perform. Should you select us, we look forward to continuing to prove our capabilities and earning your trust. Thank you for accepting our candidacy.

Sincerely,

Daniel Rhodes
General Manager and Senior Vice President
Westbound Communications Inc.

Agency Profile



About Us

Westbound Communications was founded in 2003 with offices in Orange and Riverside. We provide marketing, advertising, public relations, diversity outreach, community relations, social media, video production, and integrated communication strategies and support for public agencies, government and grant-funded social initiatives, non-profits, corporate organizations and more in Southern California and nationwide. Westbound is an S-Corporation and has 15 full-time employees.

Our business entity number in the State of California is **1950693.**

Agency Financial Condition

Throughout our history, no client has terminated Westbound from a service contract. We are financially solid and have no pending litigation, mergers or planned closures that would impede our ability to successfully complete this project.

Performing the Contract

We do not have any commitments or potential commitments that may impact our ability to perform the contract, if awarded.



Experience

Agency Experience



Similar Work Performed

The City of Cypress has designed eight key areas of work in its RFP for which a successful contractor must demonstrate its core competencies and experience:

1. Graphic design and marketing material
2. Newsletter development
3. Public relations
4. Community engagement
5. Photography services
6. Video services
7. Social media content creation and monitoring
8. Website and Cypress Central App Management

Westbound possesses deep experience and expertise in all of these key areas, specifically with municipalities.

Two additional areas of expertise we can offer the City of Cypress are advertising and event marketing.

The following pages in this section provide examples and case studies of our work in these key areas. For each case study, the specific services provided are listed.

Agency Experience



Similar Work Performed (Cont'd)

There are two areas of work that are cited in the RFQ that are not evident in the case studies: Newsletter Development and Cypress Central App Management.

Newsletters

Westbound maintains numerous e-newsletters for municipal clients, including the Connections example from Cucamonga Station (see adjacent), a large transit-oriented development in the City of Rancho Cucamonga that will have regional economic impact throughout the Inland Empire.

The Cucamonga Station project involves securing content from multiple agencies, including municipalities, that are partners in this development project, including the City of Rancho Cucamonga, Town of Apple Valley, and San Bernardino County.

Cypress Central App Management

Westbound has maintained agency web presences that were built on Civica, NationBuilder, Wix, and WordPress. Members of our proposed team currently manage websites built on Wix and WordPress. We expect our learning curve on creating web pages, creating forms or editing website elements to make them more user friendly in Granicus will be swift, and we will make the investment to come up to speed with the platform without charging the City of Cypress.

For the Port of Long Beach and the Gerald Desmond Bridge Replacement Project (see Case Study), our team performed daily website updates that fed content to a mobile app that we developed. In addition to a great deal of other content, including a vast library of video, this app provided real-time updates on traffic conditions in the construction area, which spanned a three-mile stretch of I710 and surrounding roadways (e.g., State Route 47).



June 2025 Edition

CUCAMONGA STATION

CUCAMONGA STATION CONNECTIONS

In this edition of the Cucamonga Station Connections newsletter, we are excited to welcome the **Town of Apple Valley** as the newest regional outreach Partner that has joined to promote transportation connectivity and tourism throughout the region. The Town of Apple Valley will be home to a key Brightline West station connecting the High Desert to Las Vegas, Rancho Cucamonga, and beyond via high-speed passenger rail.

Additionally, we would like to thank regional leaders for attending the June 2, 2025, Transportation & Tourism Regional Virtual Update. A special thank you to leadership from **San Bernardino County Transportation Authority (SBCTA)** and **Greater Ontario California (GOCAL)** for joining the **City of Rancho Cucamonga** to provide updates on major transportation and tourism efforts underway.

If you'd like to see and hear about the latest developments and new business opportunities tied to transportation development, please email **CucamongaStation@CityofRC.us**.

Transportation & Tourism Virtual Update Draws Leaders from Throughout the Inland Empire

Final Thoughts

What will be the most transformative opportunity that will impact tourism, economic development and transportation in the next 12 months?

John Gillison – Regional Economic Impact
Carrie Schindler – Transportation
Michael Krouse - Tourism



Related Experience

A series of case studies that demonstrate our relevant work in the key services cited in the RFQ

Related Experience: Case Studies

Orange County Libraries – *"Oh Si" Summer Reading Campaign*

SERVICES PROVIDED
Social Media Content Creation and Monitoring, Public Relations and Media Outreach, Event Management, Creative Services / Graphic Design

THE STORY
A joyful campaign to attract new Hispanic patrons to the OC Public Libraries, where a resounding ¡OH SÍ! answers all their questions about the possibilities available in a library. OC Public Libraries received a grant to develop a creative marketing campaign to attract more diverse members of the community to use the libraries' services. And from this, the ¡OH SÍ! campaign was born. Using a common phrase known to both English and Spanish speakers, ¡OH SÍ! Also plays on the name of the county – OC. Low awareness of the libraries robust programming posed the biggest challenge.

THE RESULTS
AI enhanced illustrations, the artists developed fun and fanciful images to transport viewers into new and exciting places – places they could travel through books and at the libraries. The construct of the campaign was to ask a question, followed by the answer ¡OH SÍ! The advertising geotarget Hispanic households near libraries where free lunch was served during the summer – a further enticement to come visit. Success was measured by the spike in summer visitors to the library and steep increase in the number of library cards issued during the four-month campaign.

THE STATS
90,000 ¡OH SÍ! microsite page views; 2.02% increase in library visitors in our four target cities during the campaign months; 28.83% of total library visits from our four target cities during the campaign months; 3.9% in library card sign-ups in our four target cities during the campaign months; 21 pieces of media coverage; 800,000 media impressions





Related Experience: Case Studies



Orange County Veterans Cemetery – *Flag One Groundbreaking Ceremony*

SERVICES PROVIDED
Community Engagement and Outreach, Photography and Video Services, Public Relations and Media Reporting, Event Management, Creative Services / Graphic Design

THE STORY
The County of Orange's CEO Office engaged Westbound to provide logistical support for a high-profile groundbreaking ceremony for a new, long-anticipated cemetery for U.S. military veterans that would be attended by all five Orange County Supervisors, mayors from all 34 cities in the county, and the entire Anaheim City Council as well as a host of dignitaries from the local Veterans community.

THE CHALLENGE
The event was staged on a graded plateau in the hills east of Anaheim Hills that was only accessible via a winding dirt road. We performed multiple site tours as part of the planning team, and helped a coordinated effort to arrange parking for attendees in multiple locations near the site and shuttles to get attendees – some of them disabled persons – to the top of the hill and back down. Our work also involved creating a commemorative poster that was signed by all attendees and event photography.

THE RESULTS
Westbound provided onsite logistical support, captured highly impactful photography that was used for media outreach and across many County communications channels, and produced the commemorative poster that will be sent to all event attendees.





Related Experience: Case Studies

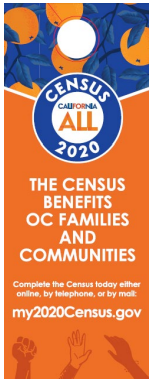
2020 CENSUS - *Making Sure Orange County Counts!*

SERVICES PROVIDED
Community Outreach, Integrated Marketing (Advertising, Media Relations, Direct Response, Web Communications, Social Media, and More), Video Production, Collateral Development

CHALLENGE
The County of Orange 2020 Census Campaign aimed to count every person living in the county as part of the national Census that occurs every 10 years, with a special emphasis on reaching hard-to-count (HTC) populations. Several factors made reaching HTC populations a challenge, including language barriers, low literacy, lack of internet access, being suspicious of the government, and being difficult to contact (e.g., people experiencing homelessness).

SOLUTION
We built all the infrastructure for effective outreach across 12 threshold languages, created a “remote community outreach program” that leaned heavily on precision digital marketing; developed culturally appropriate social media content, public service announcements (PSAs), collateral (fact sheets, mailers, doorhangers, etc.), advertisements (online, print, broadcast, outdoor), and more; and conducted COVID-19 friendly community-based activations and events, including aerial flyovers and a Census vehicle parade.

RESULTS
We helped exceed the County of Orange’s goal of a 75-percent response rate, coming in at 76.5 percent, the fifth-largest by county in California. We also generated more than 101 million impressions for the campaign (more than 5x our goal) and 39 million Spanish-language impressions (nearly 8x our goal), as we reached the HTC population.











Westbound COMMUNICATIONS

Related Experience: Case Studies

Providence – *Promise To Talk Mental Health Campaign*

SERVICES PROVIDED

Community and Multicultural Outreach, Social Media Content Creation, Influencer Marketing, Web Design, Advertising and Paid Media, Event Management

THE STORY

Reducing stigma around the topic of mental health can dramatically increase the chances of someone getting help. This campaign targets low-income Hispanic and Vietnamese moms, encouraging them to Promise to Talk about mental health with their families. Talking can be the first step for someone who needs help.

THE CHALLENGE

Within Hispanic and Asian communities, research shows cultural barriers exist that discourage talking about feelings. To reduce these barriers, Westbound implemented trilingual tactics hyper-targeted to low-income, high-need regions in Orange County. The message: Your mental health is as important as your physical health. We ran a robust social media program—paid and organic—accompanied by a multi-faceted influencer activation to reach community members in numerous places.

THE RESULTS

The campaign delivered strong results that outpaced all objectives. In a countywide online poll, unaided awareness of our campaign increased 7% among Spanish-speakers and 9% among Vietnamese speakers. Additionally, 4% more people answered YES to the question, “Have you spoken with anyone about a mental health concern in the past year?”











Related Experience: Case Studies

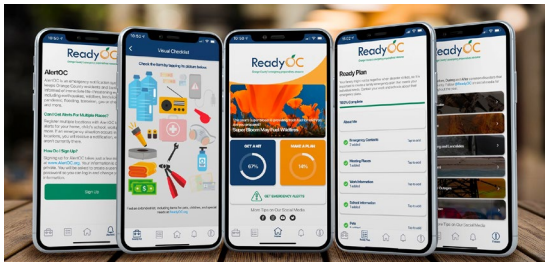
ReadyOC – *Emergency Preparedness Mobile App*

SERVICES PROVIDED
Strategic Planning, Message Development, Public Relations, Advertising, Video Production, Paid and Organic Social Media, Content Generation, Community Outreach, Web and App Development

THE STORY
Preparing your family or business for a disaster or emergency can seem like a daunting task. Many people don't know where or how to start, so they often never start at all. National research showed that nearly 80 percent of Americans had done little, if anything, to be ready for a natural disaster. This held true for Orange County, too. As the region's preparedness promoter, ReadyOC sought to help the county's 3.2 million residents and 1.5 million employees kick-start their readiness efforts.

THE CHALLENGE
How do you get people to take a first preparedness step? Westbound's answer was to make it simple and fun! We took the concept of a bucket list and applied it to readiness. We challenged community members to get started on their preparedness bucket list to demonstrate how fast, easy and inexpensive it is to put together basic items – like water or a flashlight – that one will need in an emergency.

THE RESULTS
Our community loved the bucket list! Not only did we successfully get thousands of buckets into people's hands, we saw significant increases in the number of people making public promises to prepare and had people posting completed emergency supplies kits on our social media channels. The initiative helped the ROC campaign achieve its larger objective to secure and document more than 429,000 "Promises to Prepare" in our community, about 13 percent of OC's population. The "Promise to Prepare" campaign continues to be successful, having won numerous Orange County PROTOS award in Community Relations and Institutional Programs.







Related Experience: Case Studies



Port of Long Beach – *Gerald Desmond Bridge Replacement Project*

SERVICES PROVIDED

Brand Identity, Public Relations and Media Outreach, Community Outreach, Creative Services / Graphic Design, Video Production, Construction Photography, Social Media Content Generation, Collateral Development, Website and Mobile App Creation, Event Management, Measurement and Reporting

THE STORY

The $1.5 billion Gerald Desmond Bridge Replacement Project (Bridge Project), now the Long Beach International Gateway, is the centerpiece of a $4 billion capital improvement program at the Port of Long Beach and a vital infrastructure project for the City of Long Beach, State of California and entire nation. Westbound led a comprehensive, integrated marketing and communications effort that engaged and assisted the Port's tenants (i.e., international shipping companies), local residents and commuters, local businesses, government officials and agencies, and many more.

THE RESULTS

Westbound led communications throughout eight years of construction, from the groundbreaking event to the grand opening ceremonies staged during the COVID-19 pandemic. Overall, we secured 2,000+ media placements, performed hundreds of community presentations, published 300+ construction updates, created a project-based website and mobile app, and captured the world's attention for this vital project that impacted worldwide goods movement. We earned more than 20 awards of recognition during our contract period. **Check out the project highlight reel here!**





Reputation & References



Reputation with Other Municipalities

Westbound currently works for several municipalities with which we enjoy very positive outcomes and reputation, including City of Beaumont, City of Fontana, City of Norwalk, City of Rancho Cucamonga, City of Tehachapi, Orange County, Riverside County, and San Bernardino County.

Our work with these municipalities involves closely collaborating with their communications team and other city agencies, working with their City Manager and the highest levels of city leadership, reporting to their City Council or Board of Supervisors, and acting as a trusted counselor to city staff.

Agency References

Orange County
Molly Nichelson
Public Information Manager
Orange County CEO Office
714.834.7218
Molly.Nichelson@ocgov.com

Port of Long Beach: Gerald Desmond Bridge Replacement Project
Lee Peterson
Communications Manager
562.283.7715
lee.peterson@polb.com

City of Rancho Cucamonga
Francie Palmer
Former Communications Director / Consultant to the City
909.224.1987
franciepalmer@icloud.com



Work Being Proposed

Proposed Work: Our Approach



Understanding of Desired Qualities in a Contractor

When reviewing the RFQ, several desired qualities in a contractor were clearly stated, and Westbound will deliver on all of them:

- **Provide strategic and innovative services:** We constantly innovate for our clients. We remain hungry for our clients' success and, as a result, we constantly bring new ideas to the table for the City's consideration. If the City has limited human resources to carry out a good idea, we will make it happen!

- **Engage the community and promote the City:** We regularly act as an outsourced marketing and public relations arm of our municipal clients, championing their goals and initiatives, and acting as City ambassadors to residents and businesses. We are especially strong in getting to know the key stakeholders in the community to understand their priorities and pain points.

- **Work in a fast-paced environment:** Our team members thrive in a fast-paced environment and fulfill work requests in a timely manner; clear expectations on timing for all deliverables will be shared with city staff without exception.

- **Work independently with minimal guidance:** As an outsourced arm of the City, we will not wait for direction once we define the marketing plan and our objectives with the City. This is especially important for the social media function. Given our close proximity to the City, we will easily capture video and photos of City events, programs, and important happenings.

- **Be proactive:** In reviewing all of the City services and programming, there is no shortage of the topics that we will promote for the City via its various communications channels. Given our constant presence in the City, we will always be acting on the City's behalf to implement the program elements in the strategic marketing plan that we will develop with the City.

- **Meet deadlines on short notice:** Working in a fast-paced environment, we deliver on time and on budget every day.

Proposed Work: Our Approach



Project Management Approach

Westbound will apply strategic marketing approaches that have proven very successful in prior public and business outreach projects. We strongly believe in approaches that go “beyond the basics” of traditional marketing and communications activities that are designed to inform, mitigate risk, or persuade. Central to these approaches is a commitment to ongoing engagement through integrated marketing practices and flawless execution of program elements at each turn.

Quality Performance

At Westbound, we pride ourselves on delivering the highest quality work as promised, on time and on budget. We have an impeccable track record for ensuring that all work meets the highest standards and that costs are managed and monitored meticulously at every turn.

Westbound offers a wealth of Orange County-specific public awareness campaign experience to Cypress, including many award-winning programs for public, private and non-profit organizations. From 2020-2025, our team garnered more than 40 awards for excellence in marketing, community relations, media relations, and overall public outreach elements from CMA, AAPA, PRSA, CAPIO, and more. This includes "Best in Show" awards for our work on the Orange County Census and Promise to Talk mental health programs. All of our experience and passion will be applied to assist the City of Cypress in increasing brand awareness and conversion across market segments.

Proposed Work Activities



Wide Range of Services Offered

Westbound covers all of the services cited in the RFQ and much more. We have a proven process (see next page) on identifying the work, creating a strategic plan, implementing program elements, then measuring to ensure we remain on-track with the City's business goals.

Messaging and Campaign Theme Development: Write and design messaging and a look-and-feel for specific campaigns and programs coming from the City. Messages must be clear, impactful and work across community segments

Public Relations and Media Outreach: Expand the comprehensive database of English and non-English media contacts; develop messaging to pitch them or respond to inquiries; manage media opportunities, including spokesperson preparation (multilingual as needed); conduct briefings; and perform any follow-up action items

Community Outreach: Identify, coordinate, leverage and staff events, meetings, and activities that directly reach residents and communities; maintain the capability to switch to virtual outreach as necessary during pandemics so that key programs still have maximum impact

Social Media Content Creation and Monitoring: Monitor and assist with and create content for the City's social media channels for questions; prepare timely responses in support of key initiatives; follow up on posts

Advertising: Create and implement an integrated advertising plan across multiple channels, including but not limited to print, online and social media, broadcast, OOH, search and more

Video Production and Photography: Develop video PSAs and other educational videos that can be used as commercials, social media content, educational tools for community partners and more

Multimedia and Presentation Production: Develop presentations that can be streamed live, made available on social media, and shared by community partners in English, Spanish, Chinese, Korean, and other languages as needed

Website and Mobile App Development and Management: Identify scope of web presence and/or mobile app functionality, create site map, build and code, perform quality assurance, then launch

Content Generation and Collateral Development: Create content that can be shared across multiple languages and repurposed across community partners' various communications channels

Transadaption Services: Provide transadaption services across all relevant threshold languages as an extension for City translation services

Proposed Work: Proven Process



Repeatable Process Ensures Outcomes are Measured and Achieved

If chosen, Westbound understands that our work may span departments, and assignments will range from large campaigns to specific tactics (e.g., create a single ad). In every case, we will apply a proven process to perform research, identifying objectives, develop the proper messaging, create a strategic plan when needed, and work collaboratively with City of Cypress leaders and staff to ensure that tasks are completed and business goals are achieved.

To satisfy the full range of City work, Westbound will employ our proven five-step workflow for larger projects as well as a straightforward intake assignment sheet for on-the-fly tasks.

1 Strategic Planning and Research

- Strategic planning meeting with City and its stakeholders
- Conduct research (e.g., internal documents, competitive analysis, SWOT)
- Ascertain key insights
- Clarify audiences and cultural / language requirements
- Develop outreach strategy, timeline, budgets, and measurement

2 Story and Message Development

- If needed, create brand platform – core values, benefits, persona, etc.
- If needed, create logo and visual identity (colors, typography, guidelines, etc.)
- Write story narrative
- Develop simple, repeatable message points
- Prepare / coach messengers

3 Build Communications Tools

- Create engaging, multilingual materials
- Website development
- Collateral materials
- Advertisements (TV, radio, print, digital, movie, outdoor, vehicle)
- Direct mail and email
- Press kit and releases
- Social media
- Video production
- Other tactics, as determined
- Translation and trans-adaptation, as needed

4 Launch Integrated Campaigns

- Introduce campaign
- News announcements
- Internal communications
- Collaboration with marketing partners

5 Measure, Analyze, Refine

- We listen, learn, and improve
- Set up key performance indicators (KPIs)
- Measure meaningful data
- Monthly reporting
- Weekly client meetings to ensure timely fulfillment

Proposed Work



Work Activities to Be Performed

Westbound will collaborate with the City of Cypress to create a marketing plan with program elements and deliverables to meet the requirements of the RFQ:

1. Graphic design and marketing material
2. Newsletter development
3. Public relations
4. Community engagement
5. Photography services
6. Video services
7. Social media content creation and monitoring
8. Website and Cypress Central App Management

In advance of that plan and identifying specific areas of work to meet the City's needs, Westbound has proposed high-level work activities that align with these eight areas of services. These activities will be fine-tuned in our strategic planning process, and a new, City-objectives-oriented plan will identify a more precise scope of work.

Proposed Work

Graphic Design and Marketing Material

- Audit current materials to identify needs
  - There are many Forms & Documents; ascertain which need updating
  - Determine upcoming events that need graphics support
- Secure brand guidelines and stylebook from the City; discuss creating one, if a stylebook does not exist
- Prioritize initial deliverables (30, 60, 90 days)
- Write and design initial deliverables

Newsletter Development

- Audit prior year's The Progress newsletters for style, tone, voice, and content types
- Collaborate with City on best methods to identifying and securing content
- Proactively source stories, gather photo and video assets, secure necessary approvals
- Write and design eight-page newsletter
- Distribute bi-monthly newsletter
  - Work with City on mail distribution processes
  - Upload e-version to the City website
- Investigate creating an e-newsletter version of the current mailer version



Proposed Work



Public Relations

- Engage with Lieutenant Dean Pinvidic on how Westbound can assist with the following:
  - Inbound media queries
  - Proactive media outreach
  - News announcement writing and distribution
  - Talking points (general City and announcement specific)
  - Any transadaption needs for Spanish and Korean
  - Determine roles and responsibilities for uploading announcements to the City website

Community Engagement

- Create or update a tiered database of community stakeholders contacts
- Determine who and how to engage with the public or specific target audiences with City staff
- Ascertain the best mode of “touching” those identified
  - One-on-one meetings
  - Public information meetings
  - Canvassing neighborhoods
  - Digital / social media advertising or other form of advertising
  - City communications channels
  - Working with partners (businesses, NGOs, places of worship, schools, etc.)
- Identify measurement on effectiveness of outreach; report outcomes

Proposed Work



Photography and Video Services

- Audit current video and photo assets
- Collaborate with City staff on needs
- Deploy combination of professional and user-generated photo and video content
- Identify and staff City events to capture photo and video assets
- Determine with City how to create a digital asset management system either in Granicus or other online repository

Social Media Content Creation and Monitoring

- Audit City's social media channels for tone, voice, and content
- Write and design compelling social media posts
- Create bi-weekly or monthly content calendars for known activities and programs to promote
- Staff events to provide real-time posts / live streaming, when needed
- Be proactive in securing always-on content from our daily comings and goings in the City
- Collaborate with community stakeholders and City staff on writing and designing social media campaigns and blogs
- Determine approval processes with the City staff, with appropriate lead time

Proposed Work



Website and Cypress Central App Management

- Audit City website for opportunities to increase visibility of or promote City services and programs
- Audit City website for style, tone, voice, and content
- Familiarize ourselves with the Granicus content management system
- Repurpose as much content as possible for use on the website, further strengthening its content as a hub for residents and businesses to find what they need
- Review the app for UX/UI (user experience / user interface) improvements, as we become familiar with the City services and programs
- Investigate how web traffic and pathing is measured and reported in Granicus; evaluating page visitation and use across the site will be critical in recommending design and site-structure improvements

Proposed Work



Work Activities to Be Performed (by City Service)

Several specific services were mentioned in the RFQ that our work should highlight and emphasize the excellent standard of delivery:

- Public Safety
- Construction and maintenance of streets, public facilities and other infrastructure
- Community and Business Development
- Recreational activities including community and cultural events
- Educational and library services provided by independent special districts
- Utility services offered by private entities.

In advance of a strategic marketing plan and identifying specific areas of work to meet the City's needs, Westbound has proposed high-level work activities for each of these services. These activities will be fine-tuned in our strategic planning process, and a new, City-objectives-oriented plan will identify a more precise scope of work.

Proposed Work: Public Safety



Our Experience with Public Safety

We've served many different government agencies with programs that protect public safety. From our decade-long management of the AlertOC and ReadyOC campaigns to active transportation programs for numerous agencies. We also serve the St. Joseph Health System (now Providence Health), so we understand public health and public safety.

For ACTA, our team has worked the past two years with Long Beach Police and Fire on a large-scale emergency simulation pertaining to train/cargo movement safety. Meanwhile, our award-winning "Promise to Talk" mental health campaign for Providence Health is now in its sixth year and is recognized as the leading activation of California's Each Mind Matters initiative. Also, our team has completed many successful public health initiatives from managing COVID messaging and outreach for three county governments to oral health for First 5 San Bernardino. Our team members have also worked extensively with the Los Angeles County Department of Public Health on various outreach and education programs (from childhood obesity to teen marijuana prevention) and were embedded within the department for a comprehensive and intense response effort during COVID-19.

Proposed Work: Construction and Maintenance



Our Experience – Construction and Maintenance of Streets, Public Facilities and other Infrastructure

We will We are ready to support Cypress for any and all roadway improvement projects. In addition to our effective support of the Gerald Desmond Bridge Replacement Project, we have supported community outreach – including multicultural engagements – for more than 20 major improvement programs for Orange County Transportation Authority, Riverside County Transportation Commission, San Bernardino County Transportation Authority, Omnitrans, and Caltrans.

Proposed Work – Recreation Activities



Our Experience – Recreation Activities Including Community and Cultural Events

We offer Cypress significant experience in planning, staging and attending special events. For the County of Orange, we've managed their Drowning Prevention program for the past five years including helping stage events and organizing morning TV segments at various pools. As mentioned previously, we regularly attended the Cypress Community Festival and up to 30+ other events annually on behalf of the ReadyOC emergency preparedness program. We've also managed Orange County Transportation Authority's Bike and Pedestrian Safety Program that included staging multiple events during Bike Month.

On the cultural front, we helped open the Cheech Marin Center for Chicano Art and Culture for the Riverside Art Museum to resounding success, securing more than 450 news stories during the opening week alone. Finally, we also helped Orange County launch its inaugural Hall of Fame with events honoring Gwen Stefani and other VIP residents, spearheaded the second annual event in December 2024, and are primed to manage the third annual event in late 2025.

Proposed Work – Educational and Library Services / Utility Services



Our Experience – Educational and Library Services

In 2024, our team launched the “Oh Si” campaign for OC Public Libraries and quickly drove an increase in library card registrations and library visits. This included the libraries within the City of Cypress. Meanwhile, we are very proud of our work for client First 5 San Bernardino and the efforts to support early childhood development, as well as our work with First 5 California. We also serve two separate school districts. For five years, we represented nearby Universal Technical Institute (UTI) and it’s Long Beach campus.

Our Experience – Utility Services

We are well positioned to serve Cypress and the various public utilities that support its residents. We have represented Orange County Waste and Recycling for many years and the current efforts to work haulers on new state-mandates on waste disposal. We also work for several water districts in Orange County and also for Riverside Public Utilities.

Proposed Work



Project Management: Coordination Between Westbound and County Staff

Westbound is experienced in managing all aspects of major marketing and community outreach campaigns and is well-versed in structures for staff/project management, reporting and documentation. Our staff consists of hand-picked marketing professionals who offer this project unparalleled experience, know-how and out-of-the-box thinking. Activities here include, but are not limited to the following:

- **Project Team Meetings** – Conduct at least once per month (or as directed by the City).
- **Monthly Hours Projections & Actuals** – Based on the nature of the contract, we will provide the City of Cypress with monthly hours projections by project and staff at the beginning of each month for review and approval. At the end of the month, actual hours will be submitted.
- **Monthly Progress Reports & Documentation** – Develop in line with City requirements. This includes a budget and schedule summary, a report on accomplishments, status of work by task, and a project scorecard documenting ongoing performance by defined and approved metrics.
- **Quarterly Plus-Delta Assessment and Evaluation** – Hold regular meetings to assess what is going well (Plus) and where improvements need to be made (Delta).
- **Monthly Invoicing & Documentation** – Develop in line with City requirements. This includes a summary of project budget activities-to-date, costs against each major task and/or subtask and any other specific billing request/requirement defined by the City of Cypress.

Authorization Form



The signed form by Westbound's Chairman Scott Smith acknowledges the acceptance of the contracting requirements set forth in the standard City contract (attachment I).

AUTHORIZATION

I accept the terms and conditions of this proposal.

NAME: Scott Smith (Please print or type name) TITLE: Chairman and Principal

Does this person have the authority to contract for your firm: [X] YES [ ] NO

COMPANY: Westbound Communications

ADDRESS: 790 The City Drive, Suite 425

CITY/STATE/ZIP Orange, CA 92868

TELEPHONE: (310) 497.5081

AUTHORIZED SIGNATURE: DATE: 6/13/25

8



Cost

Cost Proposal



At Westbound, we pride ourselves on delivering the highest-quality work as promised, on time and on budget, We have an impeccable track record for ensuring all work meets the highest standards and that costs are managed and monitored meticulously at every turn. We employ a rigorous project and budget management system that details all activities, time and expenses incurred on a daily, weekly, monthly, and annual basis.

To more clearly outline a budget for our team's anticipated efforts for the City of Cypress, we are including hourly labor rates for our team of Westbound employees and sub-consultants. We also understand that we might bid on and service various types of projects on behalf of the City, so hourly rates, fixed price projects and expenses are all negotiable.

Name	Position	Hourly Rate
Daniel Rhodes	Program Manager	$195
Jill DeCrisco/Scott Smith	Senior Strategists / Community and Stakeholder Outreach	$210
Andi Zucchi	Deputy Program Manager	$185
Robert Chevez	Multicultural Outreach Director	$195
Gretchen Ferguson	Outreach Specialist	$175
Sandra Holden	Executive Producer / Video and Digital	$210
Jesse White	Social Media Producer	$170
Suzanna Choi	Asian Outreach Director	$210
Scott Henderson	Graphic Designer	$160



Our Team

Your Team



In selecting Westbound Communications, the City of Cypress will have access to a tenured team of highly experienced marketing and public outreach professionals.

Our team has deep, experienced knowledge and understanding of the City, its neighboring cities, and Orange County. We have team members who bring decades of experience in affecting behavior change among local markets. In securing opportunities, we regularly work with many PIOs, school principals, university administrators, electeds, community organization leaders and faith-based event coordinators, among others.

The team will be led by our general manager and senior vice president Daniel Rhodes, who has direct experience in managing public outreach and marketing efforts multiple agencies across Orange County. Partner and proud Cypress College graduate Scott Smith will serve as our senior strategist and will be hands-on with projects as needed.

Meanwhile, our long-time partner Media 360 (Sandra and Jessie) has worked extensively with the City of Long Beach these past 20 years as the City's in-house video team with work that includes videos and social media assets produced for the Visit Long Beach Campaign that have increased tourism to Long Beach and contributed to Travel US News naming Long Beach the Best Place to Visit in California. As with our entire team, they are eager to show what they can do for the City of Cypress.

Project Team Organization Chart



Jessie White
Social Media Producer

Jill DeCriscio
Senior Strategist

Andi Zucchi
Deputy Project Manager

Scott Henderson
Graphic Designer

Sandra Holden
Executive Producer

Daniel Rhodes
Project Manager

Scott Smith
Senior Strategist

Robert Chevez
Senior Multicultural Outreach Director

Suzanna Choi
Asian Outreach Director

Project Team Bios





Daniel Rhodes

Program Manager, General Manager and Senior Vice President

With more than 25 years of public relations and communications expertise, Daniel has overseen and directly worked on many successful, multi-faceted branding, marketing, and public relations programs for a wide range of clients in municipal, real estate, and consumer arenas.

Select Project Experience

Daniel has led and supported integrated marketing and public outreach programs for agencies and municipalities.

County of Orange
2020 Census Campaign & OC Veterans Cemetery

San Bernardino County Registrar of Voters
Voter Education – 2021 California Gubernatorial Recall Election

Port of Long Beach
Gerald Desmond Bridge Replacement Project

Orange County Transportation Authority (OCTA)
I-605-Katella Interchange Project

AREAS OF EXPERTISE

Strategic Planning

Integrated Marketing and Communications

Media Relations

Writing

EDUCATION

Bachelor of Arts, Communications, American University

Masters of Professional Writing, University of Southern California

AFFILIATIONS

Public Relations Society of America, National Professional Development Committee and Orange County Chapter

CAPIO (California Association of Public Information Officials)

OCPAA (Orange County Public Affairs Association)

Project Team Bios





Jill DeCriscio

Senior Strategist, Senior Vice President

Jill DeCriscio has over 30 years of experience in developing and implementing public outreach programs through her work as a successful community relations professional and former public relations firm owner. Jill specializes in public works community outreach and has led successful public awareness programs for more than 70 public works projects throughout Southern California. Jill's responsibilities include strategic counsel, program development and management, customer relationship management and business development.

Select Project Experience

Metropolitan Water District
Numerous Projects

Eastern Municipal
Social Media Program

The Irvine Company
Strategic Counsel

AREAS OF EXPERTISE

Communications Strategy

Public Outreach

Integrated marketing

Community Outreach

EDUCATION

Bachelor of Arts, Communications, Cal State Fullerton

AFFILIATIONS/CERTIFICATIONS

Public Relations Society of America

Project Team Bios





Scott Smith

Senior Strategist, Founder and Principal

Scott founded Westbound Communications in 2003 with a mission to go beyond the offerings of most marketing agencies. The result is a firm that offers superior public relations and marketing counsel with an exceptional value proposition. Scott brings a cerebral approach to his role as senior counselor through the application of social science research to affect behavior change and build brands. He has worked extensively at the county level on transportation, education, emergency response, infrastructure and healthcare initiatives.

Select Project Experience

ReadyOC/Keep OC Safe
Emergency preparedness for all 34 OC cities (10+ years in role)

South Coast Air Quality Management District
12+ years of supporting clean air campaigns across five counties

Play More Eat Better
Childhood obesity program for South OC

OC Waste and Recycling
Strategic counsel including projects for Prima Deshecha Landfill

Port of Long Beach
Strategist for bridge project, land use and transportation initiatives

AREAS OF EXPERTISE

Communications Strategy

Stakeholder Engagement

Partnership Development

EDUCATION

Bachelor of Arts, Speech Communication
California State University, Fullerton

Master of Arts, Communication Theory
Annenberg School for Communication
University of Southern California

AFFILIATIONS

Public Relations Society of America,
Orange County Chapter

American Red Cross
Board Member/Vice Chair

Project Team Bios





Andi Zucchi

Deputy Project Manager

Andi is an experienced communications professional with years of experience working on behalf of clients in Washington DC and leading field teams across the country. Her experience across infrastructure, healthcare and technology sectors lends itself to insightful and impactful work across campaigns. Andi currently plays a key role in Long Beach through service to the Alameda Corridor Transportation Authority. She is passionate about delivering the highest quality product to move the needle for each client to ensure their goals are being achieved.

Select Project Experience

County of Orange Registrar of Voters
2024 Primary and General Elections

City of Rancho Cucamonga
Economic Development Campaign

Alameda Corridor Transportation Authority
Ongoing communications support

AREAS OF EXPERTISE

Project Management

Public Outreach

Integrated marketing

Media Relations

EDUCATION

Bachelor of Arts, Communications, Denison University

Masters Degree – Wisconsin Madison

AFFILIATIONS/CERTIFICATIONS

Public Relations Society of America, Orange County, 2025 PROTOS Chair

Project Team Bios





Robert Chevez

Senior Multicultural Outreach Director, Vice President

Robert Chevez is a fully bilingual (Spanish) vice president with 23 years of experience in public affairs, Hispanic, business-to-business, professional services, philanthropy, consumer, and technology clients. Robert is Westbound's Hispanic practice and capital projects lead. His expertise includes developing and managing marketing communications programs, public meetings facilitation, issues/crisis management, media relations, government relations, and community engagement.

Select Project Experience

Robert has led and supported public outreach programs for agencies and municipalities.

San Bernardino County Registrar of Voters

Voter Education – 2020 Presidential General Election; and 2021 California Gubernatorial Recall Election

San Bernardino County

COVID-19 Emergency Response Education Initiative

Orange County Transportation Authority

OC Streetcar and multiple freeway improvement projects

San Bernardino County Transportation Authority

I-10 and I-15 Corridor Projects Education and Community Engagement during Environmental Phase

AREAS OF EXPERTISE

Community Engagement

Media Relations

Multicultural Outreach

Bilingual (Spanish)

EDUCATION

Bachelor of Arts, Journalism, minor in Marketing, California State University, Long Beach

AFFILIATIONS

Public Relations Society of America, Inland Empire Chapter

Hispanic Public Relations Association, Orange County Chapter

Project Team Bios



Suzanna Tashiro Choi

Asian Outreach Director

Suzanna Tashiro Choi is owner of Tashiro Choi & Associates which is an award-winning community outreach and public affairs firm that strategically positions clients with multicultural markets. The firm's focus areas include marketing and building support through transparent local outreach and engagement programs. Suzanna is a nationally recognized cultural expert specializing in multicultural engagement, diversity, inclusion, and equity. Suzanna is responsible for communicating her clients' initiatives to multicultural communities, often acting as each companies' spokesperson and representative and serving as a liaison between the multicultural communities and the client.

Select Project Experience with Westbound

County of Orange
Census
Covid Vaccine Education & Outreach
CalOptima Health
BeWell OC

AREAS OF EXPERTISE

Asian Community Outreach Strategy

Communications Programming

Diversity, Equity & Inclusion

EDUCATION

Bachelor of Arts, Cal State University, Long Beach

AFFILIATIONS

Asian Business Association

Orange County Black Chamber

Filipino American Chamber

Project Team Bios





Sandra Holden

Executive Producer

Sandra has more than 20 years of experience in assembling exceptional creative teams. She launched regular programming for Long Beach Television and served as the lead writer, director, and producer from 1997 to 2018 for Long Beach Television. During this time, she produced hundreds of videos and social media assets for every Department at the City to help promote programs, seek community input, and train residents and employees on a range of topics from the safety of vaccinations to using new software programs. During her tenure, LBTV was recognized by NATOA as the Best Municipal Television Station in the U.S., winning more than 150 awards for Best Programming. Her IMAX film, Air, The Search for One Clean Breath, won Best Documentary at the Women's International Film Festival, was nominated for an Emmy, and is available in schools across the U.S. with an accompanying curriculum.

Select Project Experience

City of Long Beach – 20+ years of multiple video/social media projects

AREAS OF EXPERTISE

Bilingual community outreach

Social media

Paid media

Earned media

Writing

EDUCATION

Masters Degree, Annenberg School of Communications, University of Southern California

Project Team Bios





Jessie White

Social Media Producer

Jessie White is a social media producer who supports clients as a bi-lingual communications specialist with on-the-ground community outreach, videography, research, writing, social media, management and media relations. In her role at Media 360, she oversees productions and programming that supports various departments of the City of Long Beach. Jessie is a proud graduate of Chapman University having studied Strategic and Corporate Communication and is a member of the National Society of Collegiate Scholars.

Select Project Experience

City of Long Beach – Multiple video/social media projects

Providence
Promise To Talk – Stigma Reduction Campaign

Mesa Water District
Social Media Program

AREAS OF EXPERTISE

Bilingual community outreach

Social media

Paid media

Earned media

Writing

EDUCATION

Bachelor of Arts, Strategic and Corporate Communications, Chapman University

AFFILIATIONS/CERTIFICATIONS

Public Relations Society of America, Orange County Chapter

Project Team Bios





Scott Henderson

Graphic Design

Scott has more than 28 years of experience in working with the Westbound team (even before our firm existed) and has shared in winning numerous awards for design and advertising. Scott has managed a 10-person art department and has been an art director for various Southern California firms in addition to Westbound Communications.

His clients span a wide range of industries, including government and public sector, high-end automotive, healthcare, construction, and commercial and residential real estate.

Select Project Experience with Westbound Communications

San Bernardino County
2022–2024 primary and general elections

Orange County Transportation Authority
20+ years of supporting our team's freeway projects

ReadyOC/Keep OC Safe
Emergency Preparedness and Terrorism Prevention

County of Orange
Drowning prevention campaign, Census, OCWR

AREAS OF EXPERTISE

Design
Advertising
Branding
Corporate Marketing
Social Media
Design Software
Printing

EDUCATION

Bachelor of Fine Arts, Graphic Design, Colorado State University

Small Business Certification



DGS #19236

County of Orange Local Small Business (OCLSB) and/or Disabled Veteran Business Enterprise (DVBE) Affirmation

OCLSB Certification Requirements: To be certified as a Local Small Business by the County of Orange, a business shall meet (1) and (2) below:

(1) Local Business requirements:
- a) maintains their principal center of operations (i.e. headquarters) within Orange County, and;
- b) has:
  - i. a business address located in the County of Orange that is not a post office box, or
  - ii. a valid business license or certificate of occupancy issued by the County of Orange or by an Orange County city, or other documentation acceptable to the County of Orange.

(2) Small Business requirements:
- a) must be certified as a Small Business by the State of California Department of General Services (DGS); and,
- b) DGS Small Business requirements must be valid at the time of bid/proposal submittal.

DVBE Certification Requirements: To be certified as a Disabled Veteran Business Enterprise, a business must meet the following requirements:

(1) Must be certified as a DVBE by the State of California Department of General Services (DGS); and,

(2) DGS DVBE requirements must be valid at the time of bid/proposal submittal.

Please specify one or both preferences that apply to your business by checking below:

☒ OCLSB ☐ DVBE

DGS #19236

I, certify that Westbound Communications (legal company/business name) is certified as an OCLSB and/or DVBE and currently meets the respective Certification Requirements set forth above.

Scott Smith — Print Name

President — Title

Authorized Signature

March 3, 2011 — Date

Please check one or both below:

☐ OCLSB Certificate attached ☒ State of California DVBE Certification attached

County Use Only

Solicitation Number: RFP 017-2186804-SC

Solicitation Description: Marketing and Public Relations Services

File Folder Number:

JUNE 13, 2015

Proposal for Communications and Marketing Services – City of Cypress



Submitted by
Zolay Studio

Table of Contents

Table of Contents
A. Experience
B. Work being proposed
C. Cost

A. Experience

Zolay is a mission-driven, bilingual digital marketing agency specializing in branding, strategic communications, and community engagement for nonprofits, government agencies, and social impact initiatives. We combine data-driven insights with creative storytelling to develop brands that resonate deeply with diverse audiences.

Our Approach: Zolay will develop a comprehensive, strategic approach to ensure that the Palm Desert Aquatic Center's needs and goals are applied across all communication channels. Zolay's community-focused approach ensures that our work with the City will enhance civic pride, attract investment, and create a unified city identity that resonates with residents, businesses, and visitors alike.

Why Zolay?

- ✔ Government & Nonprofit Expertise – Zolay has led branding initiatives for state agencies, business improvement districts, universities, and nonprofits, ensuring compliance with public sector standards.
- ✔ Community-Centered Branding – We specialize in culturally responsive messaging that speaks authentically to diverse communities.
- ✔ Proven Track Record – We have successfully developed branding and social media strategies for organizations like TechOhio, the LA Business Improvement District, and leading universities.
- ✔ Results-Driven Execution – Our strategic, insight-driven process ensures that branding efforts translate into tangible engagement, awareness, and impact.

Zolay has partnered with public agencies, educational institutions, improvement districts, and mission-driven organizations across the U.S. to design and execute inclusive, high-impact marketing strategies. Our work spans digital campaigns, community engagement, creative production, and public safety messaging — always with a focus on clarity, accessibility, and measurable outcomes.

Below is a selection of recent projects demonstrating Zolay's versatility and success supporting civic and community organizations. In each case, we tailored our approach to meet the client's unique goals, timelines, and audiences — whether increasing event participation, modernizing public communications, or deepening community trust.

Client: South Park Business Improvement District (South Park BID)

- **Outcomes:** Increased visibility and public engagement around South Park BID's neighborhood improvement efforts through cohesive branding, accessible digital infrastructure, and vibrant community events. Focused on community awareness of local safety resources, neighborhood watch programs, and public safety initiatives through clear, accessible communication. Events and digital content contributed to enhanced resident engagement and an improved perception of safety in the district. Website consultations improved ADA compliance and SEO, while content strategy and visual assets enhanced the district's communications across major digital platforms. Our strategic efforts in these cohesive areas led to a 200% increase in website visit increase, sold out events, and compelling photography used for various print and digital purposes.
- **Zolay's Role:** Provided comprehensive consulting across brand strategy, social media, and digital communications to support South Park BID's urban development goals. Delivered website structure and ADA/SEO recommendations, supported event planning and execution, and produced graphic design, photography, and digital content to strengthen outreach and promote neighborhood initiatives. Created public-facing materials promoting safety resources, including social media content, flyers, and event branding. Supported on-site execution for community safety events. Ensured information was timely, clear, and accessible to residents, businesses, and visitors.

Client: New Familia Health Support Services

- **Project(s):** Communications, Digital Strategy, and Program Amplification
- **Outcomes:** Expanded reach and improved participation in prenatal, postpartum, and lactation services through a multilingual, multichannel communication approach. Campaigns supported increased visibility for New Familia's programs, including the Chichi Café lactation clinic, and strengthened community trust through culturally-responsive outreach.
- **Zolay's Role:** Led bilingual marketing efforts across digital and print channels. Enhanced virtual class delivery via Zoom, optimized SMS campaigns, improved website navigation and content, and created consistent social media content. Produced printed flyers in English and Spanish for clinic promotion and collaborated with graduate students on inclusive health communication strategies.



Client: Pacific Sewer

- **Project(s):** Website redesign and rebuild, SEO improvements, and ADA Accessibility compliance and digital accessibility consulting
- **Outcomes:** Improved public access to sewer maintenance information and municipal service offerings through a modern, ADA-compliant website. With tailored SEO tactics, we saw performance for multiple keywords increase by over 100%, thus garnering increased traffic to the website. Streamlined content to clearly communicate specialized sewer services, integrated contact and request tools, and ensured accessibility for municipal clients and contractors across devices and abilities. These enhancements supported Pacific Sewer's communication with public utility agencies and reinforced their role as a trusted infrastructure partner.
- **Zolay's Role:** Led the full redesign and development of Pacific Sewer's website, including architecture overhaul, content optimization, and visual updates. Implemented ADA-compliant design features such as alt text, contrast ratios, keyboard navigation, and screen reader compatibility to meet WCAG guidelines.

Client: PCI Media *(recently rebranded to Rising Impact Global)*

- **Project(s):** Youth-Focused Media Campaigns and Educational Storytelling
- **Outcomes:** Educated and engaged youth audiences globally on social, environmental, and health topics through creative media formats, including animated series, radio dramas, and interactive campaigns. Campaigns supported behavior change, critical thinking, and awareness among young people in diverse cultural contexts.
- **Zolay's Role:** Provided strategic support in digital marketing and social media to amplify PCI Media's youth education content. Helped shape messaging and platform strategies to reach younger audiences effectively and expand access to PCI's educational storytelling initiatives.

Client: Earthshot

- **Project(s):** Climate Action Education Through Fortnite Gameplay
- **Outcomes:** Engaged youth audiences through an interactive Fortnite gaming experience that raised awareness about methane emissions, refrigerant pollution, and abandoned oil wells. The game provided players with tangible climate education in an accessible, gamified format, sparking interest in environmental action among younger generations.
- **Zolay's Role:** Supported campaign messaging, content strategy, and digital outreach via social and email to promote Earthshot's "Tradewater Earthshot Parkour" game. Helped shape social media narratives and educational

framing to position the initiative as both a climate engagement tool and a youth learning experience.

Client: University of Southern California Student Health Department

- **Project(s):** Social Media Strategy and Campaign Execution
- **Outcomes:** Increased awareness and utilization of USC Student Health's services through targeted, student-centered content. Campaigns promoted public health resources, mental wellness tools, sexual health education, and crisis support, helping connect students to essential services and reduce stigma around seeking care.
- **Zolay's Role:** Led social media strategy, content development, and campaign rollout for USC Student Health's digital channels. Aligned messaging with campus health priorities and public health best practices, creating engaging visuals and copy to boost reach, reinforce trust, and encourage proactive student engagement with wellness services.

REFERENCES

Reference 1	Agency / Organization	University of Southern California
	Project Manager	Rod Yabut
	Phone Number	(213) 740-7896
	Project Description	Zolay developed and executed USC's Student Health comprehensive organic and paid social media strategy, through custom content development, strategic audience engagement and event-based activations. Zolay also provided on-the-ground digital coverage including real-time photography, videography and live social media updates and post-event content, amplifying event visibility and increasing audience engagement.
	Project Dates	January 2021-December 2021
Reference 2	Agency / Organization	All Raise
	Project Manager	Kana Lee
	Phone Number	(626) 318-3137
	Project Description	Zolay manages All Raise's multi-channel content strategy, optimizing their online presence with content creation, organic and paid campaigns and strategic audience engagement. Additionally, Zolay provides consultative services for All Raise's in-person events, mobile application and executive marketing as needed.
	Project Dates	January 2021 - Present (2025)
Reference 3	Agency / Organization	PCI Media *(recently rebranded to Rising Impact Global)*
	Project Manager	Michelle Lanchart
	Phone Number	(917) 640-8249
	Project Description	Zolay provided digital marketing support to PCI Media, amplifying global campaigns on climate, health, and social justice through social media strategy, email strategy, web consulting, fundraising support, and audience engagement.
	Project Dates	January 2022 - December 2024

Sample

Brand Visuals (for Web, Social, Print): Signage, Uniforms, Photography

South Park Business Improvement District

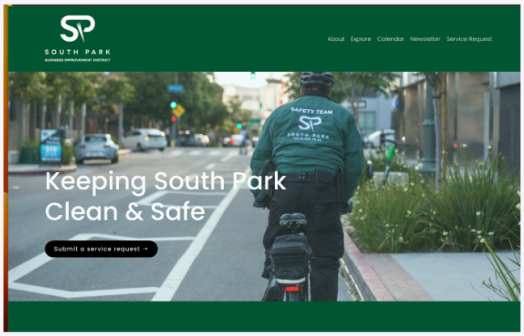




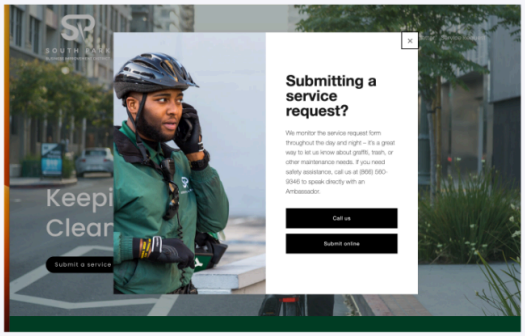




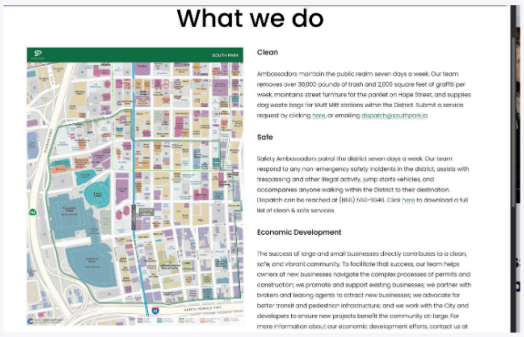
SAMPLE: SOUTH PARK



Home



Service Request Function



Map and About



Brand Refresh

SouthPark.LA

SAMPLE: PACIFIC SEWER

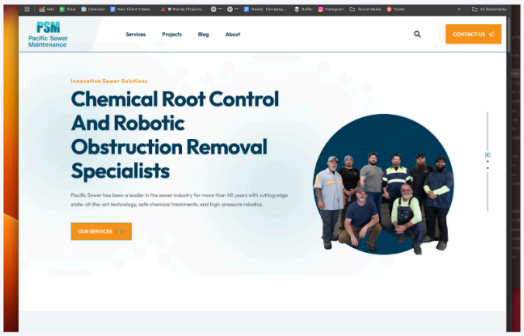
Websites that Share Stories and Build a Brand



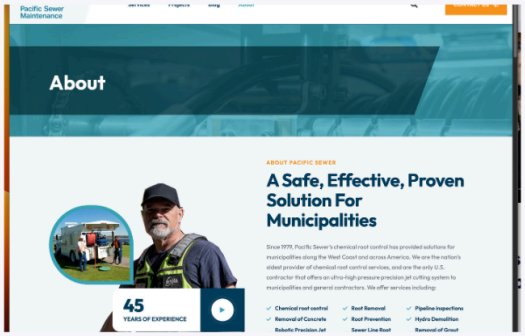
PacificSewer.com *(Launching Soon)*

zolay

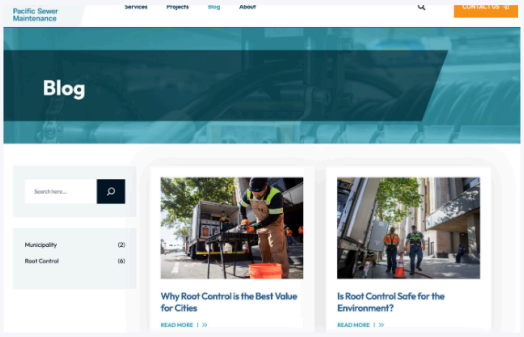
SAMPLE: PROJECT PARTNERS



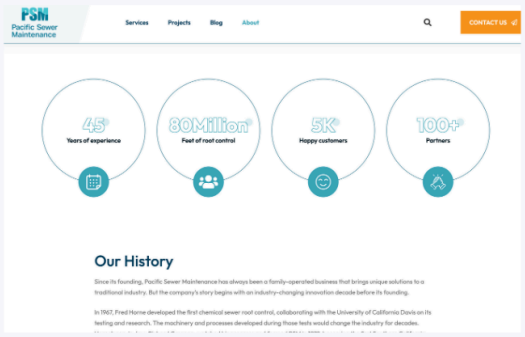
Home



About



Blog



About - Statistics

PacificSewer.com *(Launching Soon)*

Sample

Social Media Paid + Organic Content

PCI Media

Valentine's Day



Giving Tuesday



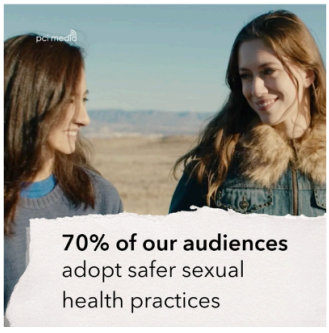
July Bonus Day



Milestones



Statistics



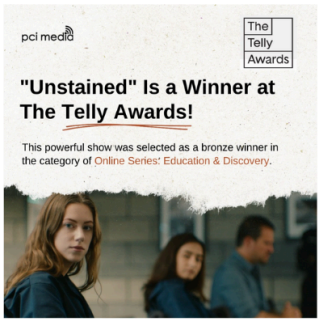
Social Change



Team Wins



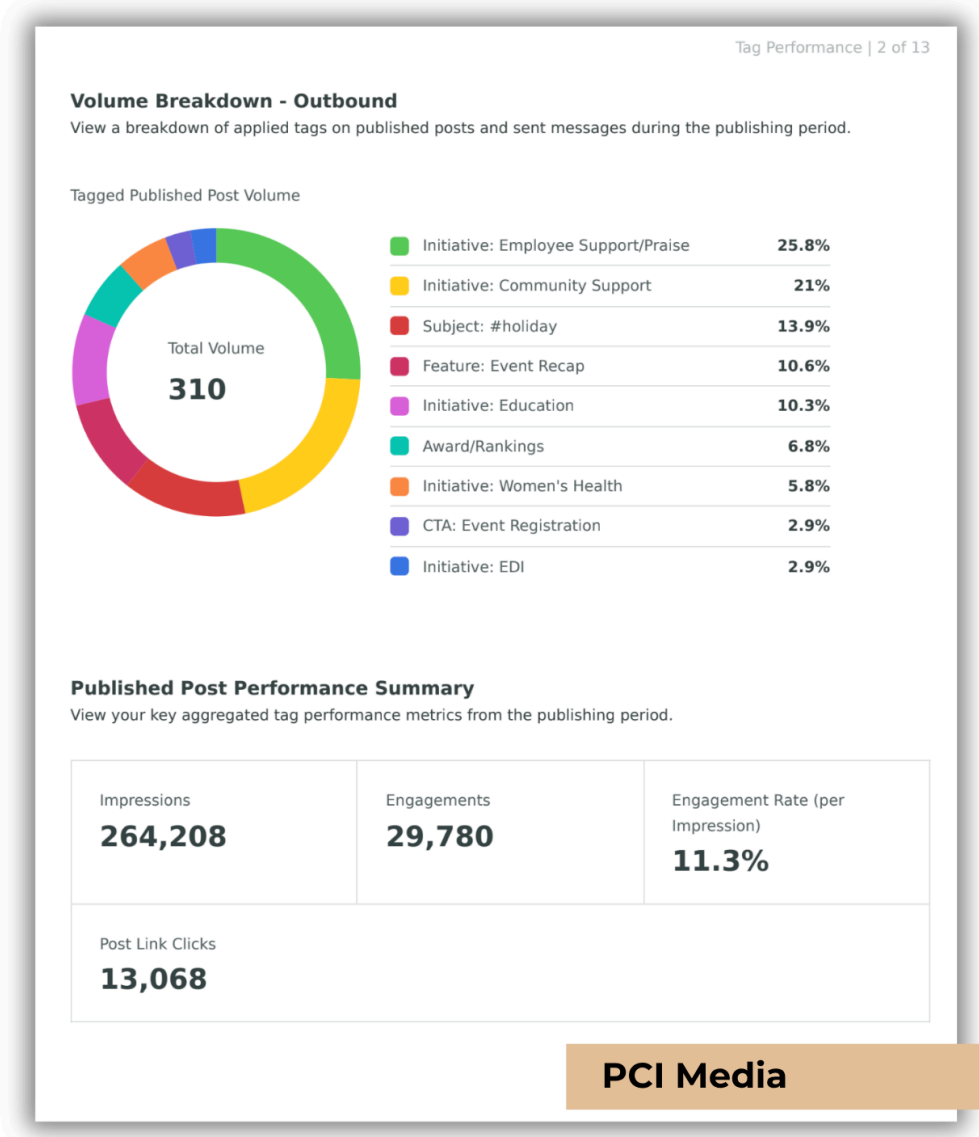
Awards



Grants



Sample
Tagged Content Analytics Dashboard

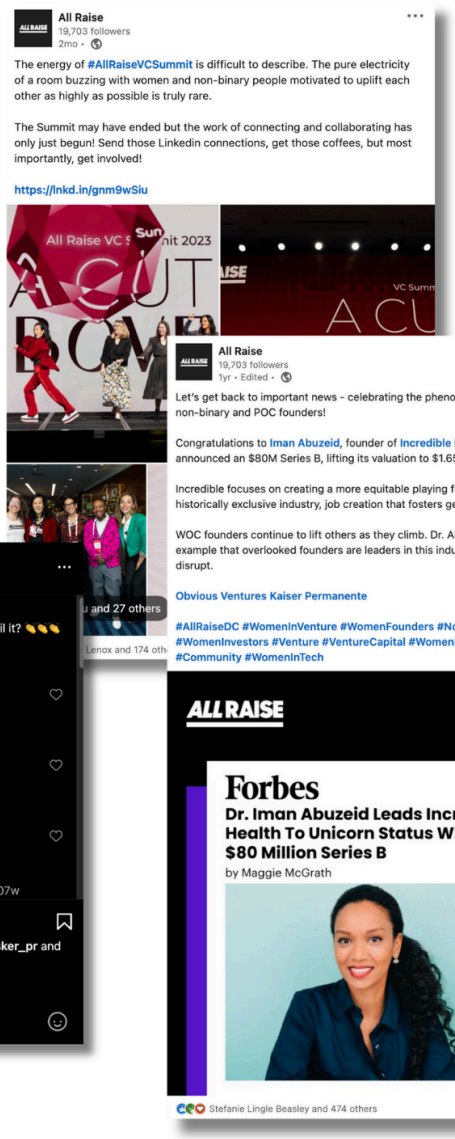


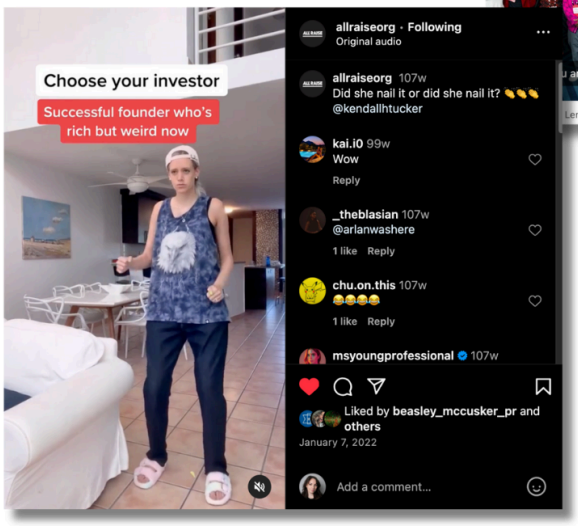
Sample

Social Media Paid + Organic Content

All Raise







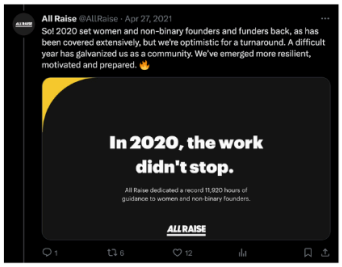
Sample

Social Media Paid + Organic Content

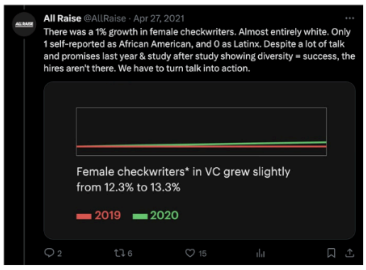
All Raise



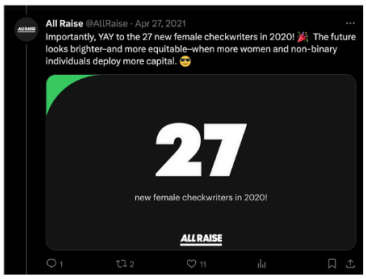




















Event Photo and Video Samples



Video Sample Work Links:

- Dan Dobi Reel
- Sip Ventura County Coast Short
- Johnnie Walker Event Recap
- Go Jane Go Interview
- Manhattan Beach Pier Drone Footage

B. Work being proposed

Zolay proposes a strategic approach to deliver the full scope of work outlined in the City's RFQ. Our team brings experience supporting cities, public agencies, and mission-driven organizations with communications strategies rooted in accessibility, clarity, and community impact. We are confident in our ability to meet the full scope of work and are equipped to provide additional services as needed to support the City's goals.

Our work will begin with the development of high-quality graphic design and marketing materials. This includes flyers, brochures, door hangers, posters, logos, and promotional pieces, all tailored to specific audiences while aligning with the City's existing branding. Our work with the South Park Business Improvement District (BID) involved the design of cohesive event collateral, print signage, and branded safety materials—resulting in a 200% increase in web traffic and a stronger neighborhood identity. We always provide final files in fully editable formats, ensuring future adaptability by City staff.

Zolay will also manage the development of the City's bi-monthly or quarterly newsletters, delivered as both digital and print-ready formats. These newsletters will feature original content sourced directly from City departments and local happenings. For example, our work with New Familia Health Support Services included the creation of bilingual, community-centered content across print, SMS, and digital newsletters, which led to increased participation in postpartum and lactation programs.

In the area of public relations, we will draft press releases, media advisories, and email communications that support the City's messaging strategy. Our campaigns for PCI Media and the University of Southern California included proactive scripting for event announcements and timely releases across web and media platforms, contributing to heightened public engagement and clear messaging during key campaigns.

Photography and videography services will include event coverage, community storytelling, and promotional shoots. Our team has captured dynamic content for civic and nonprofit clients such as South Park BID and USC Student Health, producing media that was used across websites, YouTube, and printed materials. Drone photography and videography are available when applicable, and all files will be organized in accordance with City archiving standards.

We will support the City's presence on Facebook, Instagram, X, YouTube, and other platforms by creating engaging content, managing campaign calendars, and coordinating timely responses to community questions. With USC Student Health, we developed and executed a full social media strategy that included health messaging, event coverage, and analytics tracking—resulting in measurable increases in awareness and reach.

Our team will also maintain and update the City's website and Cypress Central app. We are familiar with content management systems like Granicus and will assist with uploading media, updating event calendars, improving user navigation, and

ensuring ADA/WCAG 2.1 accessibility compliance. For Pacific Sewer, we led a full website rebuild with a focus on SEO, mobile responsiveness, and accessibility—improving usability and search visibility while creating a clean, functional design for municipal audiences.

Zolay is structured to meet fast turnaround times and tight deadlines, with project managers, designers, and strategists ready to deliver high-quality work with minimal direction. We use collaborative tools to maintain transparency and keep all stakeholders aligned. While the services listed above reflect the City's requested scope, our team is also capable of providing optional enhancements—such as bilingual content development, live event support, or data-informed campaign adjustments—if desired in the future.

We have reviewed the proposal in full and affirm our ability to meet all outlined requirements with professionalism, clarity, and care.

C. Cost

Zolay's pricing structure is designed to reflect the full scope of services outlined in the RFQ while offering the flexibility to scale or customize work based on the City's evolving needs. We've developed a transparent, itemized cost breakdown aligned with each of the City's service categories, ensuring clarity and ease of planning. In addition to the core deliverables, we've included optional service enhancements such as a Social Media Management Package and à la carte creative support for future campaigns or seasonal initiatives.

All design and content deliverables will be submitted in editable formats, and all photo and video assets will be organized in accordance with City requirements for archival and future use.

Zolay understands the City's requirement for a clearly defined cost structure and is committed to transparent, reliable pricing. While the pricing table outlines standard rates by service category, Zolay can also adapt the structure—whether through monthly support, fixed deliverables, or bundled packages—to align with the City's operational and fiscal preferences. Any additional services beyond the agreed scope will only be pursued with prior written approval from the City.

Service	Detail	Price
Graphic Design & Marketing Material	• Develop audience-specific designs that communicate clearly and creatively across print and digital formats • Designs will include flyers, brochures, posters, door hangers, logos and promotional assets • Designs will align with the City's visual identity while leaving room for creative exploration where appropriate • All files will be provided in fully editable formats for ongoing use by the City of Cypress • Includes up to 6 print or digital design layouts per month with one revision each per design • Expedited delivery in 1-2 business days is available as needed and is included in the monthly rate	$2400 per month
Newsletter Development	• Design bi-monthly/quarterly newsletters that highlight City of Cypress programming, events and community updates • Develop owned written content and source relevant photo and video content in coordination with City departments	$750 per month (prorated)

zolay

	• Distribute final newsletters across the City's website, Cypress Central app, email lists, and social media channels	
Public Relations	• Craft press releases, media advisories, and scripts that align with the City's messaging strategy • Prepare bi-weekly email updates to keep residents and stakeholders informed • Proactively research timely stories and coordinate with departments to ensure content is relevant, accurate, and community-focused • Up to 2 email updates, 1 media release and 1 script per month	$3000 per month
Social Media Management & Community Engagement	• Maintain a consistent and strategic presence across up to four social media platforms (e.g., Facebook, Instagram, X, and YouTube), aligned with the City's communication goals • Create timely, creative content tailored to each platform, ensuring messaging resonates with both residents and visitors • Coordinate publishing across platforms and collaborate with City staff to monitor engagement and	$4,500 per month

	respond to comments or messages in a timely and aligned manner • Engagement strategy will include clear protocols for scheduling, approvals, and response management	
Photography Services & Video Services	• Capture high-quality visual content at City events and throughout the community, including people, places, and public spaces • Produce compelling photography and video assets for use across digital platforms, print materials, and City archives • Imagery will reflect the diversity and vibrancy of Cypress while supporting ongoing communication goals • Photography typically ranges from $1,000–$2,000 and videography from $2,500–$5,000+, depending on scope, coverage, editing, and deliverables. All projects are scoped and quoted in advance	Price per event (see notes for details)
Website & App Management	• Maintain and update the City's website and Cypress Central app, including uploading photos and videos, creating or editing pages and forms, and keeping calendar content current • Enhance site usability and layout in coordination with City staff to ensure	$1,500 per month

	timely, accessible, and user-friendly information delivery • Zolay is experienced with a range of content management systems and is prepared to work within Granicus as needed to support the City's digital communication goals	

Any additional scoped work (e.g., extra design layouts, supplemental meetings, or new deliverables outside the monthly allotment) will be billed at Zolay's standard rate of $150/hour, with prior City approval.

Additional services available:

1. Accessibility Consulting (starting at $500 per platform)
2. Analytics and Performance Reporting (starting at $500 per month)
3. Audit for Web, App and Social Media (starting at $5,000)
4. Campaign Strategy with Marketing Department ($2,500 per cycle)
5. CRM Development and Audience Management (starting at $2,500 + optional maintenance)
6. Live Event Social Media Support ($1,500 per event)
7. Long Form Content Development (starting at $500 per content piece)
8. Multilingual Content Development (starting at $200 per content piece)
9. Paid Social Media Advertising Setup (starting at $500 for set up + optional management)
10. Executive Marketing, Communications, Speechwriting (starting at $500)
11. Search Engine Optimization (starting at $500)
12. Website Redesign & Rebuild (starting at $15,000)

Definitions

- Accessibility Consulting- Support for digital and print materials to meet ADA and WCAG 2.1 accessibility standards, including alt text development, color contrast review, and screen reader compatibility checks.

- Analytics and Performance Reporting - Ongoing tracking and analysis of engagement data, reach, impressions, and content performance across platforms to inform communication strategy and demonstrate impact.

- Audit for Web, App and Social Media - Comprehensive evaluation of the City's website, Cypress Central app, and social media channels to assess user experience, content structure, brand consistency, and compliance with ADA/WCAG 2.1 accessibility standards. Audit findings include prioritized recommendations to improve usability, engagement, and digital communication performance.

- Campaign Strategy with Marketing Department - Collaborative development of strategic messaging frameworks, content pillars, and rollout plans to align with City initiatives, seasonal priorities, or department-specific goals.

- Community Engagement - Interactive communication through the City's social platforms, including comment response, message coordination, inbox management and engagement tools like polls or Q&As. For this scope, community engagement within this proposal refers specifically to activity on social media—not in-person outreach or event planning.

- CRM Development and Audience Management- Design and buildout of a contact database system to support community engagement, stakeholder segmentation, newsletter distribution, and long-term communications planning.

- Executive Marketing, Communications, and Speechwriting - Strategic writing and messaging support for City leadership, including public remarks, talking points, bios, and branded communications for high-visibility moments.

- Live Event Social Media Support - Real-time content creation and posting during City events, including Stories, Reels, and responsive engagement in alignment with the event's goals and tone.

- Long Form Content Development - Development of in-depth written content such as blog posts, editorial pieces, program features, or narrative case studies that reflect City values and initiatives.

- Multilingual Content Development - Creation or adaptation of content into multiple languages to serve Cypress's diverse communities, ensuring consistent messaging and cultural relevance. Zolay's current team capabilities include Spanish, Korean, Japanese, and Tagalog, with the ability to coordinate additional language support as needed.

- Owned Content - Content created and published by the City or its agency partner on channels the City controls—such as its website, email newsletters, or social media accounts. This does not include earned media, paid placements, or blog content unless scoped separately.

- Paid Social Media Advertising Setup - Technical setup and creative development for paid campaigns on platforms such as Facebook, Instagram, and YouTube, including ad copywriting, visual asset creation, and audience targeting configuration. Ongoing campaign management is scoped separately and may incur additional fees based on total projected ad spend.

- Search Engine Optimization (SEO) - Content and website enhancements that improve discoverability through search engines, including metadata, keyword alignment, and readability improvements.

- Social Media Channels - Digital platforms used for short-form content and community engagement, including Facebook, Instagram, X (formerly Twitter), and YouTube. Long-form content (such as blog posts) is not included under social media for the purposes of this scope.

- Website Redesign & Rebuild - Complete overhaul of the City's website, including updated information architecture, refreshed visual design, improved mobile responsiveness, and full compliance with accessibility standards (WCAG 2.1). Includes collaborative planning, stakeholder input, and testing phases.

AUTHORIZATION

I accept the terms and conditions of this proposal.

Full Name: Maile Mellard

Title: Dir. of Operations

Does this person have the authority to contract for your firm: **YES**

Physical Business Address:

1416 Westwood Blvd
Suite 201
Los Angeles, CA 90024

Email Address: Maile@zolaystudio.com

Phone Number: (913) 991-7515

AUTHORIZED SIGNATURE:  DATE: 6/13/25

CITY OF CYPRESS

CITY COUNCIL REPORT

City Council Regular **10.**

FROM: Nick Mangkalakiri, Director of Public Works

DATE: 11/10/2025

SUBJECT: **Adopt the 2025 California Model Building, Electrical, Plumbing, and Fire Codes with Amendment**

RECOMMENDATION

Conduct the public hearing, take public testimony, waive further reading, and adopt the four attached ordinances by title only.

SUMMARY

On October 13, 2025, the Cypress City Council approved the first reading of four ordinances relating to the latest California Model Building, Electrical, Plumbing, and Fire Codes with amendments for the City. Following the adoption of the ordinances, the amendments and changes will go into effect January 1, 2026.

DISCUSSION

Public Works requests the City Council hold a public hearing and approve the second reading of the attached ordinances. When adopting a code by reference, California law requires a public hearing following a public notification period. The public hearing notice for this item was posted on October 25 and November 1, 2025. Any comments received prior to the agenda being released are attached. Copies of the adopted ordinances, amendments, and findings will be sent to the State Building Standards Commission as required by State law.

BUDGET IMPACT

None.

LEGAL REVIEW

The City Attorney has reviewed and approved each Ordinance as to form.

APPROVED BY: Sean Joyce, Interim City Manager

Attachments

First Reading Council Report
2025 Building Code
2025 Electrical Code
2025 Plumbing Code
2025 Fire Code

CITY OF CYPRESS

CITY COUNCIL REPORT

City Council Regular **Item # 9.**

FROM: Nick Mangkalakiri, Director of Public Works

DATE: 10/13/2025

SUBJECT: **Approve First Reading of Ordinances Adopting the 2025 Model Building, Electrical, Plumbing, and Fire Codes, with City Amendments.**

RECOMMENDATION

Approve the first reading, by titles only, of Ordinances adopting the 2025 model Building, Electrical, Plumbing, and Fire Codes, with City amendments.

SUMMARY

All private construction must comply with State building codes adopted every three years. Once the State adopts the code and State amendments, local agencies must then adopt the State codes along with any local amendments. Local amendments require findings related to specific local topographic, climatic, or geographic conditions. These findings are part of the code adoption documents as justification for the local amendments.

DISCUSSION

The City Council last revised and accepted the current model building codes in October 2022. The State adoption of the 2025 California Building Codes goes into effect on January 1, 2026. The Orange County Fire Authority (OCFA) has prepared the attached Fire Ordinance and amendments, based on local conditions.

The City's amendments to the State-mandated model codes are due to the existence of unique local conditions. For example, due to unique soil properties in Cypress, the Ordinance includes an amendment requiring the use of sulfate-resistant concrete with a moisture barrier in residential slabs and foundations to protect them from deterioration.

As in the example above, most of the amendments are not new and are repeated from previous code cycles. There are fewer amendments this cycle, with no major issues of note. State updates are also few and minor in nature.

Examples of changes in this cycle include new energy-related and electrical requirements:

- The requirement for kitchen island receptacles has been removed.
- Electrical panels are no longer permitted in a restroom.
- New pools and spas require a minimum of sixty percent (60%) renewable/recovered energy as their primary heat source.

Although the Codes become effective January 1, 2026, plans submitted to plan check prior to January 1, 2026, will not be subject to the new code requirements. All projects submitted on or after January 1, 2026, will be subject to the new codes. The City will provide a notice to all contractors and developers through the City's website and at the public counter.

Once adopted, the attached Ordinances with amendments become the City's Building, Electrical, Plumbing, and Fire Codes. If the City does not take action, State Codes will go into effect January 1, 2026, without City or OCFA amendments. The Building Division will also notify the State Building Standards Commission of the adopted Code Amendments and Findings as required by State law.

BUDGET IMPACT

None.

LEGAL REVIEW

The City Attorney's Office has reviewed the ordinances.

APPROVED BY: Sean Joyce, Interim City Manager

Attachments

2025 Building Code
2025 Electrical Code
2025 Plumbing Code
2025 Fire Code

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CYPRESS, CALIFORNIA, AMENDING SECTIONS 5-1 AND 5-2 OF CHAPTER 5 OF THE CYPRESS MUNICIPAL CODE, THEREBY ADOPTING BY REFERENCE THE FOLLOWING CODES WITH CERTAIN AMENDMENTS THERETO: THE 2025 EDITION OF THE CALIFORNIA BUILDING CODE, THE 2025 EDITION OF THE CALIFORNIA RESIDENTIAL CODE, THE 2025 EDITION OF THE CALIFORNIA GREEN BUILDING STANDARDS CODE, THE 2025 EDITION OF THE CALIFORNIA MECHANICAL CODE, THE 1997 EDITION OF THE UNIFORM HOUSING CODE, THE 2025 EDITION OF THE CALIFORNIA ADMINISTRATIVE CODE, THE 2025 EDITION OF THE CALIFORNIA EXISTING BUILDING CODE, AND REPEALING ORDINANCE NO. 1199.

THE CITY COUNCIL OF THE CITY OF CYPRESS DOES HEREBY ORDAIN AS FOLLOWS:

SECTION I: Section 5-1 of Chapter 5 of the Cypress Municipal Code hereby is amended, in its entirety to read as follows:

"SECTION 5-1 California Building Codes - Adopted, where filed.

The following hereby are adopted by reference and as amended by Section 5-2 of this Chapter, as the Building Codes of the City of Cypress, one (1) copy of each which is on file in the Office of the City Clerk:

a. California Building Code, 2025 edition, Part 2, Volumes I and II, (Based on the 2024 International Building Code) including appendices I and J.

b. California Residential Code, 2025 edition, (Based on the 2024 International Residential Code) including appendix V.

c. California Green Building Standards Code, 2025 edition.

d. California Mechanical Code, 2025 edition. (Based on the 2024 Uniform Mechanical Code)

e. Uniform Housing Code, 1997 edition

f. California Administrative Code, 2025 edition.

g. California Existing Building Code, 2025 edition.

h. California Wildland-Urban Interface Code, 2025 edition.

i. California Energy Code, 2025 edition.

SECTION II: Section 5-2 of Chapter 5 of the Cypress Municipal Code hereby is amended to read as follows:

"SECTION 5-2 California Building Codes - Amendments, additions and deletions.

(a) *Findings*: The following amendments and modifications to the 2025 editions of the California Building Codes are hereby found to be reasonably necessary due to consideration of specific local climatic, geological, or topographical conditions as follows:

CALIFORNIA BUILDING CODE, 2025 EDITION

1. Climatic Condition: Hot, dry, and strong Santa Ana winds directly impact the City of Cypress, particularly during the fall and spring seasons. The winds pose a substantial threat in contributing to the rapid spread of fire, particularly within the city, where there are high density apartments and condominium complexes. The condition necessitates an increased level of fire protection and on-site, automatic fire sprinklers systems.

2. Climatic Condition: The City of Cypress is located in a semi-arid, Mediterranean climate, which predisposes all fuels, including wood shingles, to rapid ignition of fire. Exacerbated by the condition of the high winds, the danger of rapid spread of fire creates the need for additional fire protection measures.

3. Geographic Condition: The City of Cypress lies, geographically, within Seismic Zone No. 4. A zone 4 region evidences the existence of fault lines, which are susceptible to seismic activity. This condition can impede fire department activity to mitigate damages. Therefore, there exists a need for both additional fire protection measures and automatic, on-site protection for property occupants.

4. Geographic and Topographic Conditions: Traffic and circulation congestion presently exist in Orange County and place fire department response time to emergencies at risk. This condition makes the need for automatic, on-site fire protection for property occupants necessary.

Placement of multiple-occupancy buildings, location of arterial roads, and fire department staffing constraints due to revenue-

limiting state legislation have made it difficult for the fire department to locate additional fire stations and provide manpower sufficient to concentrate fire apparatus and personnel to control fires in high density apartment or condominium complexes. This condition creates the need for on-site automatic fire sprinkler systems.

5. Modification to Section 105.2, 115 and 1511 are administrative amendments of local discretion.

(b) *Amendments*: The following amendments are made to the California Building Code, 2025 edition adopted by this Chapter:

1. Section 105.2 is amended to read as follows:

Exempted work. A building permit shall not be required for the following:

1. One-story, detached accessory buildings used as tool or storage sheds, playhouses, or similar uses, provided the projected roof area does not exceed one hundred twenty (120) square feet.
2. Block walls three (3) feet, five (5) inches or less. Wood fences not over 6 feet high.
3. Oil derricks.
4. Retaining walls that are not over 4 feet in height measured from the bottom of the footing to the top of the wall, unless supporting a surcharge or impounding Class I, II or IIIA liquids.
5. Water tanks supported directly upon grade if the capacity does not exceed five thousand (5,000) gallons and the ratio of height to diameter or width does not exceed two to one (2:1).
6. Sidewalks and driveways not more than (30) thirty inches above adjacent grade, and not over any basement or story below and are part of an accessible route.
7. Painting, papering, tiling, carpeting, cabinets, counter tops and similar finish work.
8. Temporary motion picture, television and theater stage sets and scenery.
9. Prefabricated swimming pools accessory to a Group R-3 occupancy that are less than 24 inches deep, do not exceed 5,000 gallons and are entirely above ground.
10. Shade cloth structures constructed for nursery or agricultural purposes, not including service systems.

11. Swings and other playground equipment accessory

to detached one- and two-family dwellings.

12. Window awnings supported by an exterior wall that do not project more than 54 inches from the exterior wall and do not require additional support of Group R-3 and U occupancies.

13. Non-fixed and movable fixtures, cases, racks, counters, and partitions not over 5 feet 9 inches in height.

Unless otherwise exempted, separate plumbing, electrical and mechanical permits may be required for the above exempted items.

Exemption from the permit requirements of this code shall not be deemed to grant authorization for any work to be done in any manner in violation of the provisions of this code or any other laws or ordinances of this jurisdiction.

2. Section 115 is hereby amended to add the following:

When a building, structure, or construction project has been deemed a public nuisance by the Building Official, the entire lot shall be fenced along its perimeter with a minimum six foot (6') high chain link fence. The enclosure shall contain gates to allow construction traffic through. When not in use, such gates shall be closed and locked.

3. Section 202 Definitions is adopted in its entirety with the following amendments: General Definitions is hereby revised by adding “Spark Arrestor” as follows: Spark Arrestor is a listed device constructed of noncombustible material specifically for the purpose of meeting one of the following conditions:

a. Removing and retaining carbon and other flammable particles/debris from the exhaust flow of an internal combustion engine in accordance with California Vehicle Code Section 38366.
b. Fireplaces that burn solid fuel in accordance with California Building Code Chapter 28.

4. Section 501.2 is hereby amended to read as follows:

Section 501.2. Approved numbers or addresses shall be provided for all new and existing buildings in such a position as to be plainly visible and legible from the street or road fronting the property.

Said numbers shall contrast with their background. Any commercial building occupied by more than one business shall have numbers or addresses placed on or immediately adjacent to

all doors that would allow fire department access in an emergency. In no case shall the numbers be less than four (4) inches with a one-half inch stroke for residential and six (6) inches for commercial or multifamily residential with a one (1) inch stroke.

Multiple units (i.e., apartments, condominium, townhouses, businesses, etc.) having entrance doors not visible from the street or road shall have approved numbers grouped for all businesses within each structure and positioned to be plainly visible from the street or road. Said numbers may be grouped on the wall of the structure or on a substantial mounting post independent of the structure.

5. Section 903.2 Where required is hereby revised as follows:

903.2 Where required. Approved automatic sprinkler systems in buildings and structures shall be provided when one of the following conditions exists:

1. New buildings: Notwithstanding any applicable provisions of Sections 903.2.1 through 903.2.19, an automatic fire-extinguishing system shall be installed in all occupancies when the total building area, as defined in Section 202, exceeds 5,000 square feet (465 m^2) or more than two stories in height, regardless of fire areas or allowable area.

2. Existing Buildings: Notwithstanding any applicable provisions of this code, an automatic sprinkler system shall be provided in an existing building when an addition occurs and when one of the following conditions exists:
   a. When an addition is 33% or more of the existing building area, and the resulting building area exceeds 5000 square feet (465 m^2) as defined in Section 202; or
   b. When an addition exceeds 2000 square feet (186 m^2) and the resulting building area exceeds 5000 square feet (465 m^2) as defined in Section 202.

c. An additional story is added above the second floor regardless of fire areas or allowable area.

Exception: Group R-3 occupancies. Group R-3 occupancies shall comply with Section 903.2.8.

6. Section 903.2.8 Group R is hereby revised as follows with no change to the exceptions:

903.2.8 Group R. An automatic sprinkler system installed in accordance with Section 903.3 shall be provided throughout all buildings with a Group R fire area as follows:

1. New Buildings: An automatic sprinkler system shall be installed throughout all new buildings.

2. Existing Buildings: An automatic sprinkler system shall be installed throughout when the building area exceeds 3,600 square feet (334 m^2) and when one of the following conditions exists:

   a. When an addition is 33% or more of the existing building area as defined in Section 202, within a two-year period; or

   b. An addition when the existing building is already provided with automatic sprinklers; or

   c. When an existing Group R Occupancy is being substantially renovated, and where the scope of the renovation is such that the Building Code Official determines that the complexity of installing a sprinkler system would be similar as in a new building.

7. Section 903.3.5.3 Hydraulically calculated systems is hereby added as follows:

   903.5.3 The design of hydraulically calculated fire sprinkler systems shall not exceed 90% of the water supply capacity.

   Exception: When static pressure exceeds 100 psi, and when required by the fire code official, the fire sprinkler system shall not exceed the water supply capacity specified by Table 903.5.3.

8. Section 1505.1 is hereby amended to the following:

Minimum Class B Roof Covering. The roof covering on any structure regulated by this code shall be as specified in amended table 1505.1 and shall be classified not less than Class B.

9. Table 1505.1 is hereby amended, by the deletion of Table 1505.1 and the addition of a new Table 1505.1 thereto, to read as follows:

TABLE 1505.1

MINIMUM ROOF COVERING CLASSIFICATIONS

TYPES OF CONSTRUCTION

IA	IB	IIA	IIB	IIIA	IIIB	IV	VA	VB
B	B	B	B	B	B	B	B	B

10. Section 1505.1.3 is hereby amended, by the deletion of the entire section and the addition of a new section thereto, to read as follows:

1505.1.3 Roof coverings within all other areas. The entire roof covering of every existing structure where more than 50 percent of the total roof area is replaced within any one-year period, the entire roof covering of every new structure, and any roof covering applied in the alteration, repair or replacement of the roof of every existing structure, shall be a fire-retardant roof covering that is at least Class B.

11. Section 1511.3 is hereby amended by adding the following:

Not more than one (1) overlay of asphalt shingles shall be applied over an existing asphalt shingle roof.

Not more than one (1) overlay of asphalt shingle roofing shall be applied over wood shingles. Asphalt shingles applied over wood shingles shall have an overlay underlayment of not less than type 30 non-perforated felt.

12. Section 1907 is hereby amended by adding the following:

Type V cement complying with table No. 1904A.2 for severe sulfate exposure or equal is required for use in all R-1, R-3 and U-1 Occupancies footings and slabs on grade. Slabs on grade shall be protected from exposure to moisture by not less than a 10 mil. thick moisture barrier.

13. Section 3109.2 is hereby amended by adding the following definition:

PRIVATE POOL is any constructed pool, permanent or portable, which is intended for non-commercial use as a swimming pool by not more than three owner families and their guests.

14. Section 3109.2 is amended to clarify that pool barriers which are already in the Code are scoped so as to apply on all private swimming pools and shall be amended as follows:

The top of the pool barrier shall be not less than 5' (60") above grade measured from the side of the barrier that faces away from the swimming pool.

15. Chapter 35 Referenced Standards

Refer to OCFA fire Code Local Amendments Chapter 80 for Referenced Standards.

(c) The following amendments are added to the 2025 California Residential Code:

16. Chapter 2 Section 202 Definitions is hereby revised by adding "OCFA" and "Spark Arrestor" as follows:

Spark Arrestor. A listed device constructed of noncombustible material specifically for the purpose of meeting one of the following conditions:

1. Removing and retaining carbon and other flammable particles/debris from the exhaust flow of an internal combustion engine in accordance with the California Vehicle Code Section 38366.
2. Fireplaces that burn solid fuel in accordance with California Building Code Chapter 28.

Chapter 3 Building Planning is adopted in its entirety with the following amendments and additions:

17. Section R301.9 Fuel Modification Requirements for New Construction is hereby added as follows:

R301.9 Fuel Modification Requirements for New Construction. All new structures and facilities adjoining land containing hazardous combustible vegetation shall be approved and in accordance with the requirements of OCFA Guideline C-05 “Vegetation Management Guideline – Technical Design for new Construction Fuel Modification Plans and Maintenance Program.”

18. Section R309.6 Fire sprinkler attached garages, and carports with habitable space above is hereby amended by modifying the exception as follows:

Exception: An automatic residential fire sprinkler system shall not be required when additions or alterations are made to existing carports and/or garages that do not have an automatic residential fire sprinkler system installed unless a sprinkler system is required in accordance with California Fire Code Section 903.2.8.

19. Section R313.1 Townhouse automatic fire sprinkler systems is hereby amended by modifying the exception as follows:

Exception: An automatic residential fire sprinkler system shall not be required when additions or alterations are made to existing townhouses that do not have an automatic fire sprinkler system installed unless a sprinkler system is required in accordance with California Fire Code Section 903.2.8.

20. Section R313.2 One- and two-family dwellings automatic fire sprinkler systems is hereby amended by modifying the exception as follows:

Exception: An automatic residential fire sprinkler system shall not be required for additions or alterations to existing buildings that are not already provided with an automatic residential sprinkler system unless a sprinkler system is required in accordance with California Fire Code, OCFA Local Amendments Section 903.2.8.

21. Section R313.3.6.2.2 Calculation procedure is hereby revised as follows:

Section R313.3.6.2.2 Calculation procedure. Determination of the required size for water distribution piping shall be in accordance with the following procedure and California Fire Code Section 903.3.5.

22. R319 Site Address is hereby revised as follows:

R319 Site Address. New and existing buildings shall have approved

address numbers, building numbers or approved building identification placed in a position that is plainly legible and visible from the street or road fronting the property. These numbers shall contrast with their background. Where required by the fire code official, address numbers shall be provided in additional approved locations to facilitate emergency response. Address numbers shall be Arabic numbers or alphabetical letters. Numbers shall be a minimum of 4 inches (101.6 mm) high with a minimum stroke width of 0.5 inch (12.7 mm), and 6" letters with a 1" stroke for commercial. Where access is by means of a private road and the building cannot be viewed from the public way, a monument, pole or other sign or means shall be used to identify the structure. Address numbers shall be maintained.

23. Section R337.1.3 Application is hereby revised as follows:

R337.1.3 Application. New buildings located in any Fire Hazard Severity Zone, or any Wildland-Urban Interface Fire Area designated by the enforcing agency constructed after the application date, and additions to and remodel of buildings constructed before 2012 located in areas currently designated as such, shall comply with the provisions of this chapter. The provisions shall also apply to additions, remodels, and accessory structures located within 100 feet of a fuel modification zone, vegetation management area, or similar area containing hazardous combustible vegetation, regardless of whether the property is currently located in a designated Fire Hazard Severity Zone or Wildland-Urban Interface Area, when materials and/or construction methods for exterior wildfire exposure were previously required at the property by the Building or Fire Code Official.

Exceptions:
1. Buildings of an accessory character classified as a Group U occupancy and not exceeding 120 square feet in floor area, when located at least 30 feet from an applicable building.
2. Buildings of an accessory character classified as a Group U occupancy of any size located at least 50 feet from an applicable building.
3. Buildings classified as a Group U Agricultural Building, as defined in Section 202 of this code (see also Appendix C – Group U Agricultural Buildings), when located at least 50 feet from an applicable building.

24. Section R902.1 through 902.2 is hereby amended as follows:
Not less than Class B roofing permitted. A minimum of Class A or B roof covering is required.

25. Chapter 10 Chimneys and Fireplaces is adopted in its entirety

and newly amended this code cycle by adding section 1001.13 as follows:

Section R1001.13 Chimney spark arrestors is hereby added as follows:

R1001.13 Chimney spark arresters. All chimneys attached to any appliance or fireplace that burns solid fuel shall be equipped with an approved spark arrester. Chimneys serving outdoor appliances or fireplaces shall be equipped with a spark arrester. The spark arrester shall meet the requirements of Section 2113.9.2 of the California Building Code.

Section R1001.13 Outdoor Fireplaces, Fire Pits, Fire Rings, or similar devices is hereby added as follows:

R1001.13 Outdoor Fireplaces, Fire Pits, Fire Rings, or similar devices. Outdoor fireplaces, fire pits, fire rings, or similar exterior devices shall comply with this section.

Exception: Barbeques, grills, and other portable devices intended solely for cooking

Section R1001.13.1 Gas-fueled devices is hereby added as follows:

R1001.13.1 Gas-fueled devices. Outdoor fireplaces, fire pits and similar devices fueled by natural gas or liquefied-petroleum gas are allowed when approved by the Building Department and the device is designed to only burn a gas flame and not wood or other solid fuel. At R-3 occupancies, combustible construction shall not be located within three feet of an atmospheric column that extends vertically from the perimeter of the device. Where a permanent Building Department approved hood and vent is installed, combustible construction may encroach upon this column between the bottom of the hood and the vent opening. Where chimneys or vents are installed, they shall have a spark arrester in accordance with Section R1003.9.2.

Section R1001.13.2 Devices using wood or fuels other than natural gas or liquefied-petroleum gas is hereby added as follows:

R1001.13.2 Devices using wood or fuels other than natural gas or liquefied-petroleum gas. Fireplaces burning wood or other solid fuel shall be constructed in accordance with Section R1001. Fires in a fireplace shall be contained within a firebox with an attached chimney. The opening in the face of the firebox shall have an installed and maintained method of arresting sparks. The burning of wood or other solid fuel in a device is not allowed within 15 feet of combustible structures, unless within a permanent or portable fireplace.

Section R1001.13.3 Devices using wood or fuels other than natural gas or liquefied-petroleum gas is hereby added as follows:

R1001.13.3 Where prohibited. The burning of wood and other solid fuels shall not be conducted within a fuel modification zone. Wood and other solid fuel burning fires in devices other than permanent fireplaces are not allowed within Wildfire Risk Areas (WRA) and adopted Fire Hazard Severity Zones (FHSZ) or in locations where conditions could cause the spread of fire to the WRA or FHSZ, unless determined by the Fire Code Official that the location or design of the device should reasonably prevent the start of a wildfire.

Chapter 44
Referenced Standards
(R-3 Occupancy related standards are included)

26. Chapter 44 Referenced Standards is adopted in its entirety with the following amendments:

Section 8.15.1.2.7 is hereby revised as follows:

8.15.1.2.7 Concealed spaces filled with noncombustible insulation shall not require sprinkler protection when approved by fire code official.

Section 11.1.1.1 is hereby added as follows:

11.1.1.1 When fire sprinkler systems are required in buildings of undetermined use other than warehouses, they shall be designed and installed to have a fire sprinkler density of not less than that required for an Ordinary Hazard Group 2 use, with no reduction(s) in density or design area. Warehouse fire sprinkler systems shall be designed to Figure 16.2.1.3.2 (d) curve “G”. Use is considered undetermined if a specific tenant/occupant is not identified at the time the sprinkler plan is submitted. Where a subsequent use or occupancy requires a system with greater capability, it shall be the responsibility of the occupant to upgrade the system to the required density for the new use or occupancy.

Section 11.2.3.1.1.1 is hereby added as follows:

11.2.3.1.1.1 The available water supply for fire sprinkler system design shall be determined by one of the following methods, as approved by the fire code official:
1) Subtract the project site elevation from the low water level for the appropriate pressure zone and multiply the result by 0.433.
2) Use a maximum of 40 psi, if available.

3) Utilize the OCFA water-flow test form/directions to document a flow test conducted by the local water agency or an approved third party licensed in the State of California.

27. NFPA 13D 2025 Edition, Standard for the Installation of Sprinkler Systems in One- and Two-Family Dwellings and Manufactured Homes is hereby amended as follows:

Section 7.1.2 is hereby revised as follows:

7.1.2 The sprinkler system piping shall not have separate control valves installed unless supervised by a central station, proprietary, or remote station alarm service.

28. 2025 CRC Appendix V is hereby amended to conform with 2025 CBC section 3109.2 as amended in items 13 and 14 above. Enclosure height shall be 60" minimum.

(d) The 2025 California Green Building Code is hereby amended as follows:

29. Section 202 is amended to add the following definition:

Sustainability. Consideration of present development and construction impacts on the community, the economy, and the environment without compromising the needs of the future.

(e) The following amendment is made to the California Mechanical Code, 2025 edition, adopted by this Chapter.

30. Section 301.0 is hereby amended by adding the following paragraph:

Equipment regulated by this Code shall not be located in any required front yard as established by the building code or zoning ordinances. Equipment may be located in a required side yard subject to Cypress Zoning Ordinance.

(f) The following amendment is made to the Uniform Housing Code, 1997 edition, adopted by this Chapter:

31. Chapter 2 is hereby amended by adding thereto the following sections:

Section 201.1 - Authority. The Building Official and the health

officer are hereby authorized and directed to administer and enforce all of the provisions of this Code. For such purposes, they shall have the powers of law enforcement officers.

Section 201.2. Right of Entry. Whenever necessary to make an inspection to enforce any of the provisions of this code and the technical codes, or whenever the Building Official or health officer or their authorized representatives have reasonable cause to believe that there exists in any building, or upon any premises, any condition or code violation which makes such building or premises unsafe, dangerous or hazardous, the Building Official, the health officer or their authorized representatives may enter such building or premises at all reasonable times, to inspect the same or to perform any duty imposed upon the Building Official or the health officer by such codes, provided that if such building or premises be occupied, the Building Official, the health officer or their authorized representatives, shall first present proper credentials and demand entry; and if such building or premises be unoccupied, they shall first make reasonable effort to locate the owner or other persons having charge or control of the building or premises and request entry. If such entry is refused, the Building Official, the health officer or their authorized representatives shall have recourse to every remedy provided by law to secure entry.

No owner or occupant or any other person having charge, care or control of any building or premises shall fail or neglect, after proper request is made as herein provided, to promptly permit entry therein by the Building Official, the health officer or their authorized representatives for the purpose of inspection and examination pursuant to this code. Any person violating this subdivision shall be guilty of a misdemeanor, and subject to punishment in accordance with Section 1-7 of the Code of the City of Cypress.

(g) The following amendments are added to California Administrative Code, 2025 edition:

32. Chapter 1 is amended to add the following:

(a) Right of Entry. Whenever necessary to make an inspection to enforce any of the provisions of this code and the technical codes, or whenever the Building Official or health officer or their authorized representatives have reasonable cause to believe that there exists in any building, or upon any premises, any condition or code violation which makes such building or premises unsafe, dangerous or hazardous, the Building Official, the health officer or their authorized representatives may enter such building or premises at all reasonable times, to inspect the same or to perform any duty imposed upon the Building Official or the

health officer by such codes, provided that if such building or premises be occupied, the Building Official, the health officer or their authorized representatives, shall first present proper credentials and demand entry; and if such building or premises be unoccupied, they shall first make reasonable effort to locate the owner or other persons having charge or control of the building or premises and request entry. If such entry is refused, the Building Official, the health officer or their authorized representatives shall have recourse to every remedy provided by law to secure entry.

No owner or occupant or any other person having charge, care or control of any building or premises shall fail or neglect, after proper request is made as herein provided, to promptly permit entry therein by the Building Official, the health officer or their authorized representatives for the purpose of inspections and examination pursuant to this code. Any person violating this subdivision shall be guilty of a misdemeanor, and subject to punishment in accordance with Section 1-7 of the Code of the City of Cypress.

(b) Failure to Obtain Permit, Pay Fees

Failure to obtain a permit and pay fees therefore before commencing work shall be deemed evidence of violation of the provisions of this Code. The amount of the permit fee shall be doubled for work commenced before a permit is issued.

(c) Collection and Refund of Fees

The Building Official shall collect such fees as are provided to be paid by this Code. In the event that any person has obtained a permit hereunder and no portion of the work of construction covered by such permit has been commenced, such permittee shall be entitled to a refund of eighty percent (80%) of the fee paid for such permit upon presentation of a written request therefore.

SECTION III: This Ordinance is exempt from the provisions of the California Environmental Quality Act, ("CEQA"), 14 California Code of Regulations Section 15061(b)(3).

SECTION IV: If any section, subsection, sentence, clause, phrase or portion of this Ordinance is for any reason held to be invalid or unconstitutional by the decision of any court or competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council of the City of Cypress hereby declares that it would have adopted this Ordinance and each section, subsection, sentence, clause, phrase or portion hereof, irrespective of the fact that any one or more section, subsections, clauses phrases, or portions be declared invalid or unconstitutional.

SECTION V: The City Clerk is hereby authorized and directed to

certify as the passage of this Ordinance and to give notice thereof by causing copies of this Ordinance to be posted in three public places throughout the City.

FIRST READING at a regular meeting of the City Council of the City of Cypress held on the 13th day of October 2025 and finally adopted and ordered posted at a regular meeting held on the 10th day of November 2025.

_____
MAYOR OF THE CITY OF CYPRESS

ATTEST:

_____
CITY CLERK OF THE CITY OF CYPRESS

STATE OF CALIFORNIA)
COUNTY OF ORANGE) SS

I, LINDA BERGLUND, Interim City Clerk of the City of Cypress, DO HEREBY CERTIFY that the foregoing Ordinance was duly adopted at a regular meeting of the City Council of the City of Cypress held on the 10th day of November 2025, by the following roll call vote:

AYES:	COUNCIL MEMBERS:
NOES:	COUNCIL MEMBERS
ABSENT:	COUNCIL MEMBERS

_____
CITY CLERK OF THE CITY OF CYPRESS

ORDINANCE NO._____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CYPRESS AMENDING CHAPTER 8 OF THE CYPRESS MUNICIPAL CODE AND THEREBY ADOPTING BY REFERENCE THE CALIFORNIA ELECTRICAL CODE, 2025 EDITION, WITH CERTAIN AMENDMENTS AND REPEALING ORDINANCE NO. 1200

THE CITY COUNCIL OF THE CITY OF CYPRESS DOES HEREBY ORDAIN AS FOLLOWS:

SECTION I: Section 8-1 of Chapter 8 of the Municipal Code of the City of Cypress is hereby amended to read as follows:

"ARTICLE I. IN GENERAL,"

Section 8-1 California Electrical Code - Adopted, where filed.

There hereby is adopted by reference, as the Electrical Code of the City of Cypress, the California Electrical Code, 2025 edition, (based on the 2023 National Electrical Code), as amended by Sections 8-2 and 8-3 of this chapter, one (1) copy of which is on file in the office of the City Clerk."

SECTION II: Section 8-2 of Chapter 8 of the Municipal Code of the City of Cypress is hereby amended to read as follows:

"Section 8-2 Amendments.

(a) *Findings*. The following amendments and modifications to the 2025 edition of the California Electrical Code are hereby found to be reasonably necessary due to consideration of specific local climatic, geological, or topographical conditions as follows:

1. Local climatic conditions necessitate that residential dwelling units be protected from construction practices and electricity usage practices that have had a history of causing or contributing to the cause of fire related damage to residential dwelling structures in the City of Cypress. (Affects Section 110-5, 210-1, 300-6, 334-12, and 422-4)

2. Local geological conditions in the City of Cypress, require that grounding electrodes be manufactured of corrosion-resistant material to protect the grounding electrode from deterioration due to high sulfate levels found in the soil. [Affects Section 300-6]

(b) *Amendments.* The following amendments are made to the California Electrical Code, 2025 edition as adopted by this Chapter.

Section 90-4 is hereby amended to add the following paragraphs:

1. The Building Official of the City of Cypress, or the Building Official's authorized representative, is hereby designated as the enforcing authority and vested with the authority to enforce all of the provisions of this Code. Whenever necessary to make an inspection to enforce any of the provisions of this Code, or whenever the Building Official or the Building Official's authorized representative have reasonable cause to believe that there exists in any building, or upon any premises, any condition or code violation which makes such building or premises unsafe, dangerous or hazardous, the Building Official by such codes, provided that if such building or premises be occupied, the Building Official or the Building Official's authorized representative shall first present proper credentials and demand entry; and if such building or premises be unoccupied, they shall first make a reasonable effort to locate the owner or other persons having charge or control of the building or premises and request entry. If such entry is refused, the Building Official, or the Building Official's authorized representative shall have recourse to every remedy provided by law to secure entry.

No owner or occupant or any other person having charge, care or control of any building or premises shall fail to neglect, after proper request is made as herein provided, to promptly permit entry therein by the Building Official or the Building Official's authorized representative for the purpose of inspection and examination pursuant to this Code. Any person violating this subdivision shall be guilty of a misdemeanor, and subject to punishment in accordance with Section 1-7 of the Code of the City of Cypress.

2. Section 110-5 is hereby amended to add the following:

Notwithstanding any provision or provisions to the contrary, no aluminum conductors smaller than #8 A.W.G. shall be used.

3. Section 210-1 is hereby amended to add the following:

Accessory uses or other buildings, signs, etc., separately located on the same lot or premises, shall have connecting conductors run underground.

Where spare circuit protective devices are provided or space for future circuit protective devices is provided on the bus in

any flush or semi-flush mounted panel, then raceways of sufficient capacity to permit utilization of such space or spaces shall be provided to an approved accessible location. Such accessible location is normally defined as follows: Where sufficient attic space is available or under floor space is available, a raceway shall terminate conveniently for future use in each such space. Where this condition does not exist or other factors govern, then such terminations shall be approved by the enforcing authority.

4. Section 300-6 is hereby amended to add the following:

a. A minimum of 10 mil pipe wrap must be installed on all metallic conduit installed underground and must extend 6" inches above grade.

5. Section 334 is hereby amended by adding Section 334-12 (A) 11:

334-12(A) Uses Not Permitted. (11) Nonmetallic-sheathed cable shall not be used for exposed wiring in unfinished garages and basements. Nonmetallic cable shall only be used for concealed wiring in one- and two-family dwellings or multi-family dwellings (apartment houses) not exceeding three floors above grade.

6. Section 422-4 is hereby amended to add subsection (a) to read as follows:

(a) In every dwelling unit, fixed appliances, such as food grinders, dishwashers, washing machines, dryers, laundry tray locations, built-in heaters, or any other fixed appliances with 1/4 H.P. motor or larger shall be on a separate branch circuit supplied by a minimum No. 12 A.W.G. wire. Each dwelling unit shall have installed therein an individual food waste grinder branch circuit. Said circuit shall be supplied with a minimum No. 12 A.W.G. wire and a 15-ampere indicating type switch. Said switch shall be located in the wall adjacent to the sink. Food waste grinder shall be wired with a minimum of No. 16 A.W.G. 3-wire S.P.T.-33 thermo-plastic, hard-finish cord or equal and an approved grounding type cord grip cap must be used.

SECTION III Section 8-3 of Chapter 8 of the Municipal Code of the City of Cypress is hereby amended to read as follows:

"Section 8-3. Additional Provisions

(a) In addition to the California Electrical Code, 2025 edition, adopted by reference herein as the Electrical Code of the City of Cypress, the following provisions shall be applicable in the City of Cypress:

1. Further Scope. All electrical, telephone, C.A.T.V. and similar service wires or cables, carrying below 34 K.V. capacity, which provide direct service to the property being developed, shall, within the exterior boundary lines of such property, be installed underground. Risers on existing poles and buildings are permitted and shall be provided by the developer or owner onto the pole, which provides service to said property. Utility service poles may be placed on the rear of the property to be developed, only for the purpose of terminating underground facilities. The developer or owner is responsible for complying with the requirements of the utility companies for the installation of such facilities.

For the purpose of this Section, appurtenances, and associated equipment such as, but not limited to, surface mounted transformers, pedestal mounted terminal boxes and meter cabinets, and concealed ducts in an underground system, may be placed above ground. The City Council may waive the requirements of this Section if topography, soil, or any other conditions make such underground installation impossible or impractical.

2. Concealed Wiring. When any part of a wiring installation is to be hidden from view by the permanent placement of parts of the building, the person, firm, or corporation installing the wiring installation shall notify the Building Official and such parts of the wiring installation shall not be concealed until they have been inspected and approved by the Building Official.

3. Inspections and Corrections. Upon completion of the work which has been authorized by issuance of any permit, except an annual permit, it shall be the duty of the person, firm, or corporation installing the same to notify the Building Official, who shall inspect the installation as soon thereafter as practicable. If, upon inspection, the installation is not found to be in conformity with the provisions of this Code, or any other applicable statute, the Building Official shall notify the person, firm, or corporation making the installation, stating the defects, which have been found to exist. All defects shall be corrected within ten (10) days after inspection and notification, or within a time period authorized by the Building Official. No electrical installation shall be energized until inspected and approved by the Building Official.

4. Temporary Connection. When authorizing the connection and use of temporary or incomplete work, such authorization shall expire at a time stated by the Building Official.

5. Standards for the Installation of Electrical Equipment. All industrial, commercial, and residential electrical installations within the governmental jurisdiction covered by this Code, shall be in conformity with the provisions of this Code, all applicable State laws, and in accordance with the National Fire Protective Association standards for safety to life and property.

6. Listing or Labeling. Listing or labeling as conforming to the standards of Underwriters Laboratories, Inc., as approved by the United States Bureau of Mines, the American Standards Association, the United States Bureau of Standards, or other similar institutions of nationally recognized standing, shall be prima facie evidence of conformity with approved standards of safety to life and property.

SECTION IV: This Ordinance is exempt from the provisions of the California Environmental Quality Act, ("CEQA"), 14 California Code of Regulation 15061(b)(3).

SECTION V: If any section, subsection, subdivision, sentence, clause, phrase, or portion of this Ordinance, is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council hereby declares that it would have adopted this Ordinance, and each section, subsection, subdivision, sentence, clause, phrase or portion thereof, irrespective of the fact that any one or more sections, subsections, subdivisions, sentences, clauses, phrases or portions thereof be declared invalid or unconstitutional.

SECTION VI: The City Clerk is hereby authorized and directed to certify as the passage of this Ordinance and to give notice thereof by causing copies of this Ordinance to be posted in three public places throughout the City.

FIRST READING at a regular meeting of the City Council of the City of Cypress held on the 13th day of October 2025 and finally adopted and ordered posted at a regular meeting held on the 10th day of November, 2025.

_____
MAYOR OF THE CITY OF CYPRESS

ATTEST:

_____
CITY CLERK OF THE CITY OF CYPRESS

STATE OF CALIFORNIA)
COUNTY OF ORANGE) SS

I, LINDA BERGLUND, Interim City Clerk of the City of Cypress, DO HEREBY CERTIFY that the foregoing Ordinance was duly adopted at a regular meeting of the City Council of the City of Cypress held on the 10th day of November 2025, by the following roll call vote:

AYES:	COUNCIL MEMBERS:
NOES:	COUNCIL MEMBERS
ABSENT:	COUNCIL MEMBERS

_____
CITY CLERK OF THE CITY OF CYPRESS

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CYPRESS AMENDING CHAPTER 19 OF THE CYPRESS MUNICIPAL CODE AND THEREBY ADOPTING BY REFERENCE THE FOLLOWING CODES WITH CERTAIN AMENDMENTS THERETO: THE 2025 EDITION OF THE CALIFORNIA PLUMBING CODE, THE 2024 EDITION OF THE INTERNATIONAL SWIMMING POOL, SPA, AND HOT TUB CODE, AND THE UNIFORM PLUMBING CODE MATERIAL AND INSTALLATION STANDARDS AND REPEALING ORDINANCE NO. 1201.

THE CITY COUNCIL OF THE CITY OF CYPRESS DOES ORDAIN AS FOLLOWS:

SECTION I: Section 19-1 of Chapter 19 of the Cypress Municipal Code is hereby amended to read as follows:

SECTION 19-1 California Plumbing Codes - Adopted, where filed.

The following are hereby adopted by reference as the Plumbing Codes of the City of Cypress, one (1) copy of each which is on file in the office of the City Clerk:

a. California Plumbing Code, 2025 edition, with appendices; (Based on the 2024 Uniform Plumbing Code)

b. International Swimming Pool, Spa and Hot Tub Code, 2024 edition.

c. Uniform Plumbing Code Material and Installation Standards, 2024 edition.

SECTION II: Section 19-2 of Chapter 19 of the Cypress Municipal Code is hereby amended as follows:

Section 19-2 California Plumbing Codes; amendments, additions, and deletions.

a) The following amendments and modifications are hereby found to be reasonably necessary due to consideration of specific local climatic, geological, or topographical conditions as follows:

CALIFORNIA PLUMBING CODE, 2025 EDITION

1. Section 411 is amended by adding Section 411.4 as follows:

   The Building Official may allow the use of standard flush toilets or urinals, when, in the opinion of the Building Official, the

configuration of the building drainage system requires a greater quantity of water to adequately flush the system.

This amendment is necessary due to the extremely flat topography within the city, which may require the use of decreased slopes with increased volume on drainage systems.

2. Section 610.8 is hereby amended to add the following:

   Not less than one (1) hose bib in rear yard area must be piped in ¾" inch supply pipe.

   This amendment is necessary to provide consistency with the zoning provisions of the Cypress Municipal Code and to provide additional fire suppression capacity for the rear yard.

3. All other modifications to this Code are administrative in nature.

SECTION III: Section 19-3 of Chapter 19 of the Cypress Code is amended as follows:

SECTION 19-3 - International Swimming Pool Code; Amendments.

The following amendments are made to the International Swimming Pool Code, 2024 edition, adopted by this Chapter:

4. Swimming Pools/Spas - Enclosures Required.

   No person shall maintain a swimming pool/spa in the City unless an enclosure, as provided for in this article, is maintained on the lot or premises upon which such pool/spa is situated.

   Upon commencement of excavation for a new pool/spa, temporary fencing shall be installed.

   Enclosure Specifications shall comply with 2025 California Building Code, Section 3109 as amended, and Cypress Municipal Code section 19-10 through 19-12.

SECTION IV: This Ordinance is exempt from the provisions of the California Environment Quality Act, ("CEQA"), 14 California Code of Regulation 15061(b)(3).

SECTION V: If any section, subsection, sentence, clause, phrase or portion of this Ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council of the City

of Cypress hereby declares that it would have adopted this Ordinance and each section, subsection, sentence, clause, phrase or portion hereof, irrespective of the fact that any one or more section, subsections, clauses, phrases, or portions be declared invalid or unconstitutional.

SECTION VI. The City Clerk is hereby authorized and directed to certify as the passage of this Ordinance and to give notice thereof by causing copies of this Ordinance to be posted in three public places throughout the City.

FIRST READING at a regular meeting of the City Council of the City of Cypress held on the 13th day of October 2025 and finally adopted and ordered posted at a regular meeting held on the 10th day of November 2025.

_____
MAYOR OF THE CITY OF CYPRESS

ATTEST:

_____
CITY CLERK OF THE CITY OF

CYPRESS STATE OF CALIFORNIA)
COUNTY OF ORANGE) SS

I, LINDA BERGLUND, Interim City Clerk of the City of Cypress, DO HEREBY CERTIFY that the foregoing Ordinance was duly adopted at a regular meeting of the City Council of the City of Cypress held on the 10th day of November 2025, by the following roll call vote:

AYES:	COUNCIL MEMBERS:
NOES:	COUNCIL MEMBERS
ABSENT:	COUNCIL MEMBERS

_____
CITY CLERK OF THE CITY OF CYPRESS

ORDINANCE NO. ____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CYPRESS AMENDING SECTIONS 5-3 OF CHAPTER 5 OF THE CYPRESS MUNICIPAL CODE, AND THEREBY ADOPTING BY REFERENCE THE CALIFORNIA FIRE CODE, 2025 EDITION, WITH CERTAIN AMENDMENTS AND REPEALING ORDINANCE NO. 1202

THE CITY COUNCIL OF THE CITY OF CYPRESS DOES HEREBY ORDAIN AS FOLLOWS:

SECTION I. Section 5-3 of Chapter 5 of the Municipal Code of the City of Cypress is hereby amended to read as follows:

"Sec. 5-3" California Fire Code, Adoption, Amendments.

(a) Section 5-3.010. *Adopted*. An ordinance of the City of Cypress adopting the California Fire Code, 2025 Edition, based on the 2024 International Fire Code, regulating and governing the safeguarding of life and property from fire and explosion hazards arising from the storage, handling and use of hazardous substances, materials and devices, and from conditions hazardous to life or property in the occupancy of buildings and premises in the City of Cypress; providing for the issuance of permits and collection of fees therefore; repealing Ordinance No. 1161 of the City of Cypress and all other ordinances and parts of the ordinances in conflict therewith.

For the purpose of prescribing regulations and governing the safeguarding of life and property from fire and explosion hazards arising from the storage, handling and use of hazardous substances, materials and devices, and from conditions hazardous to life or property in the occupancy of buildings and premises as herein provided, the following fire codes subject to the modifications set forth in this Chapter, are hereby adopted: the California Fire Code, 2025 Edition, based on the 2024 International Fire Code as published by the International Code Council as amended by this chapter shall constitute the Fire Regulations of the City of Cypress. Where the California Code of Regulations and State Building Standards Code of Regulations differ from any sections of the Fire Code, State regulations shall prevail over the Fire Code.

One (1) copy of all the above codes and standards therefore are on file in the office of the fire code official pursuant to Health and Safety Code Section 18942 (d) (1) and are made available for public inspection.

Notwithstanding the provisions of the above-referenced construction codes, all fees for services provided pursuant to the Fire Code shall not take effect until a resolution for such fees is adopted by the Orange County Fire Authority Board of Directors pursuant to California Government Code Sections 66016 and 66020.

(b) *Section 5-3.020 Enforcement and inspections.* The California Fire Code with amendments shall be enforced by the Orange County Fire Authority, which shall be operated under the Fire Chief of the Orange County Fire Authority. The Fire Chief of the Orange County Fire Authority may detail such members of the fire authority as inspectors as shall be necessary from time to time."

SECTION II. Section 5-3.030 of Chapter 5 of the Municipal Code of the City of Cypress is hereby repealed. In its place, Section 5-3.030 shall include the following amendments to the California Fire Code, and shall read as follows:

(c) *Section 5-3.030 Amendments and Findings.*

FINDINGS

I. Climatic Conditions

A. Orange County is located in a semi-arid Mediterranean type climate. It annually experiences extended periods of high temperatures with little or no precipitation. Hot, dry (Santas Ana) winds, which may reach speeds of 70 M.P.H. or greater, are also common to the area. These climatic conditions cause extreme drying of vegetation and common building materials. Frequent periods of drought and low humidity add to the fire danger. This predisposes the area to large destructive fires (conflagration). In addition to directly damaging or destroying buildings, these fires are also prone to disrupt utility services throughout the County. Obstacles generated by strong wind, such as fallen trees, streetlights and utility poles will greatly impact the response time to reach an incident scene.

B. The climate alternates between extended periods of drought and brief flooding conditions. Flood conditions may affect the Orange County Fire Authority's ability to respond to a fire or emergency condition. Floods also disrupt utility services to buildings and facilities within the County.

C. Water demand in this densely populated area far exceeds the quantity supplied by natural precipitation; and although the population continues to grow, the already-taxed water supply does not. Due to storage capacities and consumption, and a limited amount of rainfall, future water allocation is not fully dependable. This necessitates the need for additional and on-site fire protection features.

D. These dry climatic conditions and winds contribute to the rapid spread of even small fires originating in high-density housing or vegetation. These fires spread very quickly and create a need for increased levels of fire protection. The added protection of fire sprinkler systems and other fire protection features will supplement normal fire department response by providing immediate protection for the building occupants and by containing

and controlling the fire spread to the area of origin. Fire sprinkler systems will also reduce the use of water for firefighting by as much as 50 to 75 percent.

II. Topographical conditions

A. Natural; slopes of 15 percent or greater generally occur throughout the foothills of Orange County. The elevation change caused by the hills creates the geological foundation on which communities with Orange County are built and will continue to build. With much of the populated flatlands already built upon, future growth will occur steeper slopes and greater constraints in terrain.

B. Traffic and circulation congestion is an artificially created, obstructive topographical condition, which is common throughout Orange County.

C. These topographical conditions combine to create a situation that places fire department response time to fire occurrences at risk and makes it necessary to provide automatic on-site fire-extinguishing systems and other protection measures to protect occupants and property.

III. Geological Conditions

The Orange County region is a densely populated area that has buildings constructed over and near a vast and complex network of faults that are believed to be capable of producing future earthquakes similar or greater in size than the 1994 Northridge and the 1971 Sylmar earthquakes. Earthquake faults run along the northeast and southwest boundaries of Orange County. The Newport-Inglewood Fault, located within Orange County was the source of the destructive 1933 Long Beach earthquake (6.3 magnitude) which took 120 lives and damaged buildings in an area from Laguna Beach to Marina Del Rey to Whittier. In December 1989, another earthquake occurred in the jurisdiction of Irvine at an unknown fault line. Regional planning for reoccurrence of earthquakes is recommended by the state of California, Department of Conservation.

A. Previous earthquakes have been accompanied by disruption of traffic flow and fires. A severe seismic event has the potential to negatively impact any rescue or fire suppression activities because it is likely to create obstacles similar to those indicated under the high wind section above. The October 17, 1989, Santa Cruz earthquake resulted in one major fire in the Marina District (San Francisco). When combined with the 34 other fires locally and over 500 responses, the department was taxed to its fullest capabilities. The Marina fire was difficult to contain because mains supplying water to the district burst during the earthquake. This situation creates the need for both

additional fire protection and automatic on-site fire protection for building occupants. State Department of Conservation noted in their 1988 report (Planning Scenario on a Major Earthquake on the Newport-Inglewood Fault Zone, page 59), “unfortunately, barely meeting the minimum earthquake standards of building codes places a building on the verge of being legally unsafe.”

B. Road circulation features located throughout the County also make amendments reasonably necessary. Located through the County are major roadways, highways and flood control channels that create barriers and slow response times. Hills, slopes, street, and storm drain design combined with occasional heavy rainfall, cause roadway flooding and landslides, and at times may make an emergency access route impassable. There are areas in Orange County that naturally have extended emergency response times that exceed the 5-minute goal.

C. Soils throughout the County possess corrosive properties that reduce the expected usable life of water services when metallic pipes are in contact with soils.

Due to the topographical conditions of sprawling development separated by waterways and narrow and congested streets and the expected infrastructure damage inherent in seismic zone described above, it is prudent to rely on automatic fire sprinkler systems to mitigate extended fire department response time and keep fires manageable with reduced fire flow (water) resources available for a given structure. Additional fire protection is also justified to match the current resources of firefighting equipment and personnel within the Orange County Fire Authority.

Amendments

Chapter 1
Scope and Administration

Chapter 1 General Requirements is adopted in only those sections and subsections adopted by SFM with the following amendments:

Section 113.4 Violation penalties is hereby revised as follows:

> **113.4 Violation penalties**. Persons who shall violate a provision of this code or shall fail to comply with any of the requirements thereof *or shall fail to comply with any issued orders or notices* or who shall erect, install, alter, repair or do work in violation of the approved construction documents or directive of the fire code official, or of a permit or certificate used under provisions of this code, *shall be subject to penalties assessed as prescribed in the OCFA Prevention Field Services adopted fee schedule*. Each day that a violation continues after due notice has been served shall be deemed a separate offense.

Section 113.4.2 Infraction and misdemeanor is hereby added as follows:

> ***113.4.2 Infraction and misdemeanor**. Persons operating or maintaining any occupancy, premises or vehicle subject to this code that shall permit any fire or life safety hazard to exist on premises under their control shall be guilty of an infraction. Persons who fail to take immediate action to abate a fire or life safety hazard when ordered or notified to do so by the chief or a duly authorized representative are guilty of a misdemeanor.*

Chapter 2
Definitions

Chapter 2 Definitions is adopted in its entirety as amended by the SFM with the following amendments:

Sections 202 General Definitions is hereby revised by adding "OCFA," and "Spark Arrester" as follows:

> ***OCFA:** Orange County Fire Authority, fire authority having jurisdiction.*

> ***SPARK ARRESTER.** A listed device constructed of noncombustible material specifically for the purpose of meeting one of the following conditions:*
>
> 1. *Removing and retaining carbon and other flammable particles/debris from the exhaust flow of an internal combustion engine in accordance with California Vehicle Code Section 38366.*
> 2. *Fireplaces that burn solid fuel in accordance with California Building Code Chapter 28.*

Chapter 3
General Requirements

Chapter 3 General Requirements is adopted in only those sections and subsections adopted by the SFM with the following amendments:

Section 304.1.3 Vegetation is hereby revised as follows:

> **304.1.3 Vegetation**. Weeds, grass, vines or other growth that is capable of being ignited and endangering property, shall be cut down and removed by the owner or occupant of the premises. Vegetation clearance requirement in urban-wildland interface areas shall be in accordance with *Part 7, the California Wildland-Urban Interface Code*. *Type, amount, arrangement, and maintenance of vegetation in a fuel modification area, interior slope, or similarly hazardous area shall be in accordance with OCFA Guideline C- 05 "Vegetation Management Guideline—Technical Design for New Construction, Fuel Modification Plans, and Maintenance Program."*

Section 305.6 Hazardous Conditions is hereby added as follows:

> ***305.6 Hazardous conditions.*** *Outdoor fires burning wood or other solid fuel are not allowed when any of the following conditions applies:*
>
> 1. *when predicted sustained winds exceed 8 MPH and relative humidity is less than 25%, or a red flag condition has been declared*
> 2. *when an official sign was caused to be posted by the fire code official, or a public announcement is made*
>
> *No outdoor fires using any fuel type are permitted when predicted sustained winds exceed 20 MPH or when such fires present a hazard as determined by the fire code official.*

Section 305.7 Disposal of rubbish is hereby added as follows:

> ***305.7 Disposal of rubbish****. Rubbish, trash or combustible waste material shall be burned only within an approved incinerator and in accordance with Section 307.2.1.*

Section 307 OPEN BURNING, RECREATIONAL FIRES AND PORTABLE OUTDOOR FIREPLACES is hereby revised as follows:

> **SECTION 307 OPEN BURNING, RECREATIONAL FIRES*, FIRE PITS, FIRE RINGS,* AND *PORTABLE* OUTDOOR FIREPLACES**

Sections 307.6 Outdoor Fireplaces, Fire Pits, Fire Rings, or similar devices used at Group R Occupancies is hereby added as follows:

307.6 Outdoor Fireplaces, Fire Pits, Fire Rings, or similar devices used at Group R Occupancies. *Outdoor fireplaces, fire pits, fire rings, or similar exterior devices used at Group R occupancies shall comply with this section.*

Exception: *Barbeques, grills, and other portable devices intended solely for cooking.*

Section 307.6.1 Gas-fueled devices is hereby added as follows:

307.6.1 Gas-fueled devices. *Outdoor fireplaces, fire pits and similar devices fueled by natural gas or liquefied-petroleum gas are allowed when approved by the Building Department and the device is designed to only burn a gas flame and not wood or other solid fuel. At R-3 occupancies, combustible construction and vegetation shall not be located within three feet of an atmospheric column that extends vertically from the perimeter of the device. At other R occupancies, the minimum distance shall be ten feet. Where a permanent Building Department approved hood and vent is installed, combustible construction may encroach upon this column between the bottom of the hood and the vent opening. Where chimneys or vents are installed, they shall have a spark arrester as defined in Section 202.*

Section 307.6.2 Devices using wood or fuels other than natural gas or liquefied-petroleum gas is hereby added as follows:

307.6.2 Devices using wood or fuels other than natural gas or liquefied-petroleum gas. *Permanent outdoor fireplaces burning wood or other solid fuel shall be constructed in accordance with the California Building Code with clearance from combustible construction and building openings as required therein. Fires in a fireplace shall be contained within a firebox with an attached chimney. The opening in the face of the firebox shall have an installed and maintained method of arresting sparks.*

The burning of wood or other solid fuel in a device is not allowed within 25 feet of combustible structures unless within an approved permanent fireplace, Conditions which could cause a fire to spread within 25 feet of a structure or to vegetation shall be eliminated prior to ignition. Fires in devices burning wood or solid fuel shall be in accordance with Sections 305, 307, and 308.

Exceptions:

1. *Portable fireplaces and fire rings/pits equipped with a device to arrest sparks shall be located at least 3' from combustible construction at R-3 occupancies,*
2. *Portable fireplaces, and fire pits/rings equipped with a device to arrest sparks, shall be located at least 15 feet from combustible structures at other R occupancies.*

Section 307.6.2.1 Where prohibited is hereby added as follows:

307.6.2.1 Where prohibited*. The burning of wood and other solid fuels shall not be conducted within a fuel modification zone, Wildfire Risk Area (WRA), Wildland-Urban Interface Area (WUI), or in locations where conditions could cause the spread of fire to the WRA or WUI.*

Exceptions:

1. *Permanent fireplaces that are not located in a fuel modification zone.*
2. *Where determined by the Fire Code Official that the location or design of the device should reasonably prevent the start of a wildfire.*

Section 324 Fuel Modification Requirements for New Construction is hereby added as follows:

324.1 Fuel Modification Requirements for New Construction*. All new structures and facilities adjoining land containing hazardous combustible vegetation shall be approved and in accordance with the requirements of OCFA Guideline C-05 "Vegetation Management Guideline – Technical Design for New Construction Fuel Modification Plans and Maintenance Program."*

Section 325 Clearance of brush or vegetation growth from roadways is hereby added as follows:

325.1 Clearance of brush or vegetation growth from roadways*. The fire code official is authorized to cause areas within 10 feet (3048 mm) on each side of portions of highways and private streets which are improved, designed or ordinarily used for vehicular traffic, to be cleared of flammable vegetation and other combustible growth. Measurement shall be from the flow-line or the end of the improved edge of the roadway surfaces.*

Exception: *Single specimens of trees, ornamental shrubbery or cultivated ground cover such as green grass, ivy, succulents or similar plants used as ground covers, provided that they do not form a means of readily transmitting fire.*

Section 326 Unusual Circumstances is hereby added as follows:

326.1 Unusual circumstances*. The fire code official may suspend enforcement of the vegetation management requirements and require reasonable alternative measures designed to advance the purpose of this code if determined that in any specific case that any of the following conditions exist:*

1. *Difficult terrain.*
2. *Danger of erosion.*

3. *Presence of plants included in any state and federal resources agencies, California Native Plant Society and county-approved list of wildlife, plants, rare, endangered and/or threatened species.*
4. *Stands or groves of trees or heritage trees.*
5. *Other unusual circumstances that make strict compliance with the clearance of vegetation provisions undesirable or impractical.*

Section 327 Use of Equipment is hereby added as follows:

***327.1 Use of equipment**. Except as otherwise provided in this section, no person shall use, operate, or cause to be operated in, upon or adjoining any hazardous fire area any internal combustion engine which uses hydrocarbon fuels, unless the engine is equipped with a spark arrester as defined in Section 202 maintained in effective working order, or the engine is constructed, equipped and maintained for the prevention of fire.*

Exceptions:

1. *Engines used to provide motor power for trucks, truck tractors, buses, and passenger vehicles, except motorcycles, are not subject to this section if the exhaust system is equipped with a muffler as defined in the Vehicle Code of the State of California.*

2. *Turbocharged engines are not subject to this section if all exhausted gases pass through the rotating turbine wheel, there is no exhaust bypass to the atmosphere, and the turbocharger is in good mechanical condition*

Section 327.2 Use of Equipment and Devices Generating Heat, Sparks or Open Flames is hereby added as follows:

***327.2 Equipment and devices generating heat, sparks or open flames**. During any time of the year within Wildfire Risk Areas, within or immediately adjacent to any forest- or brush-covered land or non-irrigated grass-covered land, no person shall use or operate any welding equipment, cutting torches, tar pots, grinding devices, or other tools or equipment that may produce a spark, fire, or flame that could result in a wildfire without doing the following:*

1. *First clearing away all flammable material, including snags, from the area around such operation for a distance of 30 feet or other approved method to reduce fire spread into the wildlands. If 30-foot clearing cannot be achieved, then an alternate method shall be approved by the AHJ prior to work starting.*
2. *Maintain one serviceable round point shovel with an overall length of not less than forty-six (46) inches and one backpack pump water-type fire extinguisher fully equipped and ready for use at the immediate area during the operation.*
3. *Stop work when winds are 8 MPH or greater during periods when relative humidity is less than 25%, or a red flag condition has been declared or public announcement is made, when an official sign was caused to be posted by the*

fire code official, or when such fires present a hazard as determined by the fire code official.

4. *Keep a cell phone nearby and call 911 immediately in case of fire.*

Section 327.3 Spark Arresters is hereby added as follows:

***327.3 Spark arresters**. Spark arresters shall comply with Section 202, and when affixed to the exhaust system of engines or vehicles subject to Section 327 shall not be placed or mounted in such a manner as to allow flames or heat from the exhaust system to ignite any flammable material.*

Chapter 4
Emergency Planning and Preparedness

Chapter 4: Emergency Planning and Preparedness is adopted in only those sections and subsections adopted by the SFM with the following amendment:

Section 407.5 is revised as follows:

407.5 Hazardous Materials Inventory Statement. Where required by the fire code official, each application for a permit shall follow *OCFA Guideline G-04 "Completion of the Chemical Classification"* in accordance with Section 5001.5.2.

Chapter 5
Fire Service Features

Chapter 5 Fire Service Features is adopted in its entirety as amended by the SFM with the following amendments:

SECTION 501.1 Scope is revised as follows:

501.1 Scope. Fire service features for buildings, structures and premises shall comply with this chapter *and, where required by the fire code official, with OCFA Guideline B-01, "Fire Master Plans for Commercial & Residential Development."*

Section 510.1 Emergency responder communications enhancement systems *in new buildings* is hereby deleted and replaced as follows:

***510.1 Emergency responder radio coverage in new buildings**. All new buildings shall have approved radio coverage for emergency responders within the building based upon the existing coverage levels of the public safety communication systems utilized by the jurisdiction at the exterior of the building. This section shall not require improvement of the existing public*

safety communication systems. The Emergency Responder Radio Coverage System shall comply with the requirements of the Orange County Sheriff's Department, Communications and Technology Division and, where the functionality or performance requirements in the California Fire Code are more stringent, this code.

Exceptions:

1. *In buildings or structures where it is determined by the fire code official that the radio coverage system is not needed, including but not limited to the following:*
    a. *Existing buildings or structures, unless required by the Building Official and OCFA for buildings and structures undergoing extensive remodel and/or expansion.*
    b. *Elevators.*
    c. *Structures that meet all of the following:*
        i. *Three stories or less, and*
        ii. *Do not have subterranean storage or parking, and*
        iii. *Do not exceed 50,000 square feet on any single story.*
    d. *Structures that meet all of the following:*
        i. *Residential structures four stories or less, and*
        ii. *Constructed of wood, and*
        iii. *Do not have subterranean storage or parking, and*
        iv. *Are not built integral to an above ground multi-story parking structure.*

Should a structure that is three stories or less and 50,000 square feet or smaller or any single story include subterranean storage or parking, then this ordinance shall apply only to the subterranean areas.

2. *In facilities where emergency responder radio coverage is required and such systems, components or equipment required could have a negative impact on the normal operations of the facility, the fire code official shall have the authority to accept an automatically activated emergency radio coverage system.*

Chapter 6
Building Services and Systems

Chapter 6 Building Services and Systems is adopted in its entirety as amended by the SFM.

Chapter 7
Fire and Smoke Protection Features

Chapter 7 Fire and Smoke Protection Features is adopted in its entirety as amended by SFM.

Chapter 8
Interior Finish, Decorative Materials and Furnishings

Chapter 8 Interior Finish, Decorative Materials and Furnishings is adopted in its entirety as amended by the SFM.

Chapter 9
Fire Protection and Life Safety Systems

Chapter 9 Fire Protection and Life Safety Systems is adopted in its entirety as amended by the SFM with the following amendments:

Section 903.2 Where required is hereby revised as follows:

> **903.2 Where required.** Approved automatic sprinkler systems in buildings and structures shall be provided *when one of the following conditions exists:*
>
> 1. ***New buildings:*** *Notwithstanding any applicable provisions of Sections 903.2.1 through 903.2.21, an automatic sprinkler system shall also be installed in all occupancies when the total building area, , exceeds 5,000 square-feet as defined in Section 202, regardless of fire areas or allowable area, or is more than two stories in height.*
>
> ***Exception:*** *Subject to approval by the Fire Code Official, open parking garages in accordance with Section 406.5 of the California Building Code that are smaller than the area specified in section 903.2.10 (3) or 903.2.10.1 of the California Fire Code.*
>
> ***2. Existing Buildings:*** *Notwithstanding any applicable provisions of this code, an automatic sprinkler system shall be provided in an existing building when an addition occurs and one of the following conditions exists:*
>
> *2.1 When an addition is 33% or more of the existing building area, and the resulting building area exceeds 5000 square feet*
> *2.2 When an addition exceeds 2000 square feet and the resulting building area exceeds 5000 square feet.*
> *2.3 An additional story is added above the second floor regardless of fire areas or allowable area.*
>
> ***Exception****: Additions to Group R-3 occupancies shall comply with Section 903.2.8 (2).*

Section 903.2.8 Group R is hereby revised as follows:

903.2.8 Group R. An automatic sprinkler system installed in accordance with Section 903.3 shall be provided throughout all buildings with a Group R fire area as follows:

1. ***New Buildings:*** *An automatic sprinkler system shall be installed throughout all new buildings.*

2. ***Existing R-3 Buildings:*** *An automatic sprinkler system shall be installed throughout when one of the following conditions exists:*

   2.1When the floor area of alterations within any two-year period exceeds 50 percent of gross floor area of the existing structure and the building gross floor area exceeds 5,500 square feet; or:
   2.2When an existing Group R Occupancy is being substantially renovated, and where the scope of the renovation is such that the Building Code Official determines that the complexity of installing a sprinkler system would be similar as in a new building.

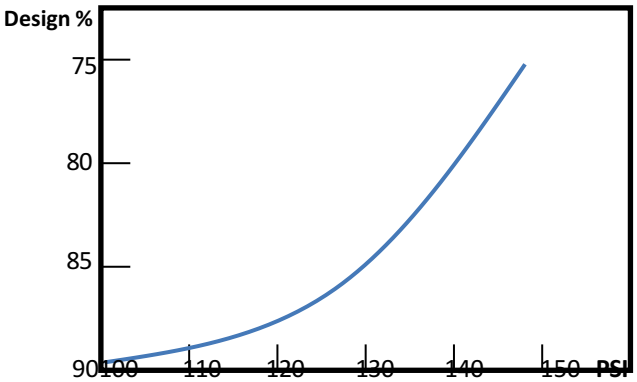
The **exceptions** in this section remain unchanged.

Section 903.3.5.3 Hydraulically calculated systems is hereby added as follows:

903.3.5.3 Hydraulically calculated systems. *The design of hydraulically calculated sprinkler systems shall not exceed 90% of the water supply capacity.*

Exception*: When static pressure exceeds 100 psi, and when required by the fire code official, the sprinkler system shall not exceed the water supply capacity specified by Table 903.3.5.3.*

TABLE 903.3.5.3
Hydraulically Calculated Systems



Chapter 10
Means of Egress

Chapter 10 Means of Egress is adopted in its entirety as amended by the SFM.

Chapter 11
Construction Requirements for Existing Buildings

Chapter 11 Construction Requirements for Existing Buildings is adopted in only those sections and subsections adopted by the SFM.

Chapter 12
Energy Systems

Chapter 12 Energy Systems is adopted in its entirety as amended by the SFM:

Chapter 20
Aviation Facilities

Chapter 20 Aviation Facilities is adopted in its entirety.

Chapter 21
Dry Cleaning

Chapter 21 Dry Cleaning is adopted in its entirety as amended by the SFM.

Chapter 22
Combustible Dust-Producing Operations

Chapter 22 Combustible Dust-Producing Operations is adopted in its entirety.

Chapter 23
Motor Fuel-Dispensing Facilities and Repair Garages

Chapter 23 Motor Fuel-Dispensing Facilities and Repair Garages is adopted in its entirety as amended by the SFM.

Chapter 24
Flammable Finishes

Chapter 24 Flammable Finishes is adopted in its entirety as amended by the SFM.

Chapter 25
Fruit and Crop Ripening

Chapter 25 Fruit and Crop Ripening is not adopted.

Chapter 26
Fumigation and Insecticidal Fogging

Chapter 26 Fumigation and Insecticidal Fogging is not adopted.

Chapter 27
Semiconductor Fabrication Facilities

Chapter 27 Semiconductor Fabrication Facilities is adopted in its entirety.

Chapter 28
Lumber Yards and Agro-Industrial, Solid Biomass and Woodworking Facilities

Chapter 28 Lumber Yards and Agro-Industrial, Solid Biomass and Woodworking Facilities is adopted in its entirety with the following amendments:

Section 2801.2 Permit is hereby revised as follows:

> **2801.2 Permit**. Permits shall be required as set forth in Section 105.5 *and 105.5.31.*

Section 2808.2 Storage site is hereby revised as follows:

> **2808.2 Storage site**. Storage sites shall be level and on solid ground, elevated soil lifts or other all-weather surface. Sites shall be thoroughly cleaned, *and approval obtained from the fire code official* before transferring products to the site.

Section 2808.3 Size of piles is hereby revised as follows:

> **2808.3 Size of piles.** Piles shall not exceed *15* feet in height*, 50* feet in width and *100* feet in length.
>
> **Exception:** The fire code official is authorized to allow the pile size to be increased where a fire protection plan is provided for approval that includes, but is not limited to, the following:

1. Storage yard areas and materials-handling equipment selection, design and arrangement shall be based upon sound fire prevention and protection principles.
2. Factors that lead to spontaneous heating shall be identified in the plan, and control of the various factors shall be identified and implemented, including provisions for monitoring the internal condition of the pile.
3. The plan shall include means for early fire detection and reporting to the public fire department; and facilities needed by the fire department for fire extinguishment including a water supply and fire hydrants.
4. Fire apparatus access roads around the piles and access roads to the top of the piles shall be established, identified and maintained.
5. Regular yard inspections by trained personnel shall be included as part of an effective fire prevention maintenance program.

Additional fire protection called for in the plan shall be provided and shall be installed in accordance with this code. The increase of the pile size shall be based upon the capabilities of the installed fire protection system and features.

Section 2808.3.1 Increase in pile or stack size is hereby deleted in its entirety.

Section 2808.4 Pile Separation is hereby revised as follows:

2808.4. Pile separation. Piles shall be separated from adjacent piles by~~:~~ *minimum distance of 20 feet. Additionally, piles shall have a minimum separation of 100 feet from combustible vegetation.*

Section 2808.7 Pile fire protection is hereby revised as follows:

2808.7 Pile fire protection. Automatic sprinkler protection shall be provided in conveyor tunnels and combustible enclosures that pass under a pile. Combustible conveyor systems and enclosed conveyor systems shall be equipped with an approved automatic sprinkler system. *Oscillating sprinklers with a sufficient projectile reach are required to maintain a 40% to 60% moisture content and wet down burning/smoldering areas.*

Section 2808.9 Material-handling equipment is hereby revised as follows:

2808.9 Material-handling equipment. *All material-handling equipment operated by an internal combustion engine shall be provided and maintained with an approved spark arrester.* Approved material-handling equipment shall be available for moving wood chips, hogged material, wood fines and raw product during fire-fighting operations.

Section 2808.11 Temperature control is hereby added as follows:

2808.11 Temperature control. *The temperature shall be monitored and maintained as specified in Sections 2808.11.1 and 2808.11.2.*

Section 2808.11.1 Pile temperature control is hereby added as follows:

2808.11.1 Pile temperature control*. Piles shall be rotated when internal temperature readings are in excess of 165 degrees Fahrenheit.*

Section 2808.11.2 New material temperature control is hereby added as follows:

2808.11.2 New material temperature control. *New loads delivered to the facility shall be inspected and tested at the facility entry prior to taking delivery. Material with temperature exceeding 165 degrees Fahrenheit shall not be accepted on the site. New loads shall comply with the requirements of this chapter and be monitored to verify that the temperature remains stable.*

Section 2808.12 Water availability is hereby added as follows:

2808.12 Water Availability*. Facilities with over 2500 cubic feet shall provide a water supply. The minimum fire flow shall be no less than 500 GPM @ 20 psi for a minimum of 1 hour duration for pile heights up to 6 feet and 2 hour duration for pile heights over 6 feet. If there is no water purveyor, an alternate water supply with storage tank(s) shall be provided for fire suppression. The water supply tank(s) shall provide a minimum capacity of 2500 gallons per pile (maximum 30,000 gallons) for piles not exceeding 6 feet in height and 5000 gallons per pile (maximum 60,000) for piles exceeding 6 feet in height. Water tank(s) shall not be used for any other purpose unless the required fire flow is left in reserve within the tank at all times. An approved method shall be provided to maintain the required amount of water within the tank(s).*

Section 2808.13 Tipping area is hereby added as follows:

2808.13 Tipping areas *shall comply with the following:*

1. *Tipping areas shall not exceed a maximum area of 50 feet by 50 feet.*
2. *Material within a tipping area shall not exceed 5 feet in height at any time.*
3. *Tipping areas shall be separated from all piles by a 20-foot-wide fire access lane.*
4. *A fire hydrant or approved fire water supply outlet shall be located within 150 feet of all points along the perimeter of the tipping area.*
5. *All material within a tipping area shall be processed within 5 days of receipt.*

Section 2808.14 Emergency Contact is hereby added as follows:

2808.14 Emergency Contact*. The contact information of a responsible person or persons shall be provided to the Fire Department and shall be posted at the*

entrance to the facility for responding units. The responsible party should be available to respond to the business in emergency situation.

Section 2808.15 Maximum Grid of Piles and Rows is hereby added as follows:

2808.15 Maximum Grid of Piles and Rows, *Rows of Piles shall not exceed 500 feet by 500 feet. Grids shall be separated by a minimum 50-foot clear space used for no other purpose.*

2808.16 Push-out / Clear area is hereby added as follows:

2808.16 Push-out / Clear area *Piles exceeding 20 cubic yards shall be provided with push-out areas. Push-out areas shall be maintained clear at all times to allow for the largest pile to be spread out to a depth of 2 feet in height. Push-out areas shall be located within 250 feet of all edges of any pile and shall be located a minimum of 20 feet from any building.*

Chapter 29
Manufacture of Organic Coatings

Chapter 29 Manufacture of Organic Coatings is adopted in its entirety.

Chapter 30
Industrial Ovens

Chapter 30 Industrial Ovens is adopted in its entirety.

Chapter 31
Tents, Temporary Special Event Structures and Other Membrane Structures

Chapter 31 Temporary Special Event Structures and Other Membrane Structures is adopted in its entirety as amended by the SFM.

Chapter 32
High-Piled Combustible Storage

Chapter 32 High-Piled Combustible Storage is adopted in its entirety as amended by the SFM.

Chapter 33
Fire Safety During Construction and Demolition

Chapter 33 Fire Safety During Construction and Demolition is adopted in its entirety as amended by the SFM.

Chapter 34
Tire Rebuilding and Tire Storage

Chapter 34 Tire Rebuilding and Tire Storage is adopted in its entirety as amended by SFM.

Chapter 35
Welding and Other Hot Work

Chapter 35 Welding and Other Hot Work is adopted in its entirety.

Chapter 36
Marinas

Chapter 36 Marinas is adopted in its entirety.

Chapter 37
Combustible Fibers

Chapter 37 Combustible Fibers is adopted in its entirety.

Chapter 39
Processing and Extraction Facilities

Chapter 39 Processing and Extraction Facilities is adopted in its entirety.

Chapter 40
Storage of Distilled Spirits and Wines

Chapter 40 Storage of Distilled Spirits and Wines is adopted in its entirety.

Chapter 41
Temporary Heating and Cooking Operations

Chapter 41 Temporary Heating and Cooking Operations is adopted in its entirety as amended by the SFM.

Chapter 48

Motion Picture and Television Production Studio Sound Stages, Approved Production Facilities and Production Locations

Chapter 48 Motion Picture and Television Production Studio Sound Stages, Approved Production Facilities and Production Locations is adopted in its entirety.

Chapter 50
Hazardous Materials – General Provisions

Chapter 50 Hazardous Materials – General Provisions is adopted in its entirety as amended by the SFM with the following amendments:

Section 5001.5.2 Hazardous Materials Inventory Statement (HMIS), is hereby revised as follows:

> **5001.5.2 Hazardous Materials Inventory Statement (HMIS).** Where required by the fire code official, an application for a permit shall follow OCFA Guideline G-04 "Completion of the Chemical Classification", *which shall be completed and approved prior to approval of plans, and/or the storage, use or handling of chemicals on the premises.*

Section 5003.1.1.1 Extremely Hazardous Substances is hereby added as follows:

> ***5003.1.1.1 Extremely Hazardous Substances**. No person shall use or store any amount of extremely hazardous substances (EHS) in excess of the disclosable amounts (see Health and Safety Code Section 25500 et al) in a residential zoned or any residentially developed property.*

Chapter 51
Aerosols

Chapter 51 Aerosols is adopted in its entirety.

Chapter 53
Compressed Gases

Chapter 53 Compressed Gases is adopted in its entirety.

Chapter 54
Corrosive Materials

Chapter 54 Corrosive materials is adopted in its entirety as amended by the SFM.

Chapter 55
Cryogenic Fluids

Chapter 55 Cryogenic Fluids is adopted in its entirety.

Chapter 56
Explosives and Fireworks

Chapter 56 Explosives and Fireworks is adopted in its entirety as amended by the SFM with the following amendments:

Section 5608.2 Firing is hereby added as follows:

> ***5608.2 Firing.*** *All fireworks displays, regardless of mortar, device, or shell size, shall be electrically fired.*

Section 5608.3 Application for Permit is hereby added as follows:

> ***Section 5608.3 Application for Permit****. A diagram of the grounds on which the display is to be held showing the point at which the fireworks are to be discharged, the fallout area based on 100 feet per inch of shell size, the location of all buildings, roads, and other means of transportation, the lines behind which the audience will be restrained, the location of all nearby trees, telegraph or telephone line, or other overhead obstructions shall be provided to OCFA.*

Chapter 57
Flammable and Combustible Liquids

Chapter 57 Flammable and Combustible Liquids is adopted in its entirety as amended by the SFM.

Chapter 58
Flammable Gases and Flammable Cryogenic Fluids

Chapter 58 Flammable Gases and Flammable Cryogenic Fluids is adopted in its entirety as amended by the SFM.

Chapter 59
Flammable Solids

Chapter 59 Flammable Solids is adopted in its entirety.

Chapter 60
Highly Toxic and Toxic Materials

Chapter 60 Highly Toxic and Toxic Materials is adopted in its entirety.

Chapter 61
Liquefied Petroleum Gases

Chapter 61 Liquefied Petroleum Gases is adopted in its entirety.

Chapter 62
Organic Peroxides

Chapter 62 Organic Peroxides is adopted in its entirety.

Chapter 63
Oxidizers, Oxidizing Gases, and Oxidizing Cryogenic Fluids

Chapter 63 Oxidizers, Oxidizing Gases, and Oxidizing Cryogenic Fluids is adopted in its entirety.

Chapter 64
Pyrophoric Materials

Chapter 64 Pyrophoric Materials is adopted in its entirety.

Chapter 65
Pyroxylin (Cellulose Nitrate) Plastics

Chapter 65 Pyroxylin (Cellulose Nitrate) Plastics is adopted in its entirety.

Chapter 66 Unstable (Reactive) Materials

Chapter 66 Unstable (Reactive) Materials is adopted in its entirety.

Chapter 67
Water-Reactive Solids and Liquids

Chapter 67 Water-Reactive Solids and Liquids is adopted in its entirety.

Chapter 80
Referenced Standards

Chapter 80 Referenced Standards is adopted in its entirety as amended by the SFM with the following amendments:

NFPA 13, 2025 Edition, **Standard for the Installation of Sprinkler Systems** is hereby amended as follows:

Section 9.2.1.7 is hereby revised as follows:

9.2.1.7 Concealed spaces filled with noncombustible insulation shall not require sprinkler protection when approved by the fire code official.

Section 9.4.3.1 is hereby revised as follows:

9.4.3.1 When fire sprinkler systems are installed in shell buildings of undetermined use (Spec Buildings) other than warehouse (S occupancies), fire sprinklers of the quick-response type shall be used. Use is considered undetermined if a specific tenant/occupant is not identified at the time the fire sprinkler plan is submitted. Sprinklers in light hazard occupancies shall be one of the following:

1. Quick-response type as defined in 3.3.223.4.16
2. Residential sprinklers in accordance with the requirements of Chapter 12
3. Quick-response CMSA sprinklers
4. ESFR sprinklers
5. Standard-response sprinklers used for modifications or additions to existing light hazard systems equipped with standard-response sprinklers.
6. Standard-response sprinklers used where individual standard-response sprinklers are replaced in existing light hazard systems

Section 16.12.3.3 is hereby revised as follows:

16.12.3.3 Fire department connections *(FDC)* shall be of an approved type. *The location shall be approved and be no more than 150 feet from a public hydrant. The FDC may be located within 150 feet of a private fire hydrant when approved by the fire code official. The size of piping and the number of 2½" inlets shall be approved by the fire code official. If acceptable to the water authority, it may be installed on the backflow assembly. Fire Department inlet connections shall be painted OSHA safety red or as approved. When the fire sprinkler density design requires more than 500 gpm (including inside hose stream demand), or a standpipe system is included, four 2½" inlets shall be provided.*

NFPA 13D *2025* Edition, Standard for the Installation of Sprinkler Systems in One- and Two-Family Dwellings and Manufactured Homes is hereby amended as follows:

Section 7.1.2 is hereby revised as follows:

7.1.2 The sprinkler system piping shall not have separate control valves installed unless supervised by *a central station, proprietary, or remote station alarm service.*

NFPA 24, *2025* Edition, Standard for the Installation of Private Fire Service Mains and Their Appurtenances is hereby amended as follows:

Section 6.2.8.1 is hereby added as follows:

6.2.8.1 *All indicating valves controlling fire suppression water supplies shall be painted OSHA red.*

Exceptions:

1. *Brass or bronze valves on sprinkler risers mounted to the exterior of the building may be left unpainted.*
2. *Where OS&Y valves on the detector check assembly are the only control valves, at least one OS&Y valve shall be painted red.*

Section 6.2.9 is hereby amended as follows:

All connections to private fire service mains for fire protection systems shall be arranged in accordance with one of the following so that they can be isolated:

(1) A post indicator valve installed not less than 40 ft (12 m) from the building

(a) For buildings less than 40 ft (12 m) in height, a post indicator valve shall be permitted to be installed closer than 40 ft (12 m) but at least as far from the building as the height of the wall facing the post indicator valve.
(b) Post indicating valves shall be allowed to be closer than 40 ft (12 m) to the building when a property line or other physical barriers make it impossible to have a post indicating valve 40 ft (12m) away.
(c) Post indicating valves shall be allowed to be closer than 40 ft (12m) to the building when building driveway or fire access roadways or other buildings traffic make it impractical to be 40 ft (12m).

(2) A wall post indicator valve on risers located within the building, either a non-rising stem gate valve with a wall post indicator or a listed butterfly valve with an indicating handle extending out through the building wall.

(3) A backflow preventer with at least one indicating valve not less than 40 ft (12m) from the building.
(a) For buildings less than 40 ft (12m) in height, a backflow preventer with at least one indicating valve shall be permitted to be installed closer than 40 ft (12m) but at least as far from the building as the height of the wall facing the backflow preventer.
(b) Backflow preventer valves shall be allowed to be closer than 40 ft

(12m) to the building when a property line or other physical barriers make it impossible to have a backflow preventer valve 40 ft (12m) away.

(c) Backflow preventer valves shall be allowed to be closer than 40 ft (12m) to the building when building driveway or fire access roadways or other building traffic make it impractical to be 40 ft (12M).

(4) Indicating control valves installed in a fire-rated room accessible from the exterior.

(5) Indicating control valves in a fire-rated stair enclosure accessible from the exterior as permitted by the AHJ.

(6) Any other valve type or location as permitted by the AHJ.

Section 10.1.5 is hereby added as follows:

10.1.5 *All ferrous pipe and joints shall be polyethylene encased per AWWA C150, Method A, B, or C. All fittings shall be protected with a lose 8-mil polyethylene tube or sheet. The ends of the tube or sheet shall extend past the joint by a minimum of 12 inches and be sealed with 2-inch-wide tape approved for underground use. Galvanizing does not meet the requirements of this section.*

Exception*: 304 or 316 Stainless Steel pipe and fittings*

Section 10.4.1.1 is hereby revised as follows:

10.4.1.1 All bolted joint accessories shall be cleaned and thoroughly coated with asphalt or other corrosion-retarding material after installation.

Exception*: Bolted joint accessories made from 304 or 316 stainless steel.*

Section 10.4.1.1.1 is hereby added as follows:

10.4.1.1.1 *All bolts used in pipe-joint assembly shall be 316 stainless steel.*

Section 10.4.3.2 is hereby deleted and replaced as follow:

10.4.3.2 Where fire service mains enter the building adjacent to the foundation, the pipe may run under a building to a maximum of 24 inches, as measured from the interior face of the exterior wall to the center of the vertical pipe. The pipe under the building or building foundation shall be 304 or 316 stainless steel and shall not contain mechanical joints or it shall comply with 10.4.3.2.1 through 10.4.3.2.4.

Appendices

Appendix A is not adopted.

Appendix B is adopted in its entirety as amended by the SFM.

Appendix BB is adopted in its entirety.

Appendix C is adopted in its entirety as amended by the SPM..

Appendix CC is adopted in its entirety. **Appendix D** is not adopted.

Appendix E is not adopted.

Appendix F is not adopted.

Appendix G is not adopted.

Appendix H is adopted in its entirety. **Appendix I** is not adopted.

Appendix J is not adopted.

Appendix K is not adopted.

Appendix L is not adopted.

Appendix M is not adopted.

Appendix N is not adopted.

Appendix O is not adopted.

Appendix P is not adopted.

Appendix Q is not adopted.

SECTION III: This Ordinance is exempt from the provisions of the California Environmental Quality Act, ("CEQA"), 14 California Code of Regulation 15061(b)(3).

SECTION IV: If any section, subsection, sentence, clause, phrase or portion of this Ordinance is for any reason held out to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council of the City of Cypress hereby declares that it
would have adopted this ordinance and each section, subsection, sentence, clause, phrase or portion thereof irrespective of the fact that any one or more sections, subsection, sentence clause, phrases or portions be declared valid or unconstitutionally.

SECTION V: The City Clerk is hereby authorized and directed to certify as the passage of this Ordinance and to give notice thereof by causing copies of this Ordinance to be posted in three public places throughout the City.

FIRST READING at a regular meeting of the City Council of the City of Cypress held on the 13th day of October 2025 and finally adopted and ordered posted at a regular meeting held on the 10th day of November 2025.

_____
MAYOR OF THE CITY OF CYPRESS

ATTEST:

_____
CITY CLERK OF THE CITY OF CYPRESS

STATE OF CALIFORNIA)
COUNTY OF ORANGE) SS

I, LINDA BERGLUND, Interim City Clerk for the City of Cypress, DO HEREBY CERTIFY that the foregoing Ordinance was duly adopted at a regular meeting of the City Council of the City of Cypress held on the 10th day of November 2025, by the following roll call vote:

AYES:	COUNCIL MEMBERS
NOES:	COUNCIL MEMBERS
ABSENT:	COUNCIL MEMBERS

_____
CITY CLERK OF THE CITY OF CYPRESS

CITY OF CYPRESS

CITY COUNCIL REPORT

City Council Regular **11.**

FROM: Lisa Berglund, Interim City Clerk

DATE: 11/10/2025

SUBJECT: **Review City Council Applicants and Select Those to be Interviewed**

RECOMMENDATION

Select applicants to be interviewed to fill the vacant City Council seat.

SUMMARY

During the October 13, 2025, City Council meeting the City Council voted to fill the current at-large vacant City Council seat via an application and interview process. The City Council voted to set the application deadline for Thursday, October 30, 2025, at 5:00 p.m. and voted to schedule interviews for Wednesday, November 19, 2025, beginning at 5:00 p.m. The City Council further voted to hold 20-minute interviews per applicant, to be held every 30 minutes, allowing for a 10-minute interval between applicants.

DISCUSSION

Sixteen Cypress residents submitted applications to serve the remainder of the vacant Council Member term expiring in November 2026. Based on the City Council's direction on October 13, 2025, November 10 was selected to review the applications for the City Council vacancy. Notice of the vacancy and application process were published in the Orange County Register, the LA Times and the City's Facebook page. Notices were also posted on the City's website and outside City Hall and the City Council Chambers.

The application deadline was Thursday, October 30, 2025, at 5:00 p.m. To be eligible for appointment, an applicant must be at least eighteen years of age, be a citizen of the United States, be a registered voter of the City of Cypress (per Gov. Code § 36502(a)) and reside within the city limits of Cypress. The sixteen applicants have all met the minimum eligibility requirements and are listed below:

1. Quintin Bentley
2. Jimmy Fuller
3. Candi Kern
4. Edwin Kraemer

5. Marcelo Lee
6. Anne Mallari
7. Frances Marquez
8. Jhofelle Maruzzo
9. Claudia Nessary
10. Christopher Paik
11. Michele Poutemour
12. Rachel Strong
13. Jack Torossian
14. Tim Vink
15. William “Bill” Wostenberg
16. Ryan Azie

The Orange County Registrar of Voters has confirmed that all applicants are registered voters. Their application submittals are attached herewith as well as posted on the City’s website. There are no provisions in the Elections Code or the Cypress Municipal Code related to interviews as part of the nomination process. Therefore, the City Council is able to proceed with the November 19, 2025, interviews.

NOMINATION PROCESS:
Staff recommends that each member of the City Council nominate two applicants to be interviewed using the nomination form provided by the City Clerk. The completed nomination forms are to be turned in to the City Clerk for tabulating. The City Clerk will report the nominations of each Council member and report the results of the applicants receiving the most votes to be interviewed. Immediately following the City Clerk's report, a list of the finalist applicants will be shared on the screen in the City Council Chambers, in random order. This is the order in which applicants will be interviewed on November 19, 2025.

The randomized list will be created using Microsoft Excel. In preparation for the meeting, staff entered the names of all applicants into an Excel spreadsheet. Once the City Council completes their nominations, the names of the finalists will remain on the Excel spreadsheet and the sort feature will be used to shuffle the names and create a true randomized list of the finalists.

NEXT STEPS:
During the November 19 special meeting, all applicants will be asked the same set of questions (attached). Applicants will be called to the podium in random order and asked to present to the City Council. As a reminder, the deadline imposed by the California Elections Code for the City Council to make an appointment to fill the vacancy is November 30, 2025.

BUDGET IMPACT
There is no cost associated with an appointment to fill the vacancy.

LEGAL REVIEW
The City Attorney has reviewed this staff report.

APPROVED BY: Sean Joyce, Interim City Manager

Attachments

Applicant Questions
Bentley, Q
Fuller, J
Kraemer, E
Lee, M
Mallari, A
Marquez, F
Maruzzo, J
Nessary, C
Strong, R
Torossian, J
Vink, T
Wostenberg, B
Paik, C
Kern, C
Poutemour, M
Azie, R

CITY OF CYPRESS
2025 CITY COUNCIL VACANCY
APPLICANT INTERVIEW QUESTIONS

11/19/2025

1. Applicant Opening Statement (2-3 minutes)

2. What do you see as the most important issues facing the City and where would you focus your energies, if you are selected to become a member of the City Council?

3. Tell us something you have done recently that benefitted your neighbors or the community as a whole.

4. Describe the process you would use to reach a decision when voting on a contentious issue where there are strong opinions on both sides?

5. It can be challenging to get along well with people who hold different views. If you become a council member, how will you help ensure that council meetings are respectful and reflect well on our city?

6. If you are appointed to the City Council, do you plan to run for a full term in the next election in which you are eligible to run?

7. Closing Statement (60 to 90 seconds)

***The City Council will determine the order of questions and/or ask follow-up questions as time permits.**

Quintin Bentley

Cypress, CA, [redacted]

EDUCATION

California State University, Long Beach — Long Beach, CA
Master of Business Administration — May 2025
4.0 GPA – Summa Cum Laude

Eastern Washington University — Cheney, WA
Bachelor of Science in Applied Developmental Psychology — June 2014

PROFESSIONAL EXPERIENCE

Cypress High School — Various Locations (Seattle, Orange County, Los Angeles County)
Special Education Teacher — October 2014-Present

- Lead classroom and school-based operations across general and special education settings for K–12 students.
- Facilitate Positive Behavioral Interventions and Supports (PBIS), co-chaired implementation, and secured $55K in funding through nonprofit partnerships.
- Developed training materials, authored employee handbooks, and led professional development trainings for 18 staff members.
- Mentor staff and supported school leadership to improve instructional outcomes and operational efficiency.

Associated Students Incorporated at CSULB — Long Beach, CA
Senator, College of Business — May 2024- May 2025

- Served on the Board of Directors for ASI, approved the actions of subsidiary boards, and authorized the appropriation of funds.
- Provided oversight for the $315M Future U renovation project of the University Student Union (2025–2028).
- Chair the Senate Audit Committee overseeing a multimillion-dollar operational budget review process.
- Developed policy recommendations on academic standards and student well-being impacting 42,000+ stakeholders.

Long Beach Transit — Long Beach, CA
Regulatory Compliance & Civil Rights, Government Relations — August 2024-May 2025

- Lead cross-department compliance programs with legal, operations, and procurement teams to improve organizational efficiency and mitigate risk.
- Audited EEO, DBE, Title VI, and ADA programs to ensure compliance standards for state and federal agencies.
- Analyzed infrastructure and capital investment needs; research grants for zero-emission buses, ferry upgrades, and electrification systems.

LEADERSHIP & COMMUNITY ENGAGEMENT

- Commissioner, Recreation and Community Services, City of Cypress — June 2025-Present
- Board Member, Cypress Community Festival Association — January 2024-Present
- Coach (Track & Field, Basketball, Flag Football, Soccer, Hockey, Javelin) — May 2009-Present
- Graduate Representative, CSULB Graduate Studies Advisory Committee — May 2024-May 2025
- Cypress Citizens Academy — April 2023-June 2023

SKILLS & CERTIFICATIONS

- Operations Strategy | Cross-Functional Collaboration | Budget Management
- Data Analysis | Regulatory Reporting | Stakeholder Engagement
- Certificates: Notary Public, Google Project Management Certificate

AWARDS

- Outstanding Scholar in Business | Emerging Leader | Senator of the Month – February 2025

Contact Information

Quintin Bentley
Email: [redacted] Phone: [redacted]
[redacted]
Cypress, CA 90630

My Voter Status

Personal Information

First name	QUINTIN
Last name	BENTLEY
Status	ACTIVE
Your preferred language to receive election material is	ENGLISH
Address where you are registered to vote	[redacted] CYPRESS 90630
Your political party preference is	DEMOCRATIC
Vote-by-Mail in All Elections	All active registered voters will be mailed a vote-by-mail ballot for every election. If you want to vote in person, you must turn in your vote-by-mail ballot, or you may be required to vote a provisional ballot. You can track the status of your vote-by-mail ballot. Sign up for ballot tracking.
You are registered to vote in	ORANGE COUNTY County website: http://www.ocvote.com/ County phone: 714-567-7600

Voters have the option to receive important election information by email. To add or verify your email address please review the Email Contact Information section below.

To change your voter information, please re-register to vote.

References

- Dr. Miles Nevin – Associate Vice President & Executive Director, Student Auxiliary Enterprises
  - Email: [redacted]
  - Phone: [redacted]
- Laura Butt – Government Affairs Senior Coordinator at CSULB ASI
  - Email: [redacted]
  - Phone: [redacted]
- Charan Singh – Finance Professor at CSULB
  - Email: [redacted]
  - Phone: [redacted]
- Shawn Forsberg – Manager of Operations at Hartwell Corp. (Shawn was a classmate at CSULB)
  - Email: [redacted]
  - Phone: [redacted]
- Leslie Chavez – Principal at Carl E. Gilbert Elementary School in Buena Park
  - Email: [redacted]
  - Phone: [redacted]

Qualifications, Experience, Education, and Community Engagement

For over a decade, I've dedicated my life to helping people - whether supporting students in classrooms across multiple cities, mentoring staff through complex workplace challenges, or guiding community programs that strengthen our neighborhoods. This mission has guided every professional and personal decision I've made, often at a financial cost to myself and never for political ambition. Through education, leadership, and service, I've developed the experience, perspective, and dedication needed to contribute meaningfully to our community.

I attended Seattle Lutheran High School, where I received an education grounded in Christian values. I earned a Bachelor of Science in Applied Developmental Psychology from Eastern Washington University and an MBA from California State University, Long Beach, graduating Summa Cum Laude, earning the Emerging Leader Certificate, and receiving the Outstanding Scholar in Business Award. During my MBA program, I was selected to participate in a global business strategy competition amongst the top scoring participants because I achieved the highest Return on Equity (ROE) in the initial round, outperforming over 600 competitors. I went on to finish in the top five, honing my strategic thinking, collaboration, and problem-solving skills on an international level.

During the 2024–25 academic year, I served as the Senator for the College of Business, representing over 42,000 students. In this role, I helped oversee the $315 million "Future U" project to renovate the University Student Union and chaired the Senate Audit Committee, leading reviews of multimillion-dollar operational budgets. I authored resolutions advocating public policy reform, mental health inclusion, and academic fairness, including a major overhaul of the university's grade appeal process. For these efforts, I was recognized as Senator of the Month (February 2025).

Over the past decade, I've dedicated my career to public service and education, working with hundreds of students and staff. Beginning in 2017, I took on leadership responsibilities by helping colleagues navigate employee contracts and workplace issues and serving as a mediator between staff and district administrators. I have also written employee handbooks, secured over $55,000 in donations in a single year through nonprofit partnerships, taught professional development sessions to more than 18 staff members, and helped create a mentorship program for newly hired special education staff. In special education, there's a saying: *when I see a need, I fill a need*. This principle has guided my approach to problem-solving and leadership throughout my career.

Beyond my professional career, I've served as a coach at the high school and middle school levels for track & field, javelin, basketball, soccer, hockey, and girls flag football at Cypress High School. I also organized a book drive that collected 3,400 books for a Title 1 school n Buena Park, helping ensure that students from under-resourced communities had access to educational materials. I participated in the 2023 Cypress Citizens Academy, gaining insight into city operations, and served as a Board Member for the Cypress Community Festival Association. Most recently, I was appointed Commissioner for Recreation and Community Services, providing firsthand experience with the city's commitment to parks, recreation, and community engagement.

Outside of work and civic service, I completed a 50 km race in October 2025. Training for and finishing such a long-distance event reinforced the values I bring to public service: dedication, discipline, perseverance, and the ability to plan for long-term goals while staying committed through challenges.

Helping others has always been my purpose. Every classroom I've taught in, every committee I've served on, and every initiative I've championed has strengthened my belief that lasting impact begins with listening, learning, and leading by example. I'm proud of the journey that brought me here, and even more excited about the opportunity to continue serving the community.

Statement of Interest in Serving on City Council

My primary motivation for applying to the Cypress City Council is simple: to help people. Every role I've taken - teacher, coach, commissioner, advocate - has centered on improving lives and strengthening the communities I serve. My career in public service, combined with my education in business and leadership, has prepared me to contribute effectively to the continued success of Cypress.

Cypress is a city defined by its sense of community, safety, and opportunity. I want to contribute to maintaining and enhancing these strengths through responsible governance, transparency, and collaboration. My background in public service, education, and compliance has prepared me to thoughtfully evaluate policies, budgets, and programs that impact residents' daily lives. I do not follow political narratives; I am more concerned with doing what is right for the community than with adhering to a party or ideology.

As Senator for the College of Business at CSULB, I listened closely to students' concerns regarding mental health and campus affordability. To address their concerns, I wrote a resolution advocating for addiction services including increased outreach efforts by university staff, overdose reversal drugs, and test strips for people to check if their drink has been spiked. This resolution unanimously passed in the student senate and was well received by the staff at the university. I also helped address student concerns regarding increased student fees for the $315 million *Future U* capital project by supporting additional grant opportunities, bundled textbook programs, and recommending features that maximize the value of the new student union. Through this experience, I learned that the best representatives show up consistently, engage with their constituents, prepare for difficult conversations, stand by their votes even when unpopular, and know when to change their opinion when new information or perspectives warrant it.

I have also faced moments where leadership required standing alone. On several highly politicized issues, I was the sole opposition vote - even when the chamber was filled with protesters and criticism followed online. Those experiences reinforced my belief that leadership is not about popularity; it is about integrity, preparation, and the courage to do what is right.

I've spent over a decade in public service working with schools, city programs, and community organizations. I currently serve as a Commissioner for Recreation and Community Services and as a Board Member of the Cypress Community Festival Association. These roles have deepened my connection to the people who make Cypress special and strengthened my commitment to give back to the city I love.

As a parent of two young children, I am particularly motivated to ensure that Cypress remains a safe, vibrant, and nurturing place to grow up. I want to help create opportunities for families, maintain high-quality schools and parks, and ensure that city policies reflect the needs of the next generation. My personal investment in the city's future inspires me to make decisions that protect and enhance the quality of life for all residents.

If given the opportunity to serve on the City Council, I want to help shape policies that keep Cypress a valuable and welcoming market for businesses while maintaining the sense of community that defines us. I believe thoughtful leadership, transparency, and collaboration can ensure Cypress continues to thrive, now and for generations to come.

Statement of Visions for Cypress

Cypress is a city that already does many things exceptionally well. Our roads are well-maintained and safe, our parks are vibrant and accessible, and our schools provide top-notch education for our children. Our thriving business community serves as the backbone of the local economy, and our housing market continues to provide stability and opportunity for families. These successes are the foundation upon which we can build a bright future, and they demonstrate that Cypress is a city that values quality, community, and progress.

The best path forward for Cypress is to follow the principle at the heart of our city logo: progress. For me, progress means building on our strengths while making thoughtful, deliberate decisions that ensure long-term prosperity. We must continue to maintain and enhance our infrastructure, support and grow our local businesses, and invest in parks, recreation, and community programs that make Cypress a great place to live and work.

Housing growth must be managed responsibly. Cypress should add new housing in a measured way that supports families and residents without overwhelming our infrastructure or changing the character of our neighborhoods. We must learn from the challenges faced by cities like Seattle and plan carefully to maintain the quality of life that makes Cypress special.

Equally important is planning for the long-term fiscal health of the city. Responsible budgeting, strategic investments, and thoughtful oversight of city resources will ensure that Cypress can continue to provide excellent services, maintain our facilities, and support residents and businesses for generations to come.

Cypress also benefits from a highly engaged community, and that engagement must continue to grow. Residents, business owners, and community organizations bring invaluable insights and energy that strengthen local programs and decision-making. Encouraging civic participation, creating open forums for discussion, and fostering collaboration will ensure that the city remains responsive to the needs of all its residents.

Innovation is another key to sustaining our city's success. By embracing new technologies, environmentally responsible practices, and forward-looking urban planning, Cypress can maintain its competitive edge and continue to attract businesses, families, and talent. Thoughtful integration of innovation will enhance city services, improve quality of life, and position Cypress as a model community in the region.

Public safety is a core priority for a thriving city. I support our police in their efforts to protect residents and maintain order, while also implementing programs that reduce traffic accidents and improve street safety for drivers, pedestrians, and cyclists alike. Maintaining safe streets is fundamental to sustaining the quality of life that makes Cypress a desirable place to raise a family.

Finally, the future of Cypress depends on engaged, inclusive, and transparent leadership. I envision a city where decision-making involves collaboration with residents, businesses, and community organizations, ensuring all voices are heard and considered. By fostering strong communication and trust between the city and its residents, we can make decisions that are not only smart and sustainable but also reflect the values and priorities of the people in the community.

My vision for Cypress is a city that remains safe, vibrant, and connected; a city that encourages civic engagement and collaboration; and a city that embraces progress - not as a slogan, but as a guiding principle in every decision we make. By building on what works, planning responsibly for growth, and prioritizing long-term sustainability, we can ensure that Cypress remains a city we are proud to call home.

Statement of Interest
Vision for Cypress
References

Applicant: Jimmy Fuller
Residence: [redacted] Cypress CA 90630
Registered Vote: Yes – since 2012

Statement of Interest:

I, Jimmy Fuller, am interested in being appointed to fill the vacant position on the Cypress City Council left by Council Member Minikus.

Vision for Cypress:

My name is Jimmy Fuller, and I am a lifelong resident of Cypress. I grew up here, attended Cypress High School, and have been fortunate to build my life in a community that shaped who I am. Cypress is not just where I live — it is part of my identity and the place I am proud to call home. My commitment to this city has guided my professional career in the construction industry and inspired my extensive service through Cypress-based nonprofit organizations.

Deep Commitment Through Community Service

Giving back to the community that raised me is one of my core values. I have dedicated countless volunteer hours over many years to support Cypress residents, youth, and families, because I believe that strong communities are built by people who show up, contribute, and care.

I currently serve as President of the Cypress Community Festival, the largest annual event in our city. Since taking office in 2021, I worked hand-in-hand with the City to reinvigorate the festival, bringing energy, financial stability, and new experiences to our residents. Under my leadership, the festival has grown every year and recently celebrated its best Chili & Salsa turnout since COVID. The festival is now thriving and remains a beloved tradition that brings our community together.
I also ran the annual AYSO Memorial Day Tournament for eight years, bringing more than 10,000 families to Cypress annually. This three-day event hosted up to 200 youth soccer teams and supported local businesses, hotels, and restaurants while showcasing our parks and sports facilities.

Most recently, I joined the Cypress High Education Foundation, where I look forward to working with Principal Brown and the board to raise funds and expand enrichment opportunities for

Cypress High School students. Supporting youth and education is one of the most meaningful ways we can invest in our city's future, and I am proud to continue serving in this capacity.

Strengths of Cypress

Cypress stands strong because of years of thoughtful leadership and community partnership. We benefit from:

- An exceptional police department and safe neighborhoods
- Well-maintained roads, public infrastructure, and city services
- Outstanding parks and recreation programs with highly-attended events
- A top-tier school district that attracts and retains families

These strengths are worth protecting, celebrating, and expanding.

Vision for the Future

My vision is to preserve what makes Cypress great while preparing for our evolving future:

- Encourage affordable, high-quality housing to attract new families and retain longtime residents
- Retain local businesses while attracting new employers and corporate offices
- Invest in park upgrades and recreational facilities — many are aging and deserve reinvestment
- Support youth sports and nonprofit organizations that enrich the community
- Expand and enhance community events to reflect and celebrate our city’s diverse cultural fabric

We must continue honoring our roots while welcoming the next generation to plant their own here.

Why the Appointment Should Be City-Wide

I also believe strongly in fairness and equal opportunity for all Cypress residents. Councilmember Minikus was elected at-large. In 2026, District 5 residents will have the opportunity to elect their own representative for the first time in this cycle. To honor that democratic process, this temporary appointment should remain open to qualified applicants from all districts, not just District 5.

Appointing someone from District 5 today would effectively grant them an early advantage and allow them to run as an “incumbent” in 2026 — despite never having been elected by District 5 voters. That would be unfair to the residents and to future candidates.

District 5 voters deserve a fresh slate and a fair election.

If appointed, I pledge to represent every neighborhood, every family, and every resident of Cypress, regardless of district. I fully understand this would be a one-year term, and I embrace the responsibility of serving as a bridge Council Member — supporting the current Council and ensuring a fair transition until District 5 voters choose their representative in the 2026 election.

Leadership Philosophy

I believe in teamwork, respect, and servant leadership. The City Council functions best when it works collaboratively, shares ideas openly, and maintains professionalism. Healthy debate has a place in government, but it must always be civil and respectful. Public officials must be held to a high standard — and if appointed, I will honor that expectation every day.

References:

1. Brittney Cook – Resident & Community Volunteer
   Phone: [redacted]
2. Sue Ochoa – Cypress Teacher of the Year
   Phone: [redacted]
3. Kelsey Crawford – Landell PTA President
   [redacted]
4. Greg Nelson – Altitude Design Office (Professional Reference)
   [redacted]
5. Farriah Harding – Ruggles (Professional Reference)
   [redacted]

Closing

I love this city. Cypress has given me so much — a childhood filled with opportunity, lifelong friendships, a safe place to live and grow, and now a chance to give back as an adult. We are an exceptional community, and although we have much to be proud of, improvement and innovation are always possible.

I am applying not for political title, but to serve, support our current Council, and help guide Cypress through this period of transition with dedication, integrity, and community-first leadership.

Thank you for your consideration.

[redacted]

JIMMY FULLER

Cypress, CA 90630
[redacted]

Organized Office Manager with noted experience in administrative management. Prioritize projects and multitask effectively to achieve project goals. Methodical and detail-oriented team player with expertise in team leadership. Offering these skills and strong work ethic.

Longtime community volunteer with a proven track record of serving the City of Cypress.

Work History

December 2018 - Current

Office Manager *RNF, Azusa, CA*

- Optimized organizational systems for payment collections, AP/AR, deposits, and recordkeeping.
- Completed weekly payroll for all employees.
- Obtained and reviewed construction insurance information and delivered to contract administrators.
- Communicated with clients daily via emails, telephone, and texting
- Coordinated procurement of project plans and specifications and routed data to construction management team.
- Negotiated and executed contracts on behalf of the company.
- Maintained primary relationship accountability for clients, overall servicing responsibility and client satisfaction to maximize profitability of client relationships.
- Oversee and project manage all projects at airport facilities including LAX, SNA, LAS, etc.

January 2013 - September 2018

Construction Manager *AGI, Various - Travel Weekly*

- Communicated daily with vendors to keep project fully operational.
- Surveyed sites to determine material needs and accurately manage inventories and budgets.
- Verified completed projects met approved time, quality, and cost estimates.
- Collaborated with contractors, architects, engineers, and public agencies to complete projects within timeline limitations and budget constraints.
- Kept sites compliant with OSHA, state, and local regulations to prevent unnecessary risks.
- Monitored subcontractor operations and applied effective time, resource, and money management strategies to delivery under-budget project completion.
- Prepared and managed project budgets to accurately track costs and expenses.

Education

October 2021

Bachelor of Science in Aviation Construction Embry-Riddle Aeronautical University, Daytona Beach, FL

Community Engagement

Deeply involved in the Cypress community. As a lifelong resident my volunteer experience, awards and accomplishments include:

Non-Profit Organizations:

- Board Member - AYSO - 2009 to 2018
- Board Member - Friends of Cypress Parks & Recreation - 2015 to 2019
- Board Member - Cypress Community Festival - 2017 to 2020
- President - Cypress Community Festival - 2020 to Present
- Board Member - Cypress High Education Foundation - 2025 to Present

Awards:

- City of Cypress - Youth Volunteer of the Year
- Cawthon PTA - Honorary Service Award

Accomplishments:

- Led AYSO during it's largest registration in modern times (over 2,000 players a year)
- Organized & Executed the largest sports tournament in City of Cypress - AYSO Memorial Day Tournament (over 10,000 atendees)
- Revitalized the Cypress Community Festival - working in partnership with City staff, consultants, & key participant groups

EDWIN C. KRAEMER, M.S.

email: [redacted]
phone: 714-[redacted]

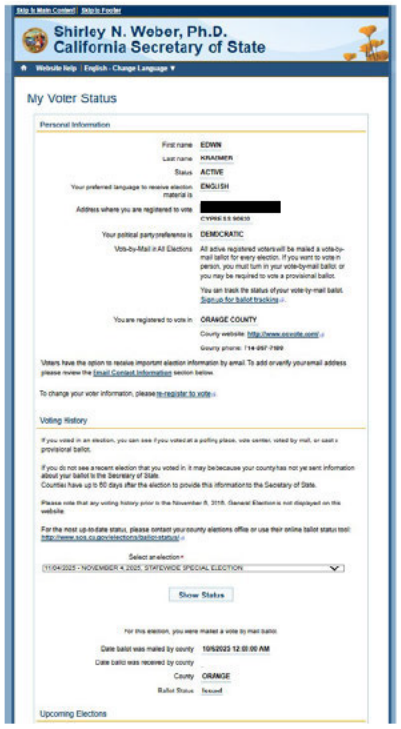
Contact Info:

Edwin Charles Kraemer III
[redacted].
Cypress CA 90630
Cell: 7[redacted]
Email: [redacted]

References:

1. Judy Kraemer (wife)
   [redacted]
2. Peter Korody (neighbor)
   [redacted]
3. Cindy and Jerry O'Malley (neighbor)
   [redacted]
4. Nelson Machin (neighbor)
   [redacted]
5. Anthony Uy (neighbor)
   [redacted]
6. Ryan Dillon (Northrop manager)
   [redacted]

Voter Registration:



Qualifications for serving on the Cypress City Council:

As a candidate for City Council I bring a wealth of temperament, knowledge, and experience. I am highly educated. I hold a BS in Computer Science from UCI and a MS in Computer engineering from CSULB. Before computer science, I was a business major and took nearly a minor in Economics and Business. I hold a Hazardous Materials Management Certificate from UCI Extension and the related industry and chemistry experience. I have served as Director of Environmental Compliance in the manufacturing sector. For the past few decades I am staff software engineer with NGC leading teams of diverse elite peers in developing advanced ground system software for the defense industry.

I have owned a home in Cypress since 2001. I am a father with two college active daughters who have thrived in Cypress their entire life. I have been involved with the Cypress community at all levels from school system to Council activities for many years. I was raised in Orange County from the time it was avocado and orange groves and when LARC was 300 acres of PS-1A Public Open Space land. My wife and I moved here initially because of the good schools and familiarity. We have seen many changes. I have many well thought-out, mature, rational ideas to help make this natural evolution of our town progress. I would be an effective partner in

helping Cypress continue to prosper. Over the years I have supported the community, districts, and organizations; but, more importantly, I have been instrumental in educating and leading community groups to control outside influences who have sought to exploit our welcoming City of Cypress.

My interest for serving on the Cypress City Council:
I feel my skill-set is uniquely suited for bringing solutions or mitigating changes in a way that will help Cypress. I have a knack for bringing organic solutions and getting them to consensus. I would like to see some of the ideas I've had or heard over the years worked on. For instance, I don't want to see any further PS-1A land given away to developer private usage for free. I want to see our school district be competitive and work with the city in more than a token "annual field use" agreement. I want to see the City, Organized Sports, and the School District have a working win-win relationship. I'd like to help our Police Department better serve the needs of the residents. I want a better development vision that includes Industry, Residential and Recreation; in balance. I want the citizens to have a voice and I think I can help bring that to the council with reason.

Applicant's Vision for Cypress:
I have watched Orange County turn from orange groves and strawberry fields to grid development. The 100 acre "Frog Pond" that, as kids, we built Huck Fin rafts on in Placentia is now Condos. Most of Orange County is a poorly planned hodge-podge matrix of buildings. Cypress has a Specific Plan, but no vision. First, we need RHNA plans for 2k, 4k, 6k units. They need to include homogonous contributions city wide; not just "put it on LARC or Lincoln". This plan needs to propose public space and housing. It needs a contribution from our industrial partners. If we'd have done this, we'd still have a Town Center in planning. I'd like to see if we can save our Cypress School District. The City claims they don't own the district; but that does not provide the excuse of independence. We can lobby and support the district. If we had done this instead of selling off properties, moving the sports fields to our community parks, and hosting charter schools, CSD could have been competitive with Los Al. We need to be proactive about the aging city infrastructure. I.e. upcoming aesthetic issues like the block walls crumbling on Walker Street. If we do not force a unified approach in a plan with the vision, this will become a patchwork of wood and chain link; we will be Stanton. Likewise with rampant development and exploitation of PS-1A by development of business complexes and housing; these groups need to contribute to RHNA allotments and open space. Organized sports should support our schools and Cypress residents; not carve out autonomous special interest havens paid for my Cypress tax payers and pay to play out of town leagues. Our CSD needs to be persuaded to collaborate with the community and organized sports; we should open the schools. They may not want this as it's more work; so, Cypress city needs to make it win-win. We should have great parks that support all Cypress residents. We pay 50% of our budget to police; our police should explicitly serve the community and that should include a Soft

EDWIN C. KRAEMER, M.S. email: [redacted]
phone: 714-[redacted]

Response unit. In short, the vision is to develop a unified, integrated development plan for what we want Cypress to be in 20 years. A little more Irvine, a little less Stanton.

Applicant Resume:

<> SUMMARY

Professional software engineer, architect, and leader skilled in applying object and service oriented technologies using agile or traditional process in the production of complex systems. Experienced with modern languages, cloud and container architectures, high performance computing, and machine learning.

<> EDUCATION

MS, Computer Engineering, Software, California State University, Long Beach
BS, Information and Computer Science, University of California, Irvine
Machine Learning with TensorFlow, Nanodegree, Udacity
Deep Learning, Nanodegree, Udacity
Deep Reinforcement Learning, Nanodegree, Udacity
Aviatrix - Multi-Cloud (AWS/Azure/GCP), Certified Engineer

<> SKILLS

DEVELOPMENT
C++, Java, Python, CUDA, MongoDb, Postgres, Oracle, JDBC, ODBC, XML, Process/thread/pthread synchronization, MPI, HPC, Micro-services, Docker, Kubernetes, VMware/virtualization, AWS, Network programming, sockets, TCP/UDP/IP, web services, ReST, Artificial intelligence, machine learning, (AI/ML), Data engineering, DNN, CNN, RNN, GAN, Analytics, TensorFlow, Torch, AWS SageMaker, map/reduce, Sensor collection, GPS/GIS, map-base, EGS, GMSEC

DEVELOPMENT TOOLS & ENVIRONMENTS
Linux, Windows, Android, Atlassian: Jira, Bitbucket, Confluence, Crucible. Jenkins, UML Modeling, Eclipse, Visual Studio, Netbeans, cLion, SciTools Understand, Rational, Fortify, Git, ClearCase/ClearQuest, Photoshop, XMLSpy, Doors, Ant, make, Maven, Gradle, app/HTTP servers, J2EE, JMS, Tomcat, Hibernate, IMDG, Swing, Qt, JSON, JAXB, ESRI, OpenNms

SOFTWARE PROJECT MANAGEMENT
Software architecture and mentoring, software team building and oversight, agile software project planning and earned value management. Waterfall, Spiral, Agile, Atlasian suite, Kanban, Scrum, DevOps, CI/CD, CMMI, software process and configuration management, Microsoft Project, Excel, Word, and Power Point

<> EXPERIENCE

NORTHROP GRUMMAN (2003 – PRESENT)

<> Staff Software Engineer: Product Owner Ground System Product
Leading team developing critical ground system Mission Control and Status product.
Directing software architecture and technologies. Provide team mentoring and instruction.

<> Sr. Principle Software Engineer: Technical Software Lead ESS SCMP IRAD
Responsible for technical direction, team assignment, process, and implementation decisions. IRAD effort is prototyping advanced SATCOM planning architecture to increase Pwin for a proposal activity. Architecture based on Docker Kubernetes microservices to rehost Windows C++ assets ported to Linux. Deployment targeted for multi-cloud, vendor agnostic, and extensible using SOLID open service APIs. Agile development practices support a rehostable production environment (DevSecOps). Agile activity planning using Jira Confluence Roadmap Planner and team management with Jira Kanban and Atlassian suite.

<> Sr. Principle Software Engineer: KGS Ground System

Responsible for design and implementation of host-to-ground middleware subsystem providing multithreaded, bidirectional, multiport connectivity over TCP/IP and GMSEC. Designed and implemented innovative reporting subsystem to generate reports from schema specifications, Java reflection, and JAXB providing highly adaptable report generation. Implemented NASA FITS Image management module. Provided direct support to the customer. Agile team supported by Jira Scrum, Bitbucket, Confluence, Crucible, Jenkins. C++/Java/Python.

<> Sr. Principle Software Engineer: Vector Processing Subsystem (AMP)
Responsible for high-performance computing (HPC) aspects of the subsystem. This innovative system uses GPU/CUDA to perform highly complex map/reduce vector calculations within critical accuracy and time constraints. Responsible for request processing service utilizing highly parallel, high-availability services. Matured prototype HPC/CUDA components to production ready modules and produced first-to-finish milestones. SciTools Understand analysis tool SME and Trainer.

<> Sr. Principle Software Engineer: NGIS Cornerstone IRAD
Research Big Data, Cloud, and Distributed Architecture topics. Supported product-line research in infrastructure components including: in memory data grids (WebSphere, etc.), data/communication/control busses, Cloud architectures, and containerization with Docker. Worked to integrate product line with other NGMS products. Introduced SciToolWorks Understand to the IRAD group. C++/Java.

<> Sr. Principle System Software Engineer, System Software Architecture NGAS COMSA
Performed systems engineering, requirements analysis, and architectural design for the Advanced Programs, Mission Processing System Engineering team. Designed Common Open Mission Systems Architecture (COMSA) artifacts supporting next generation Mission Processing Software aircraft platforms. The program provides reusability through the Open Mission Systems (OMS) framework and contributions of existing NG intellectual assets. Led the NCTA Asset Reuse IRAD identifying flight management reuse candidates.

<> Sr. Principle Software Engineer/Technical Lead/SME IBCS SS Network Management
Led software development and provided subject matter expertise for the IBCS Network Management Team. Performed use case analysis, architectural, and component design using Rational Software Architect and UML. Performed trade selection of COTS used for the network monitoring engine. Created Interface Control Document. Designed OpenNms extensible radio/device adapter. Java, ReST, JSON/Jersey, protoBuf, TCP, HTTP, SNMP, Hibernate, and RRD.

<> Manager/ISSO IBCS Network Management Lab
Installed and configured the NG-DH Development Lab (HP Blade server, 15 routers/switches, firewall, 5 Linux hosts). Installed and configured the IBCS DH Classified Lab (3 routers/switches, COMSEC, 8 Linux hosts). Managed the IBCS DH Lab environments: system updates, user accounts, and user access to facilities. Served as ISSO responsible for lab certification, DSS audits, IS auditing and record keeping.

<> Sr. Principle Software Engineer JWNM Architect / Team Lead
Team Lead JWNM Planning HCI and Network Monitoring Software subsystems.
Developed JTRS JWNM radio network management architecture to support reuse, extension, and SOA.
Performed architecture, toolkit, and framework trade studies. Responsible for the planning, and production to schedule of the network planning HCI. Led a distributed team of 17 engineers. Features included: org-chart, map, network topology, and workflow management, C++ and design patterns to provide a Qt based HCI on Linux. Responsible for the design and implementation of network monitoring, situational awareness (SA), and mapping. Responsible for the architecture, effectiveness, and production to schedule. Support customer and government relationships during trade studies, designs, and proposals. Interface with and provide direction to JWNM Subcontractors. Mentor and arranged for training of JWNM software team in Object Oriented design and patterns, C++, and UML using Rational Tools.

CONSULTING ENGINEER AND SOFTWARE SYSTEMS RESEARCHER
TRIPLE REEF SOFTWARE (2002 – 2003)
Designed and implemented embedded software to analyze marine navigation and weather data. Operational systems incorporate real-time sensor data to provide vessel status and metrics. Research in MS thesis: “Situational Awareness Using Parallel Grid Services: The Kohola Marine Environment Intelligence System”. The Kohola system uses direct

sensing data, distributed resources/services, low bandwidth transport and the OGSA to perform environmental situational analysis.

SOFTWARE ENGINEER
RAYTHEON ITSS, NAVIGATION AND GPS APPLICATIONS (1999 - 2002)
Provided full lifecycle software engineering support to the Jet Propulsion Laboratory (JPL).
Responsible for Aardvark software to receive, process, and display NASA Deep Space Network spacecraft trajectory data. MONTE next generation interplanetary navigation and mission analysis tool kit. SRTM (STS99) SAR radar data job creation, scheduling, and priority. Visual Quality Assurance radar data processing real-time state management and database subsystem. JPL and Raytheon ITSS Pasadena Standard Software Process (CMMI L2) and Training Program.

SOFTWARE ENGINEER
UNIVERSITY OF CALIFORNIA IRVINE, SOFTWARE GROUP (1997 - 1998)
ENDEAVORS DISTRIBUTED WORKFLOW
Led research to design and implement a commercial workflow based training tool for Sun Microsystems (Java, SQL, Oracle). Investigated distributed transaction model for the Endeavors workflow engine. Designed and implemented RDBMS integration for Endeavors software. Supported commercialization of Endeavors as a startup company which sold for 3.3M to Tadpole Technology. Coordinated commercialization of JavaTrain for Sun Microsystems.

<> CLEARANCE
TS SAP SSBI

<> CONTINUING EDUCATION
Project Management: Simulation Based Training, Writing Winning Proposals, Project Risk Management, Object Oriented and Pattern Based Software Development Training, CJMTK Developer Training, Presentation Skills training, Writing Effective Proposal class, CMM site assessor training, Sun Top-50 invitation-only Java Training, ESRI User Conference (presenter)

<> PUBLICATIONS & WHITE PAPERS
“Situational Awareness Using Grid Parallel Web Services: Marine Environment Intel.” (MS Thesis)
“Raytheon Pasadena Standard Process” CMMI Level 2 procedure (Raytheon)
“Visualizing Remote Datasets on the Web” (C++ User’s Journal)
"San Francisco Bay/San Joaquin Delta Database Project" (Presented, ESRI Conf.)

<> AWARDS
Northrop Grumman: Bravo Award: AMP
NASA SRTM Group Achievement, NASA SRTM Certificate of Appreciation
Raytheon: Team Award ASAR, Next Generation Navigation

<> CERTIFICATIONS
NGC Intermediate AI Foundation Training
Hazardous Materials Management Certificate, UCI Extension
American Sailing Association 101,103,104,114

<> Hobbies
Surfing, Sailing. Kids and Family. AI and technical learning or advocacy. Hiking, fishing and nature of all kinds. Dogs and Dog Training. Busness, Law, Chemestry, and Economics. Finance and the Market or related books and podcasts.

MARCELO LEE

[redacted] Circle • Cypress, California 90630 • [redacted] • [redacted]

BAR ADMISSIONS

California *December 2010*
Ninth Circuit Court of Appeals *April 2025*
Central District of California *October 2011*
Eastern District of California *May 2015*
Southern District of California *August 2019*

EMPLOYMENT

SJL LAW LLP **CYPRESS, CA | EL SEGUNDO, CA**
Managing Partner *January 2024 – Present*
Partner *October 2018 – December 2023*
Oversight of a two-office litigation firm with 14 attorneys and 13 support staff; trial attorney; civil litigation partner defending product liability, general liability and warranty actions.

BOWMAN AND BROOKE LLP **TORRANCE, CA**
Associate Attorney *March 2015 – September 2018*
Trial attorney; civil litigation associate defending product liability, general liability and warranty actions.

SENIOR LAW LLP (AND PREDECESSOR LAW FIRMS) **TORRANCE, CA**
Associate Attorney *December 2010 – February 2015*
Trial attorney; civil litigation associate defending product liability, general liability and warranty actions.

UNITED STATES ATTORNEY'S OFFICE – TAX DIVISION **LOS ANGELES, CA**
Legal Extern *June 2009 – August 2009*
Summer externship while attending law school.

LEGAL AID FOUNDATION OF LOS ANGELES **LOS ANGELES, CA**
Law Clerk *June 2008 – May 2009*
Law clerk position while attending law school in the family law and immigration divisions.

KOREAN AMERICAN COALITION OF LOS ANGELES **LOS ANGELES, CA**
Project Coordinator *August 2005 – May 2007*
Youth Development Project, Telecom Advocacy Project and Immigration Assistance Project.

FLORA GIL KRISILOFF FOR LOS ANGELES CITY COUNCIL – DISTRICT 11 **LOS ANGELES, CA**
Community Organizer *February 2005 – May 2005*
Campaign organizer recruiting and managing volunteers.

EDUCATION

LOYOLA LAW SCHOOL **LOS ANGELES, CA**
Juris Doctor – May 2010 *magna cum laude* | **Top 5%**

Honors: Order of the Coif; Dean's Honor List (2008, 2009, 2010); First Honors – Business Associations (Spring 2009), Income Taxation I (Fall 2009), Labor Law (Spring 2010)

Awards: Sayre MacNeil Scholar (2009/2010); Loyola Law School Faculty Academic Honors Scholarship (2008/2009); Sonnenschein Scholars Foundation Scholarship (2008); Loyola Law School Institutional Scholarship (2007/2008)

Law Review: Loyola of Los Angeles International and Comparative Law Review – *Production Editor* (2009/2010); *Staff Writer* (2008/2009)

UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA) **LOS ANGELES, CA**
Bachelor of Arts, Political Science – August 2005

Honors: Dean's Honor List (Fall 2004 & Spring 2005)

REFERENCES

- Julian G. Senior | [redacted]
- Corinne Orquiola | [redacted]
- Robin H. Jung | [redacted]
- Lawrence Chang | [redacted]
- Christopher Kim | [redacted]

QUALIFICATIONS, EXPERIENCE, EDUCATION, ENGAGEMENT

I have been working as a civil litigation trial attorney for the past 15 years. Since starting my current firm in October 2018 (we just celebrated our seven-year anniversary), we have grown from a firm with only three attorneys and no staff in one office to 14 attorneys and 13 staff members in two offices. I have also been a Cypress resident for the past 13 years. I just opened a satellite office in Cypress this past July. I am a 2005 UCLA graduate and a 2010 Loyola Law School graduate. Prior to law school, I worked at the Korean American Coalition leading three different projects. The Youth Development Project established a pilot Model United Nations team among high school students in the Koreantown area and organized various youth leadership development conferences during the summers. The Telecom Advocacy Program provided in-language assistance to consumers with utility disputes. The Immigration Assistance Project provided in-language assistance in applying for and navigating the immigration and naturalization process. As a general staff member, I also often interacted with state and local government and legislative official for events and advocacy projects. While in college, I worked as a community organizer for a Los Angeles City Council campaign.

STATEMENT OF INTEREST

I am a proud, 13-year resident of Cypress. I am now also a business owner, having recently opened a satellite office of my law firm in Cypress this past July. I loved this city when I first moved here in 2012, I love how this city has changed throughout the years, and I would love to be a part of where this city is headed in the years to come. My legal practice primarily focuses on litigation arising from statutory interpretation and advising clients on navigating sensitive liability issues. I believe my experience in the legal field, managerial experience, patient and calm temperament, desire to serve and overall respect and appreciation for the local governmental process will be a valuable asset to this city.

STATEMENT OF VISION

Cypress is a great city to live in! As a parent of a 7-year-old and a 10-year-old, I recognize that the amazing public schools are one of the biggest reasons drawing families into the city. The quality of education and the development of our next generation is a higher priority for me. The family-friendly events held by the city have been a great way to bring the community together and build relationships in the midst of highly polarizing times. These programs should continue to be developed and expanded. There has been a lot of residential and business development happening over the last few years. It is great that we are attracting so many amazing restaurants and businesses like Mitsuwa and that so many people are wanting to move into the city. As our city continues to grow, we will certainly have to face difficult decisions and limitations. My intent is to face any such challenges head-on to openly and judiciously reach resolutions in an efficient manner. I anticipate one of the greatest challenges will arise from the fact that this city is an amalgamation of many different thoughts, opinions and ideas, but I believe this is also a great strength. I recognize it is impossible to make everyone happy, but rather than trying to please the most amount of people, it is more important to mediate and try to bridge gaps between differing opinions. Our society I better and stronger together.

ANNE HERTZ-MALLARI

NON-PROFIT EXECUTIVE

CONTACT

[redacted]

[redacted]

PROFILE

Experienced, innovative executive able to manage growth and change needed to achieve strategic objectives. Committed to developing collaborative leaders within the organization. Results-oriented, able to assess and adapt to deliver on mission, improve efficiencies and make tough decisions during difficult times. Confident public speaker able to build excitement around brand and engage community support. Creative program developer able to assess and meet needs. Excels in dynamic, demanding environment while calmly and clearly leading a team. Served as Mayor and Councilmember and served on numerous municipal Boards.

SKILLS

- STRATEGIC PLANNING
- RESOURCE DEVELOPMENT
- SPECIAL EVENTS
- OPERATIONAL GROWTH
- CHANGE MANAGEMENT
- PUBLIC SPEAKING
- BOARD DEVELOPMENT
- PROGRAM DESIGN

EDUCATION

UCLA – B.A. Psychology

CSULB - Graduate Coursework

AWARDS

Orange County Woman to Watch
League of Eagles - Board Development
Service to Military - At Pentagon
OC Golden Orange, 4th District PTA
Ruby Award, Soroptimist International
Golden Bell, CA School Boards Assoc.
Honorary Service, Landell PTA
Honorary Service, Cypress PTA
Above & Beyond, Cypress School District

EXPERIENCE

CEO, We Care Orange County

February, 2024-Current

Led organizational transformation to strengthen homelessness and hunger prevention. Streamlined rental assistance, expanded wraparound supports, and reimagined the food pantry into a client-choice model. Built community partnerships, modernized systems, and championed prevention-focused solutions that kept families stably housed at a fraction of rehousing costs.

CEO, Boys & Girls Clubs of Greater Anaheim-Cypress

2006-2024

Grew organization from $450K serving 65 youth per day to 5M+ serving 1500 youth each day at 20 locations via capacity building, community partnerships and merger. Managed capital campaigns and projects resulting in high-quality services, safer clubhouses, a new Teen Center, and upgraded playground and parks equipment.

Public Education Manager, Orange County Dept of Ed

2004-2006

Developed grant-funded collaborative to educate 80,000 low-income, limited English families in Orange County about development states and how to help their child stay on track to enter Kindergarten healthy and ready to learn.

School Readiness Coordinator, Cypress School District

2003-2006

Created innovative approaches to working with at-risk families with children from birth through age 5. Developed free drop-in center for families to come with their children to obtain screenings and practice developmentally appropriate skills. Coached parents to be their child's first teacher. Spoke at numerous events.

Consultant and Community Volunteer

1991-2002

Anne Hertz Mallari

Contact Information:
[redacted] [redacted]

Address:
[redacted], Cypress CA 90630

Voter Registration Certification:
I am registered to vote. The address where I am registered to vote is the address listed above. I have attached a printout from the CA Secretary of State.

References:
Debbie Neary [redacted]
Christy Putnam [redacted]
Ron Hoshi [redacted]
Ginger Osman [redacted]
Delight Sittman [redacted]

Written Description of Qualifications, Experience, Education and Community Engagement:
Qualifications
Below are a few of the qualifications of a skilled civic leader and how I demonstrate those qualifications:

- **Representing constituents** – I have excellent rapport with residents and businesses throughout the city. I am in touch with local issues and am accessible to the people I serve.
- **Budget oversight** – I have experience collaborating with colleagues and city officials to allocate funds wisely. I thoroughly understand the City of Cypress budget and have experience with our budget planning process as well as negotiating with our labor groups.
- **Strategic planning** – I have more than 15 years of experience participating in and leading strategic planning sessions for organizations. I also have the discipline to lead and govern in alignment with strategic plans, which helps maintain fiscal stability.
- **Collaboration** – I have experience working with council members, city staff and local organization to build consensus and foster partnerships that benefit the community.
- **Prioritization and Preparation** – I efficiently review extensive documents and reports in order to understand complex issues. I am able to actively participate in informal and formal discussions, analyze data and make informed decisions.

Experience

My experience includes serving **one year as Mayor**, **one year as Mayor Pro Tem**, and **two years as a City Councilmember**, as well as holding roles on numerous local and county committees. These experiences have given me the multifaceted skills needed to serve as an engaged, accessible, and effective Councilmember.

I am skilled in leading discussions and engaging respectfully, even when there are differences of opinion. As Mayor, I made it a priority to ensure that every colleague and every member of the public had the opportunity to fully express their opinions and positions on agenda items. That approach requires active listening, a genuine desire to understand other perspectives, and respect for both people and process.

My ability to facilitate thoughtful discussions, manage complex processes, and encourage participation was valued by my colleagues, even when we disagreed. I base my decisions on facts and data—not personalities—and once a decision is made, I move forward with professionalism, positivity, and a strong work ethic to continue serving our community.

Education

- BA – Psychology
- Graduate Coursework – Numerous graduate level course in education, business, and leadership
- League of Cities – Councilmember trainings, Ethics trainings
- Numerous meetings with department directors to gain thorough understanding of operations, issues, and recommendations.

Community Engagement

I have resided in the City of Cypress for a total of 27 years. The City recently adopted By-District elections, and it is interesting to note that I have owned and lived in homes in 3 of the 5 Districts - District 4, District 3 and District 1. I have served the community in many different role, including, but not limited to:

- Landell Elementary School PTA – numerous committees as well as President for 3 years; Achievements include increasing engagement of families of diverse backgrounds, funding playground equipment, funding air conditioning, implementing parenting education programs that included education about inclusion of students with special needs
- Cypress School District PTA – numerous committees as well as President for 2 years; Achievements include training of leaders at all elementary schools, improvements in traffic safety throughout all schools, and successfully advocating to the City and the AUHSD for the traffic signal in front of Lexington Junior High
- Cypress School District School Readiness Coordinator – provided outreach and services to at-risk families to ensure their children were healthy and ready to succeed in Kindergarten; Achievements include funding and opening a free drop-in Parent and Child Jumpstart School Readiness Center; funding and implementing the School Readiness Nurse program in order to identify and provide early intervention for children with special needs
- Boys & Girls Clubs of Cypress CEO (Boys & Girls Clubs of Greater Anaheim-Cypress) - oversaw all aspects of the organization ensuring local youth had free and low-cost, high-quality afterschool and summer programs; Achievements include increasing capacity from 65 to over 1500 youth per day; managing 185 staff members, a Board of 15 volunteers, and raising over $5M a year via grants, fees, donations and special events.
- Cypress Rotary Club (Rotary Club of Los Alamitos, Seal Beach and Cypress) – active member for 18 years

Statement of Interest in Serving on City Council

Due to my experience and ongoing engagement with city business, I am fully prepared to step seamlessly into the role of City Councilmember. I completed a four-year term in December 2025, and since then, I have continued to attend or watch every council meeting this year.

I am deeply familiar with the city's annual cycle of business and the key issues that will arise during the remainder of Councilmember Minikus' term. This continuity allows me to contribute immediately and effectively.

I am seeking to serve because I care deeply about our city and want to help the Council function at its highest level in service to our residents. My personal philosophy is simple: **we are here on earth to help one another.** It's that belief that has guided my public service throughout my career, and it's why I would be honored to once again serve the wonderful residents of our community.

Statement of Vision for Cypress

I align with the existing mission, vision, values and guiding principles that I helped develop during my time on City Council. They are listed below.

MISSION STATEMENT

The City of Cypress, guided by our core values, will utilize our resources in concert with community partners to provide an exceptional city to live, work, and play.

VISION STATEMENT

Cypress is a safe and welcoming community delivering excellent services for our residents, neighborhoods, and businesses.

CORE VALUES/GUIDING PRINCIPLES*

The City of Cypress values…
Integrity
Accountability
Transparency
Fiscal prudence
Teamwork
Responsiveness to the community

THREE-YEAR GOALS (2023 - 2026)*

Maintain infrastructure and facilities
Maintain financial stability and promote economic activity
Enhance and maintain public safety
Maintain high quality and high value services for the community
Enhance recreation facilities and programs

Frances Marquez Ph.D.
[redacted]
Cypress CA 90630
[redacted]

OBJECTIVE: Appointment to the Cypress City Council where I can employ my local policy, political and field organizing experience to serve the residents of Cypress.

EDUCATION

Claremont Graduate University, Claremont CA, Ph.D. in Political Science,
M. A. in Public Policy
University of California, Los Angeles, Los Angeles, CA, B.A. History, Chancellor's Marshall Award
Universidad de Guadalajara
Guadalajara, Mexico, Summer
Universidad Internacional Mendez y Pelayo
Santander, Spain, Summer

LANGUAGES Fluent in Spanish and American Sign Language

DISSERTATION AND PUBLICATIONS (partial list):

Latino Political Appointees in the Federal Government: An Examination of their Career Paths and Impact on the Policymaking Process from the Kennedy through the Clinton Administrations

"Latino Politics Comes of Age in the Golden State." in Latino Politics and the 2000 Election. eds. Rudy de la Garza and Louis Desipio. Boulder: Westview Press, 2004.

POLITICAL AND POLICY EXPERIENCE

Member, Cypress City Council, December 2020- 2024, Orange County Fire Authority Board Member 2021, Santa Ana River Flood Protection Agency Executive Committee Member 2024

Served as a watchdog for taxpayers by demanding transparency before voting on spending, whether it be the city budget, the redistricting lawsuit, or trash services.
Organized volunteers during the Covid-19 pandemic to help senior citizens with online vaccination appointment registration and transportation. Advocated for the County of Orange to bring a mobile vaccination site to the Los Alamitos Racetrack. Voted to provide resiliency grants for small businesses and to support entrepreneurs starting home-based businesses during an unprecedented pandemic. Organized neighbors to halt the building of a garbage truck fueling stations near an elementary school. Advocated for nearby residents to call for an investigation when The City of Cypress allowed the dumping of large amounts of trash at its public works yard. Identified corruption issues in the city's trash contract and educated residents about it. Voted against a 10-year trash contract extension that increased rates on residents by 32% and stopped a rate hike during the pandemic. Served as the sole councilmember to support the transition to district elections to ensure that Asian voters were able to elect

candidates of choice. On November 5, 2024 residents elected Dr. Kyle Chang, the first Asian to serve on the council in over ten years.

Legislative Director, Representative Alan Lowenthal (CA-47), 1/2013 to 12/31/2014 Served as the Legislative Director for Congressman Alan Lowenthal (CA-47 Long Beach). Advised the Congressman on all legislative areas and assisted in the development of policy positions and legislative initiatives and in managing the office's legislative staff. Formulated legislative initiatives for assigned issue areas including: Defense, Veterans, Labor, Trade, Manufacturing, Latinos, Disability, Foreign Affairs Committee work including the Western Hemisphere and Middle East and the Subcommittee on Terrorism, Nonproliferation and Trade (TNT). Briefed and staffed Congressman Lowenthal for all Foreign Affairs hearings and classified member meetings. Traveled to the district, the UN Headquarters in New York, Israel and Bahrain for legislative work. Returned to my tenured position as Associate Professor at Gallaudet University in January 2015.

American Political Science Association Congressional Legislative Fellow, Congressman Michael Honda, 1-10/2011 to 8/2012, Served as a legislative assistant, responsible for all immigration, agriculture and some education issues; re-introduced the Reuniting Families and SUCCEED Acts; assisted with drafting an E-Stem bill; wrote op-eds on immigration; prepared the congressman for White House Meetings with President Obama and Department of Homeland Security (DHS) Secretary Napolitano; drafted briefing memoranda and constituent correspondence; staffed Rep. Honda at events and for votes.

Coordinator for Congressional Relations, Office of the President, Gallaudet University, Fall 2007, Implemented a two-pronged strategy to inform key members of the House of Representatives and Senate regarding the university's progress in meeting the Middle States Commission on Higher Education's requirements. Gathered support to increase Gallaudet University's annual appropriation from Congress for construction
re-stabilization efforts for the Modern Secondary School for the Deaf High School (MSSD) and funding for university programs, faculty and staff. Set up and attended meetings with President Davila and Members of Congress.

Director, Masters in Public Administration Program
August 2019 to December 2020, Taught the Legislative Process, counseled and recruited students

Associate Professor of Government, Department of Government and Public Affairs, Gallaudet University, August 2004 to 2024. Taught courses in American Sign Language on National, State and Local Campaigns and Elections, Congress, the Presidency and Public Policy.

Statement

The residents, teachers and leaders of Cypress provided me with a strong foundation for a successful career and I want to continue to ensure that all Cypress residents have every opportunity to raise their families and succeed just like my mother Sally, a bookkeeper and father Frank, a farmer and Korean War Veteran. Despite being segregated as youth, they raised six children who earned 6 bachelors, 7 Masters and two doctorate degrees. I am excited to have the opportunity to return to the city council and carry out work that I was not able to accomplish in my first term. I am a lifelong public servant who started my career as an intern for Congressman Edward R. Roybal as a student at UCLA. He was a humble human being who started his career at the LA County Tuberculosis and Health Organization. He educated residents about tuberculosis in a mobile truck that he drove throughout neighborhoods in East Los Angeles. He taught me that the duty of an elected official is to serve the needs of our constituents and make their lives better. Throughout my career in public service as an Associate Professor of Government and Legislative Director, i helped create more opportunities for students, working families, small businesses, veterans, and seniors.

Elected to the Cypress City Council in November 2020, I wasted no time helping families and small businesses weather the COVID-19 pandemic. I organized volunteers to help senior citizens with online vaccination appointment registration. When families found it challenging to find vaccine sites close to Cypress, I advocated with the County of Orange to bring a mobile vaccination site to the Los Alamitos Racetrack. I voted to provide resiliency grants for small businesses and to support entrepreneurs starting home-based businesses.

As a Cypress City Councilwoman, I used my voice to call for transparency. I was often the sole dissenting voice on the council challenging the status quo and speaking for residents who had long gone unheard. I was the only Council member who voted against a 10-year trash contract extension that increased rates on residents by 32% and stopped a rate hike during the pandemic. I fought for residents and halted the building of a garbage truck fueling station and trash transfer station near a neighborhood and King Elementary School. When the City of Cypress allowed the dumping of large amounts of trash at its public works yard, I advocated for nearby residents and called for the city to stop the practice.

I have been a watchdog for taxpayers by demanding transparency before voting on spending, whether it be the city budget, the redistricting lawsuit, or trash services. I fought to make it easier for residents to access campaign finance disclosures and participate in city council meetings. I would be grateful to have the opportunity to continue serving the wonderful residents of our great city!

My vision for the City of Cypress includes creating more transparency, disability access and inclusion in governance for councilmembers and our residents. My recommendations include the following:

Transparency Policy
Contract Compliance Officer/Purchasing Department
Create an Office of Contract Compliance. Ensure Cypress has a procurement officer who is trained, certified and becomes a member of the California Association of Public Procurement Officials (CAPPO) and the Institute for Public Procurement (IPP). The procurement officer will be tasked with independently vetting businesses and nonprofits applying for a contract or funding from the city. Any contractor doing business with the city and anyone in a position to evaluate, approve, or vote on any contracts should also be required to comply with stricter ethical standards. They should fill out a conflict of interest form when applying for a contract. The compliance/procurement officer or any city staffer must that participates in the selection process must fill out a conflict of interest form. If there is a conflict, the business or city staffer cannot participate in the process. It is the job of the council and contract compliance officer to ensure that the work of contractors be executed in the best interest of our residents and their taxpayer dollars.

Council Meeting Agenda posted for public review ten days before council meetings so members and residents have the opportunity to study/research the issues.
Thorough meeting minutes transcribed and posted so residents can pull and read the meeting transcript. Have it posted on the city website.
Ensure special meetings are in the chamber and recorded.
Ensure special meetings have a written transcript.
Ensure all meeting video recordings are posted on the website
Ensure the Warrants & Register is included in every agenda.
Ensure the city clerk is independent from the city manager.

Disability Access
Expand and improve disability access throughout the city. I have spent my career working with students who have intellectual and physical disabilities. I want to have a review of disability access in the council chamber and throughout the city hall grounds and parking lot. In the chamber during meetings we should have telecast captions so there is full accessibility for the deaf and Hard of Hearing. Moreover, we have seniors who have hearing loss and are missing pieces of the meeting discussion. We should ensure residents have full communication accessibility during the meeting in the chamber, online and on TV.

I take my 92 year old mother Sally to the concerts on the green and have seen that there needs to be some changes in the parking lot for wheelchair accessibility. Moreover, we had a number of people fall while arriving at the concerts this summer. At the last concert, two people had bad falls while entering city hall and were taken away in ambulances. I know we can do better in protecting our residents' safety. I had previously recommended that we have a valet service for the elderly and disabled at our concerts. We could also have a youth volunteer team escort

seniors and families to their seats. We also need a disability analysis of all sidewalks in the city. We have sidewalks that are not wheelchair accessible.

Senior Watch Program

Finally, I want to create a senior watch program or possibly a new position at the Senior Center to have a staffer reach out to seniors if they need support with their care. We have seniors living alone in 2800 square foot homes without anyone monitoring them. Three years ago a man died in the Cypress Village Townhomes and was found more than three weeks after he passed away. We could have a senior census or list of all seniors in Cypress and reach out to everyone individually. This is what I did during the pandemic. My volunteers and I called seniors in Cypress to make sure they were able to register for their vaccinations.

References

Congressman Alan Lowenthal, [redacted], *phone number will be furnished upon request*

Prof. Jean Schroedel. Chair, Department of Politics and Policy, Claremont Graduate University, Retired
170 E. Tenth Street, Claremont, CA 91711
Phone: [redacted] *E-mail:* [redacted]

Prof. Fernando Torres-Gil. Retired Associate Dean, U.C.L.A. Luskin School of Public Affairs, 3250 Public Policy Building, Box 951656, Los Angeles, CA 90095-1656. *Phone:* [redacted]
E-mail: [redacted]

Jan Stein, Former Senior Commissioner
[redacted]

David Avila, Cypress Resident
DCA Consulting
[redacted]

JHOFELLE E. MARUZZO, MPA

CYPRESS, CA 90630

[redacted]

PROFESSIONAL SUMMARY

Experienced administrative professional with over 12 years supporting higher education financial and administrative operations. Skilled in project coordination, process improvement, and cross-departmental collaboration. Proven ability to manage complex initiatives, develop financial reports, and enhance office efficiency while maintaining strong communication with leadership and campus partners. A background in nonprofit development and volunteer engagement provides a well-rounded approach to achieving organizational goals. Experienced in mentoring staff, students and facilitating smooth operational workflows in fast-paced environments.

WORK EXPERIENCE

CALIFORNIA STATE UNIVERSITY, FULLERTON

ADMINISTRATIVE ANALYST/SPECIALIST – FINANCIAL SERVICES, 2017 – Present

- Reporting to the Sr. Associate VP of Financial Services.
- Serve as office administrator and project coordinator for Budget and Financial Services units, overseeing cross-departmental initiatives, compliance, and communications.
- Lead operational support and strategic planning efforts for Accounting Services, Accounts Payable & Travel, Student Business Services, and broader financial operations.
- Coordinate high-impact projects, including Position Budgeting & Planning System implementation, annual Customer Service Surveys, and Budget Workshop training series.
- Create financial reports and dashboards consolidating revenue, expenditure, and allocation data across departments, present analytical insights to executive leadership.
- Streamline business processes to improve efficiency, accuracy, and alignment with CSU and state/federal regulations.
- Manage departmental website development and digital content strategy in alignment with division branding and accessibility standards.
- Provide mentorship to student assistants, supporting workforce readiness and experiential learning.
- Served as liaison to the Office of the Vice President for Administration and Finance, promoting efficiency, responsiveness, and clear organizational coordination.

CALIFORNIA STATE UNIVERSITY, FULLERTON

ADMINISTRATIVE ANALYST/SPECIALIST – BUSINESS AND ADMINISTRATIVE SERVICES, 2015 – 2017

- Provided high-level administrative and project support to the Assistant VP and departmental leaders across Finance and Administrative Services.
- Coordinated time-sensitive submissions for financial transactions including travel, purchasing, and payables.
- Developed and refined internal process manuals to support operational consistency and regulatory compliance.
- Served as a warrant and primary Department IT coordinator, ensuring business continuity and system access.
- Supported communications and logistics between departments and the broader campus community.

CALIFORNIA STATE UNIVERSITY, FULLERTON

ADMINISTRATIVE SUPPORT COORDINATOR – FINANCIAL SERVICES, 2013 – 2015

- Delivered administrative and logistical coordination for Financial Services, including accounting, budget, and procurement functions.
- Managed procurement card and payroll documentation processes, improving record accuracy and submission timelines.
- Generated financial reports using query and spreadsheet tools to support data-driven decision-making.
- Oversaw physical office space planning and security key inventory in partnership with facilities management.
- Facilitated campus-wide financial document compliance through training and user assistance.

OPERATION JUMP START

DEVELOPMENT COORDINATOR, 2008 – 2012

- Managed and coordinated fundraising strategy and donor engagement for nonprofit supporting academic mentoring.
- Organized large-scale fundraising events, contributing over $100K in revenue through donor relations and creative campaigns.
- Managed donor database, grant tracking, and communications, including acknowledgments and appeals.
- Supported student engagement through academic planning workshops and volunteer mentor coordination.
- Presented development updates to the Board of Directors and collaborated with the Executive Director on strategic initiatives.

EDUCATION

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

- Master of Public Administration (MPA) – 2007
- Bachelor of Science in Marketing & Advertising – 2005

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Professional Development Certificate, CSUF – 2018
- Project Management Training, Financial Systems, Business Process Improvement, LinkedIn, 2021

SKILLS

- **Proficient in Microsoft Office Suite:** Strong abilities in Word, Excel, PowerPoint, and Outlook for creating reports, presentations, data analysis, and efficient communication.
- **Canva & Smartsheet:** Some related experience in designing visual content and managing projects, timelines, and workflows using these tools to support communications and team collaboration.
- **CHRS** (Campus Human Resources System): Skilled in navigating and utilizing the CSU-specific HR and payroll system for processing personnel data, timekeeping, and administrative reporting.

COMMUNITY ENGAGEMENT & RECOGNITION

- **Turning Point USA (Cal State Fullerton)** – Chapter Advisor
- **Mission Bible Church - Costa Mesa** – Member, Volunteer (Children's Ministry, D-Group Admin)
- **California Young Professional Kiwanis** – Prior Member
- **Toastmasters International** – Prior Member
- **Circle K International** – Outstanding Leadership Award, Century Award Recipient
- **American Marketing Association** – Prior Member
- **National Dean's List Recipient**

Contact Information

Name: Jhofelle E. Maruzzo
Address: [redacted] Cypress, CA 90630
Phone: [redacted]
Email: [redacted]

Professional and Personal References

May S. Wong
Chief of Operations
CSU, Fullerton
Administration and Finance Division
Email: [redacted]
Phone: [redacted]

Raymond Juanico
Manager of Budget Planning and Resource Management
Email: [redacted]
Phone: [redacted]

Oliver Ravela
Senior Budget Analyst, Resource Planning and Budget
CSU, Fullerton
Email: [redacted]
Phone: [redacted]

Maria Garcia Barajas
Senior Telecommunications Analyst
Circle K Club Chapter Advisor
CSU, Dominguez Hills
Email: [redacted]
Phone: [redacted]

Leanne Hopkins
Operations Lead – Children's Ministry
Mission Bible Church
Email: [redacted]
Phone: [redacted]

Qualifications, Experience, Education, and Community Engagement Statement

It would be a privilege to serve as a City Council member for the City of Cypress. I care deeply about our community and believe I can contribute to making it an even better place for all of us. Throughout my career in Financial Services at California State University, Fullerton, I've worked on projects focused on streamlining operations, improving processes, and supporting various departments. I believe this experience, paired with my dedication to service, will enable me to contribute meaningfully to Cypress and help guide the city toward a brighter future.

Qualifications & Experience

In my current role as Administrative Analyst/Specialist and Assistant to the Senior Associate Vice President of Financial Services, I provide direct support to the Sr. AVP while assisting multiple departments with financial operations. I ensure that deadlines are met, projects are completed on time, and processes run smoothly. I am consistently involved in initiatives focused on improving efficiency and enhancing services, a mindset I would bring to the City Council. I have also had the opportunity to hire and train student employees, helping them gain real-world experience in a professional environment. I've provided them with ongoing projects and guided them in developing strong customer service skills. I believe my ability to collaborate effectively and manage intricate tasks will be valuable in working with fellow council members and engaging with the community.

I've also gained valuable experience in nonprofit fundraising and volunteer coordination with Operation Jump Start, where I worked to raise and secure funds to support at-risk youth in pursuing their dreams of a college education. This gave me insight into the importance of community partnerships and how working together can make a real difference.

Education

I hold a Master's in Public Administration and a Bachelor's degree in Marketing & Advertising, both from California State University, Dominguez Hills.

Community Engagement

Community involvement has always been important to me. I currently volunteer at Mission Bible Church, where I serve as a co-teacher in the Children's Ministry, working with toddlers. I've also been involved with Turning Point USA (CSU Fullerton Chapter) and Circle K International (CSU Dominguez Hills Chapter), where I gained valuable leadership experience and learned the importance of engaging with different groups to work toward a common purpose.

I'm always looking for opportunities to get involved and give back to the community. Whether it's supporting local youth or helping with community outreach and events, I believe in the impact that working together can create positive change.

Statement of Interest in Serving on the Cypress City Council

My interest in serving on the Cypress City Council comes from a deep desire to put the needs of others first and to humbly serve my community. I've always believed that local government has the power to shape communities in meaningful ways, and I'd love the chance to contribute to that. I'm not someone who sees themselves as having all the answers, but I am someone who listens, works hard, and values teamwork. I want to bring that approach to the City Council, to listen to the people of Cypress, understand their concerns, and work together to find meaningful ways to address them for the benefit of everyone.

Vision for Cypress

I envision Cypress continuing to grow thoughtfully and responsibly, with a clear focus on prioritizing the needs of all its residents. I'd like to see greater support for local businesses and schools, while also addressing key issues such as housing, traffic, and the need for improved community services. I believe it's also important to consider even the smaller concerns, like waste management and expanding options for internet services. Equally important, I want to ensure that as we grow, we don't lose the things that make Cypress unique—the sense of community, safety, and small-town charm. I would focus on keeping residents informed and involved in decision-making, fostering a city where everyone feels heard and valued.

My goal would be to help make Cypress not only a great place to live, but a community where residents feel connected, supported, and proud to call home.

I am truly excited about the opportunity to serve in this capacity and work alongside others to help build a brighter future for our community. Thank you for considering me for the role of City Council member. It would be an honor to contribute to Cypress' continued growth and success.

Claudia Nessary

Cypress, CA | [redacted]

EDUCATION

Golden West College, Huntington Beach, CA – Currently Enrolled

Associate's Degree, Double Major: Communications and Political Science

Frontier High School, Whittier, CA

High School Diploma, Graduate of the Class of 1980

WORK EXPERIENCE

SKILLS: Bilingual in English and Spanish (Fluent: Written and Speaking)

Nikolau Enterprises | Los Alamitos , CA

Office Manager| August 2025 – May 2018

- Managed document preparation, scheduling, invoicing, and record-keeping
- Built and maintained positive customer relationships
- Ran interviewing and hiring processes, and provided bilingual office support to staff, customers, and vendors.

Lan Blooming Flowers | La Mirada, CA

Floral Design & Delivery Coordinator| January 2016 – April 2010

- Coordinated purchasing and vendor agreements and ordering schedules
- Organized and scheduled deliveries, and supported local event planning and community gatherings
- Designed custom floral arrangements for events and memorials.

Buena Park Florist | Buena Park, CA

Sales – Design & Delivery | February 2010 – February 2007

- Managed purchasing orders as well as product placement and sale.
- Created a delivery route for florals and products that made deliveries 35% more efficient and reduced overhead costs by 20%, while maintaining care and professionalism in
- Assisted customers with orders, scheduling, floral designs and gift orders

Plainsite Business Systems | Santa Fe Springs, CA

Sales Support and Office Supply Manager | 1990 - 1986

- Managed business accounts and client relations as a "face-of-the-company" to foster company relationships
- Supported sales team with management of orders, scheduling meetings with clients, and office reception

Life Christian Academy | Bell Gardens, CA

English as a Second Language (ESL) Instructor: Spanish/Classroom Aide | 1983 - 1979

- Provided bilingual instructional support to English language learners, helping students develop proficiency in English reading, writing, listening, and speaking skills
- Assisted teachers by translating materials and facilitating understanding through instruction to support student engagement and success
- Supported Spanish-speaking students in transitioning to interpreting English coursework

PERSONAL STATEMENT

During the gap in my resume, I was blessed to be a full-time homemaker and stay-at-home mother, while remaining consistently engaged in my community through meaningful volunteer and leadership roles. I served in ministry and at my children's schools where I assisted in classrooms, volunteered as a lunch server, taught Sunday School, and supported the Bus Ministry. I volunteered with the Miss America Organization from 2016–2021, providing mentorship and support to titleholders across Southern California. In Cypress, I have remained actively involved with the Senior Center, including serving as Vice President of the Sunshine Club, volunteering with programs, and participating in outreach to support and uplift our senior community. I also participated as a member of the Cypress Women's Club, and served as a volunteer board member at Anaheim First Church of the Nazarene. Throughout this time, I continued my personal growth through ongoing education, including coursework at Golden West College. These experiences reflect my dedication to service, community connection, and supporting others, both in my home and throughout the city I love.

Applicant's Contact Information for Claudia Nessary:

5052 Alaska Avenue, Cypress, CA 90630 – [redacted] – [redacted]

Written description of applicant's qualifications, experience, education and community engagement

I offer a lifetime of community connection and service within Cypress. A resident of over twenty-five years, I have raised my family here, supported local schools, youth sports, volunteer programs, cultural events, and senior services. My service as a Commissioner for the Cypress Senior Center reflects a heart for listening, uplifting, encouraging, and honoring the people who built this community. My work has always centered on care for neighbors, commitment to service, and a belief that a thriving city begins with its people.

My professional experience in bilingual office support, small business operations, team coordination, and community-based leadership demonstrates reliability, strong communication, organizational strength, and trustworthiness. These qualities rise from years of dedicated involvement across classrooms, local programs, and family-centered initiatives.

My vision speaks to safety, community connection, responsible growth, and stewardship of resources. My leadership style reflects humility, compassion, and a deep sense of commitment to my community. My motivation is rooted not in recognition, but in devotion to a city that feels like family. I stand ready to serve with heart, presence, and unwavering dedication to Cypress.

Five References

U.S. Army Major, Roger Kays – [redacted] –
[redacted]

Robert Carroll – [redacted] –
[redacted]

Liane Harper – [redacted] –
[redacted]

Pastor Scott Reimer – [redacted] –
[redacted]

Lisa Jones Flores – [redacted] –
[redacted]

Voter Registration

BOB PAGE
Registrar of Voters

Mailing Address
P.O. Box 11298
Santa Ana, California 92711

REGISTRAR OF VOTERS
1300 South Grand Avenue, Bldg. C
Santa Ana, California 92705
(714) 567-7600
FAX (714) 567-7627
ocvote.gov

Application for Certified Copy of Voter Registration

Per Elections Code Section 2167: "Upon the personal or written application of any person, the county elections official shall, at a fee not to exceed one dollar and fifty cents ($1.50), provide the applicant with a certified copy of the entries upon the register relating to the applicant."

If you wish to obtain a certified copy of your own voter registration record, the fee is $1.50. **Please make your check or money order payable to: Orange County Registrar of Voters or pay online at ocvote.gov.** This form and your check or money order for $1.50 per copy may be mailed or completed at the Orange County Registrar of Voters' office. **If paid online, please send completed form to the Registrar of Voters' office.**

Please print:

Name: Claudia Nessary

Orange County Residential Address: [redacted]

Cypress (City) 90630 (Zip Code)

Date of Birth: [redacted]

Phone (For Online Orders): [redacted]

If you would like your copy mailed somewhere other than your residence, please indicate below.

Mailing Address: _____

(City) (Zip Code)

Signature: _____ Date: _____

Mail to: Orange County Registrar of Voters
P.O. Box 11298
Santa Ana, CA 92711

Deliver to: 1300 South Grand Avenue, Building C
Santa Ana, CA 92705
(corner of Grand Ave & McFadden Ave)

Claudia Nessary's Statement of Interest in Serving Cypress

For over 25 years, Cypress has been more than my hometown, it has been the heart of my family's story and the backdrop of countless memories. I have watched this city grow, thrive, and evolve while maintaining the small-town sense of pride and connection that makes Cypress so special. My children attended our local schools, wore their team colors on our fields, and built friendships in the same parks and neighborhoods that inspired my own commitment to servicing our town. Cypress is not just where I live, it is part of who I am.

As a Commissioner for the Cypress Senior Center, I have had the privilege of working alongside dedicated staff and volunteers who embody the very best of our city which is compassion, unity, and service. This role has deepened my appreciation for the commitment Cypress has to its residents, especially those who built this community with their hands and hearts. Whether coordinating with city staff, supporting local events, or simply listening to the needs of our seniors, I have learned that true leadership begins with service and empathy.

Over the years, I have served Cypress both in official and unofficial capacities, from volunteering at community events, supporting our youth programs, and contributing to local initiatives that keep Cypress vibrant and connected. Each opportunity, big or small, has reaffirmed my belief that public service is about putting service above self. Public service is about making decisions not for recognition, but for the good of the community and the neighbors who feel like family.

To me, being appointed as a City Councilmember would be the ultimate honor of my lifetime dedicated to service. I would give my all to this opportunity of being able to give back to a city that has given me so much. I see this role not as a title, but as a responsibility: to listen, collaborate, advocate, and ensure that Cypress continues to be the safe, welcoming, and inviting community that we are all proud to call home.

Cypress is a city with heart, integrity, and a shared commitment to doing what is right for its people. I would be honored to bring my energy, experience, and unwavering belief in the power of community to serve the residents of Cypress. I am ready to work hard, dream big, and continue the legacy of excellence that our city council has consistently maintained to make Cypress not just a great city, but *our* great hometown. To be appointed as the next city council member for the great City of Cypress would be a privilege to serve with integrity, lead with heart, and keep Cypress the place we are all so proud to call home.

Claudia Nessary's Statement of Vision for the City of Cypress

Cypress is more than where we have the good fortune of living; it is a city built on neighborly connection, civic pride, and the shared belief that a thriving community begins with citizens. As a long-time resident of over 25 years and active community servant, I have seen firsthand the strength, generosity, and resilience of our city. It is with that same love and commitment that I seek to serve as a member of the Cypress City Council. As a city councilor, I aim to listen, lead, and preserve the values that make Cypress such a remarkable place to call home.

My vision for Cypress is one rooted in community, safety, growth, and good governance. I believe that government should work *for* its people, not the other way around. Every decision we make as a council should be guided by one simple question, "How will this improve the lives of our residents?" Whether it is ensuring our neighborhoods remain safe and family-friendly, strengthening public trust, supporting our seniors, or responsibly guiding growth and development, I want to make sure Cypress continues to be a model of what a united, forward-thinking, prosperous city looks like.

Keeping Cypress Safe and Strong

Safety is the foundation of any thriving community. Our residents deserve to feel secure in their homes, confident in their schools, and supported by a well-trained, well-equipped police and fire department. I will continue to prioritize community-oriented policies that build relationships between officers and residents, while advocating for programs that emphasize crime prevention and safety education. Public safety is not just about enforcement; it is also about trust. Our work should ensure Cypress residents, from our youngest to our eldest, feel heard, valued, and protected.

A Vision for Responsible Growth

Cypress is a city that honors its history while planning wisely for its future. With California's evolving housing mandates and our city's commitment to meeting state compliance under the 2021–2029 Housing Element, we must ensure that growth happens responsibly. I believe we can meet our housing goals while preserving the charm and integrity of our neighborhoods. That means thoughtful zoning decisions, transparent communication with the community, considering residents input, and ensuring new developments enhance, not overwhelm, our infrastructure, schools, and traffic systems.

The passage of Measure S showed that our community is ready to grow, but we must do so with intention. We must foster a community of engaged and informed voters who turn out to have their voices heard through the ballots they cast. We must balance opportunity with stewardship, and progress with preservation. I envision a Cypress where families can afford to live near where they work, where seniors can comfortably age in peace, and where our next generation sees a bright, stable future in the city they grew up in.

Community First

Community is what makes Cypress special. From the Concerts on the Green and the year-round recreation programs to the warm smiles at the Senior Center, our city thrives because of its people. Having served as a Commissioner for the Cypress Senior Center, I have seen the vital role our programs play in supporting our aging population, fostering friendships, and keeping residents engaged. I want to expand on that by increasing access to intergenerational programs, volunteer opportunities, and partnerships with our schools and local organizations to strengthen the sense of belonging that makes Cypress feel like family to all who live here.

We are at our best when we bring people together and when civic engagement is not just a slogan, but a way of life. I will be a listening ear to champion open communication between residents and city leadership, ensuring transparency in decision-making and accountability in how we serve. Every voice matters, and I believe city government should reflect the values, diversity, and dreams of its residents.

Good Governance and Efficiency

As a taxpayer and informed voter, I understand the importance of efficiency, clarity, and accountability in government. Taxpayer dollars must be spent wisely, city services must be delivered effectively, and public trust must remain at the heart of all we do. I believe in maintaining high standards of professionalism and civility on the City Council, creating an environment where collaboration replaces conflict, and where every council member remains united for a common purpose: serving the people of Cypress.

With the upcoming transition to by-district elections and a new City Manager taking the helm, Cypress stands at an important crossroads. This is our moment to reaffirm who we are and what kind of city we want to be. We can strengthen community trust, foster respectful dialogue, and ensure that every district, every neighborhood, and every citizen feels represented and included in our city's decisions.

A City That Cares, A Council That Listens

Cypress is more than just a city; it is a community that believes in doing things the right way. Cypress is full of heart, integrity, and vision. As a City Councilmember, I will bring not only my experience and leadership but my unwavering commitment to sentiment of *service above self.* This city has given so much to me and my family, and now I want to give back by helping shape a future where Cypress continues to shine as one of the most vibrant, well-run, and community-driven cities in Orange County.

Together, we can continue to build a Cypress that is safe, smart, and strong. Cypress will continue to be a city that grows responsibly, governs efficiently, and never loses sight of its most important asset: its people. Cypress deserves leaders who care deeply and act boldly. I am ready to be the leader who serves, listens, and helps our city continue to thrive for generations to come.

Rachel Strong

Cypress, California | [redacted] | [redacted] |
www.strongdancestudios.com

Objective

Lifelong Cypress resident, small business owner, and children's advocate seeking a seat on the Cypress City Council. Dedicated to fostering a safe, inclusive, and family-centered community through transparent leadership, responsible growth, and active civic engagement.

Public Service & Civic Engagement

Candidate for Cypress City Council — City of Cypress, CA (2020 & 2022 Elections)
• Led community-centered campaigns focused on fiscal responsibility, youth engagement, public safety, and local business support.
• Built strong relationships with residents through outreach events, neighborhood meetings, and volunteer partnerships.
• Advocated for open, transparent communication between city leaders and the community.

Commissioner, Senior Citizens Commission — City of Cypress, CA (2021–2022)
• Collaborated with city staff and fellow commissioners to enhance programs and services for Cypress's senior residents.
• Volunteered at community and senior events, promoting safety, engagement, and well-being among older adults.
• Provided input to strengthen city initiatives related to recreation, accessibility, and community inclusion.

Professional Experience

CEO & Director — Strong Dance Studios, Cypress, CA (2007–Present)
• Founded and manage a thriving local dance studio serving thousands of children and families for over 18 years.
• Focused on building confidence, creativity, and self-expression in youth through performing arts education.
• Developed and implemented a Leadership Development Program to foster peer-to-peer connection, prevent bullying, and build self-esteem.
• Oversee budgeting, staff leadership, curriculum design, and community partnerships.
• Collaborate with schools, nonprofits, and civic organizations to promote arts access and youth empowerment throughout Cypress.

Education

B.A., History & Business Management and Marketing — Loyola Marymount University, Los Angeles, CA (1998)
Summer Study Program, Queens College, Oxford University — Full Scholarship
Focus: History, Culture, and International Relations

Skills

• Community Leadership & Advocacy
• Youth Development & Safe-Space Initiatives
• Public Speaking & Civic Engagement
• Budgeting & Small Business Management
• Strategic Planning & Collaboration
• Sense of humor

Rachel Strong
[redacted] Cypress, CA 90630
[redacted] | [redacted]
www.strongdancestudios.com

Rachel Strong – Experience, Qualifications & Community Engagement Summary

Experience

18 years leadership at Strong Dance Studios; coordination and hosting of multiple performances per year with public speaking; youth mentorship and engagement; participation in public forums during campaigns to engage local voters; attendance at City Council meetings.

Qualifications

Business management, community and small business leadership, organizational skills, event planning, public engagement, leadership development, communication skills, financial planning including forecasting and management to stay on budget, allocation of funds and project resources, seeing projects and initiatives from vision to planning to inception to execution to follow through, revision and subsequent generations.

Education

Loyola Marymount University, Los Angeles – Dual Major in History and Business Management & Marketing (1998); Summer study program at Queens College, Oxford on full scholarship.

Community Engagement

Service on Cypress Senior Commission (2021–2022); organized citywide Halloween event for children to maintain normalcy during and after the pandemic; membership in Black Student Union promoting inclusion; active community participation through campaigns and public forums.

Rachel Strong
[redacted], Cypress, CA 90630
[redacted] | [redacted]
www.strongdancestudios.com

Statement of Interest – City Council Vacancy

Dear City Clerk and Members of the Selection Committee,

As a lifelong resident of Cypress, I am honored to submit my interest in the current City Council vacancy for my district. Cypress has been my home nearly all my life, and I have dedicated myself to this community through my professional work, volunteer service, and civic engagement. While I have run for City Council twice before—unsuccessfully, I'll admit—I am hopeful that this appointment presents an opportunity to serve our city in a meaningful way. After all, as my dance students would tell you, persistence and determination are key, "no cap."

For the past eighteen years, I have owned and directed Strong Dance Studios, where I have helped thousands of local children develop confidence, creativity, and leadership skills through the performing arts. Beyond teaching dance, I coordinate multiple performance events each year, often hosting them with public speaking engagements that connect families and children to our community. I have also fostered leadership development programs that build peer-to-peer connections, prevent bullying, and empower young people to find their voice.

My commitment to Cypress extends into public service. I served on the Cypress Senior Citizens Commission from 2021–2022, attended numerous City Council meetings to stay engaged with local governance, and organized a citywide Halloween event specifically for children to maintain a sense of normalcy during and after the pandemic. Through my campaign experiences and participation in public forums, I have listened to neighbors' concerns and worked to engage local voters in the issues that matter most. Additionally, I am proud to support inclusion and community connection as a member of the Black Student Union.

I believe my background in small business leadership, youth development, and community collaboration equips me to contribute meaningfully to the City Council. My approach is rooted in listening, building consensus, and creating safe, vibrant spaces for all residents of Cypress. I am eager to bring my energy, perspective, and dedication to serve our district and the broader community.

Thank you for considering my statement of interest. I would be honored to continue serving the community I have called home for nearly my entire life, and I promise to bring both dedication—and a sense of humor—to the role.

Warm regards,
Rachel Strong

Rachel Strong
[redacted], Cypress, CA 90630
[redacted] | [redacted]
www.strongdancestudios.com

Statement of Vision for the City of Cypress

Dear City Clerk and Members of the Selection Committee,

My vision for Cypress is rooted in care, connection, and community. As someone who has lived in this city for nearly my entire life, I have seen firsthand how thoughtful leadership and smart planning make Cypress a wonderful place to live, raise children, and age with dignity. I believe the next chapter for our city should focus on ensuring that both our youngest and oldest residents feel supported, valued, and seen in every decision we make.

For our youth, we need to invest in safe, engaging spaces that keep them active, social, and connected. Continuing the refresh of our public parks and exploring the creation of a safe e-biking space for teens would help fill a major gap in recreation options for this age group. For our seniors, we should prioritize practical, budget-friendly programs that support aging in place—such as assistance for residents building ADUs, or installing elevators and accessible entry ramps in existing homes. These kinds of initiatives improve quality of life and help long-term residents remain active members of the community they love.

Our approach to development and planning should balance progress with purpose. Any new land available for development must meet our state mandate for affordable housing while incorporating opportunities for green space—parks with e-biking jumps and splash pads for young children, walking areas for seniors, and gathering places that bring people together. If retail development becomes viable, I would love to see our city pursue additions such as a movie theatre, high-quality restaurants, and shopping experiences that make Cypress a destination for neighboring communities.

Finally, one of the most important tasks ahead is selecting a city manager who embodies the values and goals of our city—a leader who is competent, trustworthy, resourceful, and capable of balancing the diverse interests of our residents over the next five to fifteen years. The right leadership at the top will ensure that Cypress continues to grow responsibly, compassionately, and sustainably.

I am deeply committed to helping Cypress maintain its small-town warmth while embracing thoughtful progress. Thank you for considering my vision and for your dedication to our community. I would be honored to contribute to shaping the next chapter of Cypress's story as a member of the City Council.

Warm regards,
Rachel Strong

Rachel Strong
5782 Roxbury Court, Cypress, CA 90630
(714) 404-0002 | rachel@strongdancestudios.com
www.strongdancestudios.com

VOTER CERTIFICATION

I, Rachel Strong, certify that I am a registered voter in the City of Cypress, California.

Signature: [redacted] Date: 10/20/2025

Attach Copy of Voter Registration Card Below:

ORANGE COUNTY REGISTRAR OF VOTERS

PO BOX 11298
SANTA ANA, CA 92711-1298

Phone: 714-567-7600
Website: ocvote.gov

OFFICIAL ELECTION MAIL

NON-PROFIT ORG.
U.S. POSTAGE
PAID
SANTA ANA, CA
PERMIT NO. 77

PRESORTED

FORWARDING SERVICE REQUESTED

VOTE EASY.
VOTE SECURE.

123205

Aimee R Strong
[redacted]
CYPRESS CA 90630-4639

VOTE IN THE NOVEMBER 4, 2025 STATEWIDE SPECIAL ELECTION

REFERENCES

George Pardon, Community Advocate & Tax Preparer [redacted]

Sarah Hummel, Co-Founder and Director of Human Resources, Strong Dance Studios [redacted]

Erika Garcia, Senior Information System Analyst, DHHS, and Friend [redacted]

Jaime Needham, Cypress School Board Trustee [redacted]

Rinku Patel, RN Educator and Professional Development Coordinator [redacted]

CITY OF CYPRESS – CITY COUNCIL VACANCY APPLICATION

Applicant:
Jack Torossian
[redacted]
Cypress, CA 90630
Phone: [redacted]
Email: [redacted]

Introduction and Community Background

Throughout my life, I have found purpose in giving back to the community. From volunteering as a youth hockey coach to mentoring young athletes, I've always believed in the importance of teaching teamwork, discipline, and community spirit.

My wife, Brittany Torossian, currently serves as the Treasurer of our local PTA, and together we are raising three elementary-aged children here in Cypress. As active parents and community volunteers, we take great pride in contributing to our schools and neighborhoods.

Our family is deeply rooted in Cypress, and we are now looking to further our commitment to the city through civic service—continuing to give back in ways that make a lasting difference for families, schools, and businesses alike.

Written Description of Applicant's Qualifications, Education, and Community Engagement

I bring over 15 years of professional experience in logistics, finance, and management, supported by a continuing education in accounting, economics, and law. Professionally, I have served as an Accountant at American Freight Systems, Account Executive at Merchant Consultants Group, Logistics Coordinator at Landstar Ranger, and Restaurant Manager at Boardwalk Restaurant & Bar. These experiences have developed my abilities in financial oversight, organizational leadership, and problem-solving under pressure.

I am currently completing my Associate of Science in Accounting and Associate of Arts in Economics, being only a few classes away from graduation, while pursuing my Juris Doctor degree at the California School of Law with a focus on contracts, business law, and public policy.

In addition to my professional and academic experience, I actively serve on the Parent-Teacher Association (PTA), where I volunteer as an accountant assisting the PTA treasury with budgeting, ledger reconciliation, and financial accountability. This role allows me to apply my accounting background toward fostering transparency and responsible stewardship of community resources.

Statement of Interest in Serving on City Council

My interest in serving on the Cypress City Council is rooted in my desire to strengthen the connection between residents, schools, and city leadership. I am deeply committed

to ensuring that our city remains a safe, inclusive, and prosperous place to raise families and grow businesses.
As a law student and accountant, I understand the importance of legal integrity and fiscal responsibility in public decision-making. I want to help the city maintain a strong financial foundation while continuing to improve public safety, education partnerships, and community engagement.
If appointed, I will focus on:

- Expanding school safety and youth programs,
- Supporting cleaner streets, parks, and neighborhoods,
- Encouraging small business growth and local investment, and
- Promoting open communication and accountability between city government and residents.

Statement of Vision for Cypress
My vision for Cypress is a community that blends strong family values, sound financial management, and transparent governance. I believe our city should continue to lead by example in public trust, environmental responsibility, and neighborhood safety.
I envision Cypress as a place where:

- Every child can attend safe and well-supported schools,
- Families can enjoy clean public spaces and well-maintained parks,
- Businesses can thrive under fair and supportive city policies, and
- Residents are empowered to participate in shaping local policy.

If given the opportunity to serve, I will work with fellow council-members to uphold the city's legacy of integrity, fiscal prudence, and innovation—ensuring that Cypress continues to grow while preserving the small-town spirit that makes it special.

RESUME

Education:
(In progress) Associate of Science in Accounting
Pierce Community College, [2019]

(In progress) Associate of Arts in Economics
Cypress Community College, [2026]

Accountant/Bookkeeper, American Freight Systems
Los Alamitos, CA | 2018-2024
Recording day-to-day financial transactions, such as sales, purchases, receipts, and payments, in the company's accounting system. This includes entering data into ledgers, bank reconciliations and maintaining accurate and up-to-date financial records. Including preparing financial statements, including the income statement, balance sheet, and cash flow statement.

Responsible for payroll functions, ensuring that employees are paid accurately and on time. This includes calculating wages, withholding taxes, and making the necessary deductions.

Applied financial acumen to manage the company's financial processes, including Accounts Payable (AP), Accounts Receivable (AR), journal entries, invoicing, and

various aspects of managerial accounting and ensured compliance with Generally Accepted Accounting Principles (GAAP).

Account Executive, Merchant Consultants Group, MCG Payments
Woodland Hills, CA | 2016-2018

As an accomplished Salesman in Credit Card Processing, my role encompassed a spectrum of dynamic responsibilities crucial to driving business growth and client satisfaction. Operating as an Account Executive, I spearheaded the acquisition of new clients by conducting comprehensive needs assessments, presenting tailored credit card processing solutions, and skillfully negotiating terms to secure lucrative deals. My daily duties included maintaining strong client relationships through effective communication, promptly addressing inquiries, and providing proactive customer service.

Logistics Coordinator, Landstar Ranger, Inc.
Van Nuys, CA | 2012-2016

Versatile and detail-oriented Logistics Coordinator with a proven track record in optimizing supply chain operations, reducing transportation costs, and enhancing overall logistics efficiency. Skilled in coordinating inbound and outbound shipments, managing inventory levels, and maintaining strong communication channels with suppliers and carriers.

Restaurant Manager, Boardwalk Restaurant & Bar
Hollywood, CA | 2008-2012

A highly innovative Restaurant Manager with a track record in the vibrant realm of fast-paced gastro-pub style bar/restaurants. Renowned for my dynamic contributions to menu creation, strategic sales tracking, and successful marketing campaigns, I bring a unique blend of culinary creativity and business acumen to elevate dining experiences. From pioneering enticing menus that resonate with diverse clientele to implementing data-driven sales tracking systems, I have consistently delivered impressive results.

Mortgage Broker, Mortgage Wholesalers Group
Glendale, CA | 2005-2008

In my capacity as a Mortgage Broker and Loan Officer, my professional responsibilities were diverse and focused on delivering top-notch service in the financial industry. Serving as an Account Executive, I played a pivotal role in the mortgage lending process. My duties included conducting thorough financial assessments for clients, analyzing creditworthiness, and presenting suitable loan products tailored to their specific needs. I adeptly guided clients through the loan application and approval process, ensuring a smooth and transparent experience. Building and nurturing relationships with clients and industry partners was at the core of my responsibilities, fostering trust and client loyalty. Collaborating with underwriters and other stakeholders, I ensured compliance with regulatory requirements and facilitated timely and successful

closings. My commitment to staying informed about market trends and financial regulations allowed me to provide clients with informed advice and strategic solutions, contributing to a robust portfolio and exceeding performance targets.

REFERENCES

-

1. Salim Raza - [redacted]
2. Marsha Swinford - [redacted]
3. Dwight Clifton - [redacted]
4. Chester Talludo - [redacted]
5. Brian Papp - [redacted]

Timothy Vink
[redacted].
Cypress, CA 90630
[redacted]

Dear Honorable Council Members,

I am honored to submit my application for appointment as a Member of the Cypress City Council. As a proud resident since 2018, I have deep roots in our community and a strong desire to help guide its continued growth and success. Since we moved here in 2018, Cypress has truly become my family's home, and a place where my wife and I have been able to build lifelong friendships and connections with other community members.

I am passionate about serving the community and have done so through volunteer work with Cypress Youth Baseball, where I coach my son's team and recently joined the Board of Directors. This experience has deepened my appreciation for the values that make Cypress strong — teamwork, integrity, and civic pride. My wife's service on the local School Board and my involvement in our schools reflect our shared commitment to the families and future of our community.

Professionally, I bring the perspective of an attorney who has worked with organizations of all sizes, in both the private and public sectors. This experience has taught me the importance of ethical decision-making, transparency, and practical problem-solving. These are all qualities that I believe are essential to effective local governance. My time within the California State University system also provided valuable insight into how public institutions function and serve their communities.

If selected, my goal would be to provide steady, collaborative leadership during this transitional period until the next district-based elections. I would approach this role without a political agenda, guided solely by what is in the best interests of Cypress residents. My priorities would be to:

- Strengthen public trust and transparency with City governance;
- Support public safety as a continuing foundation for a thriving community; and
- Promote fiscal responsibility to ensure long-term stability and sustainability

Cypress a wonderful place to live and raise a family, and I am eager to contribute to its continued success. Thank you for your consideration, and I would welcome the opportunity to further discuss how my background and values align with the City's continued success.

Sincerely,

Tim Vink

TIMOTHY A. VINK, ESQ.

Cypress, CA | [redacted] | [redacted]

SUMMARY

Community-focused attorney and civic volunteer with over a decade of experience advising senior leadership on governance, compliance, and policy matters. Skilled in building consensus, analyzing complex issues, and ensuring ethical, transparent decision-making. Dedicated to serving the residents of Cypress through practical, collaborative, and responsible leadership.

KEY QUALIFICATIONS

• Governance & Ethics: Experienced in advising boards and executives on compliance, transparency, and governance best practices.
• Fiscal & Policy Insight: Proven ability to analyze budgets, contracts, and policy frameworks to ensure efficient, responsible resource allocation.
• Community Engagement: Active volunteer and youth coach committed to strengthening community ties and civic participation.
• Strategic Leadership: Adept at balancing stakeholder interests and achieving consensus on complex initiatives.

COMMUNITY INVOLVEMENT

Cypress Youth Baseball — Coach (2023 – Present) & Board Member (2025 – Present)

• Coach youth baseball teams while emphasizing teamwork, leadership, and sportsmanship.
• Serve on the Board of Directors, helping manage league operations, safety, and volunteer coordination.

Local Schools (Cypress School District) — Volunteer (Ongoing)

• Participate in classroom and extracurricular activities supporting student development.

PROFESSIONAL EXPERIENCE

Toshiba America Electronic Components, Inc. — Irvine, CA

Managing Counsel (July 2025 – Present) | Senior Counsel (Apr 2022 – June 2025) | Corporate Counsel (Sep 2021 – Apr 2022)

• Advise leadership on complex commercial transactions and regulatory issues with a focus on ethics and compliance.
• Lead corporate compliance programs and manage risk mitigation across operations.
• Direct purchasing and procurement functions, integrating legal, financial, and operational perspectives.

• Provide counsel on real estate, employment, and marketing matters relevant to community and business development.

California State University, Long Beach — Long Beach, CA

Manager of Contract Services & Interim Director of Procurement (Oct 2020 – Sep 2021)

• Oversaw university-wide contracting and procurement operations under California State University policy.
• Ensured compliance with state and federal regulations (CCPA, FERPA, HIPAA, GDPR).
• Provided strategic counsel to executive leadership on risk, ethics, and policy.
• Gained valuable insight into public-sector operations and governance processes.

American Honda Motor Co., Inc. — Torrance, CA

Paralegal, Corporate Law Division (Oct 2015 – Sep 2020)

• Supported corporate governance, compliance, and internal audit activities.
• Managed board documentation and corporate recordkeeping for multiple subsidiaries.
• Contributed to policy development and compliance training programs.

(Earlier roles available upon request)

EDUCATION

University of Wisconsin Law School — Madison, WI

Juris Doctor, May 2013

University of Minnesota Duluth — Duluth, MN

Bachelor of Arts, cum laude, Political Science & Criminology, May 2009

BAR ADMISSIONS

California State Bar | Wisconsin State Bar

INTERESTS

Community service, youth sports, local governance, and spending time with family outdoors.

REFERENCES

Joe Cockman
Division General Counsel, Toshiba America Electronic Components, Inc.
Phone: [redacted]

Lee Goldring
Deputy General Counsel (retired), American Honda Motor Co., Inc.
Phone: [redacted]

Nick Nita
Partner, Nita Lemon Law
Phone: [redacted]

Variel Perez
President, Cypress Youth Baseball
Phone: [redacted]

Edward Lu
Assistant Coach and Cypress Community Member
Phone: [redacted]

BILL WOSTENBERG

[redacted], Cypress, California 90630
[redacted] | [redacted]

OBJECTIVE

Seeking to fill the Cypress City Council vacancy, from the time of appointment until the results of the November 3, 2026, General Municipal Election are certified. I have no plans as of now to run for City Council in 2026 to represent District 1, but that could change based on the experience gained from this opportunity.

CORE COMPETENCIES

Integrity | Accountability | Sound Judgement | Organizational Leadership | Non-Profit Organization Governance | Oral and Written Communications | Public Speaking | Collaboration and Teamwork | Problem-Solving | Critical and Strategic Thinking | Financial Management | Program / Project Management

QUALIFICATIONS

- Demonstrated community leadership resulting in a broad base of relationships with corporations, non-profit and government agencies, and community leaders.
- Proven leadership skills developed through 40 years of increasingly responsible experience providing business continuity management and information technology consulting and program / project management services to Fortune 1000 firms in the automotive, financial services, healthcare and non-profit sectors.
- Business executive with over 20 years of experience developing, implementing, and managing superior global enterprise business continuity, disaster recovery and crisis and emergency management programs.
- Demonstrated ability to build strong stakeholder relationships and collaborations.
- Ability to influence others.
- Excellent written and verbal communication, presentation, organization management and collaboration and interpersonal skills.

COMMUNITY ENGAGEMENT

CYPRESS COLLEGE FOUNDATION, Cypress CA
Board of Directors **1998–2007**
Executive Board (Secretary 2003–2005, Vice President 2001–2003), Americana Awards (Chair 2007, Auction Committee Chair 2001–2004)

PACIFICARE FOUNDATION, Santa Ana, CA **1997–2005**
Women's Health Allocation Committee (2004), Health Promotion Allocation Committee, Lead (2002-2003), Human/Social Services Allocation Committee, Lead (1998–2001)

CYPRESS COMMUNITY FESTIVAL ASSOCIATION, Cypress, CA **2005**
Public Relations Committee Chair

CITY OF CYPRESS, Cypress, CA **1997–2003**
Recreation and Community Services Commission
Chair (1999–2000), Vice-Chair (2002–2003)

BOYS AND GIRLS CLUB OF CYPRESS, Cypress, CA **1996–1999**
Board of Directors
1st Vice President and Personnel Committee Chair (1997–1998), Training Kitchen Construction Project Manager (1996–1998).

CITY OF CYPRESS, Cypress, CA **1995–1996**
Wicker Drive Land Use Advisory Committee, Chair

[redacted]

PROFESSIONAL EXPERIENCE

PACIFIC PREMIER BANK | Irvine, CA **2020–2023**
First Vice President / Business Continuity Manager

HYUNDAI AUTOEVER AMERICA | Fountain Valley, CA **2019–2020**
Disaster Recovery Consultant

CERDIAN HCM | Fountain Valley, CA **2018–2019**
Business Continuity Manager

CITY OF HOPE | Irwindale, CA **2017**
Information Technology Consultant / Senior Project Manager

KIA MOTORS AMERICA | Irvine, CA **2015–2017**
National Manager, Business Continuity Management

PACIFIC LIFE INSURANCE | Newport Beach, CA **2011–2015**
Consultant, Information Technology Service Continuity

AUTOMOBILE CLUB ENTERPRISES | Costa Mesa, CA **2006–2011**
Manager, Business Continuity Planning

UNIVERSITY OF CALIFORNIA, IRVINE | Irvine, CA **2005–2011**
Adjunct Professor

CALIFORNIA STATE UNIVERSITY, FULLERTON | Fullerton, CA **2007–2009**
Adjunct Professor

PACIFICARE HEALTH SYSTEMS | Cypress, CA **1999–2006**
Program Manager, Business Continuity

PROFESSIONAL AFFILIATIONS

ASSOCIATION OF CONTINGENCY PLANNERS (ACP), Orange County Chapter, Board of Directors (2004–2013)

ORANGE COUNTY RED CROSS, Orange County Disaster Preparedness Academy, Steering and Curriculum Committees (2007–2011)

READYOC, Corporate Advisory Council

UNIVERSITY OF CALIFORNIA, IRVINE, EXTENSION, Emergency Management and Disaster Recovery Certificate Program Advisory Board

COASTLINE COMMUNITY COLLEGE, Emergency Management Certificate Program Advisory Board

CALIFORNIA STATE UNIVERSITY, FULLERTON, UNIVERSITY EXTENDED EDUCATION, Business Continuity Planning Certificate Program Advisory Board

CYPRESS COLLEGE, Management and Marketing Advisory Board

LOS ANGELES COUNTY, DEPARTMENT OF PUBLIC HEALTH, 2009 Disaster Recovery Planning for Small Businesses Workshops, Guest Speaker

EDUCATION & CERTIFICATIONS

Master of Science in Management Information Systems, West Coast University

Bachelor of Science in Financial Management and Business Computer Methods, California State University

Business Continuity Professional (CBCP), Disaster Recovery Institute International (DRII)

Project Management Professional (PMP), Project Management Institute (PMI)

[redacted]

REFERENCES

Ron and Patty Garcia
9313 Lexington St
Cypress, CA 90630
[redacted]

Matt Hajimomen
4166 Dorset Dr
Cypress, CA 90630-2718
[redacted]

Debbie Jenkins
4264 Livermore Pl
Cypress, CA 90630
[redacted]

Jason Masters
4262 Surrey Dr
Cypress, CA 90630-2767
[redacted]

Sue Mulhearn
4301 Livermore Pl
Cypress, CA 90630-2732
[redacted]

Kristen Victor
4289 Manchester Pl
Cypress, CA 90630-2735
[redacted]

[redacted]

INTEREST IN SERVING ON CYPRESS CITY COUNCIL

I am seeking to fill the Cypress City Council vacancy where my broad knowledge of Cypress history as a 50+ year resident and my business and community leadership skills and experience can be leveraged to enhance the City's fiscal strength, public safety and community and recreational services.

I understand that if appointed I would serve from the time of appointment until the results of the November 3, 2026, General Municipal Election are certified. I have no plans to seek election to the City Council in 2026 to represent District 1 where I live.

My family and I have deep roots in Cypress. My parents moved here in 1968 when many dairy farms were being replaced with tract homes. I am a graduate of Cypress High School class of 1976. My wife Janice and I were married in Cypress and moved into our present home in Cypress in 1987 where we raised our two children. Janice's parents both grew up in Cypress and once owned a home at the former Wicker Drive property at Orange Avenue. and Walker Street.

During my Cypress residency, I have been a member and leader of several community organizations, including Cypress College Foundation and Boys and Girls Club of Cypress. I've also been actively involved in many urban planning issues including the proposed card club at the Los Alamitos Race Course as well as the City of Cypress versus Cottonwood Christian Center dispute over an 18-acre parcel of property located at the corner of Katella Avenue and Walker Street where Costco now sits.

Over the last few years, I've led a group of homeowners in addressing parking and traffic issues in our neighborhood. Our efforts recently included a successful petition drive for a proposed residential restricted parking district. This effort, in partnership with Cypress Public Works Department, resulted in the Traffic Commission's unanimous endorsement and City Council's unanimous approval for establishing the parking district.

Several years ago, I had a career change that required me to be on call and available 24/7/365 to respond to business threats and emergencies. As a result, I had to significantly scale back my community activities. Now that I'm retired, I'm looking to make a larger contribution of time and talent to my community.

VISION FOR CYPRESS

Provide leadership that supports Cypress continuing to be a great place to live, work and play. Specifically, I will provide leadership that enhances the City's fiscal strength, public safety and community and recreational services. To achieve this, I will:

- Bring common sense and financial management experience to decisions regarding the City's capital and operational budget and expenditures.
- Partner with the community and City staff to identify and mitigate risks to public safety, including traffic near schools.
- Collaborate with City staff, Cypress School District and Anaheim Union School District to make school fields and sports courts available during non-school hours for recreational use.

CHRISTOPHER PAIK

Christopher Paik, Ph.D.
[redacted]
Cypress, CA, 90720

Phone: [redacted]
Email: [redacted]
Website: www.christopherpaik.com

Summary

Faith-driven husband, father, economist, and community leader with a strong commitment to public service. Experienced in public policy research, higher education, and civic engagement, with a focus on fiscal responsibility, sustainable development, and inclusive community growth. Through years of teaching and leadership at the university level, developed a deep ability to work effectively with a diverse body of students, faculty, staff, and community members. Dedicated to fostering collaboration, transparency, and data-based decision-making to strengthen the Cypress community.

Employment

2025–Present Associate Professor of Economics, Fermanian School of Business, Point Loma Nazarene University

2022–2025 Assistant Professor of Economics, Fermanian School of Business, Point Loma Nazarene University

2020–2022 Economist, International Economics Team, Economic Research Institute, Bank of Korea

2016-2020 Instructor, College of Arts and Sciences, University of Miami

2019 Instructor, Miami Herbert Business School, University of Miami

2018 Research Assistant, Department of Sociology, University of Miami

2013 Research Assistant, T-Plus Management Consulting Firm (currently known as Ernst & Young)

2011 Research Associate & Analyst, Value & Special Situations Investment

2008-2010 Marine Sergeant Discharge under Honorable Conditions, Republic of Korea Marine Corps

Education

2020 MIAMI HERBERT BUSINESS SCHOOL, UNIVERSITY OF MIAMI
Ph.D. in Economics

2017 MIAMI HERBERT BUSINESS SCHOOL, UNIVERSITY OF MIAMI
M.A. in Economics

2015 FLORIDA ATLANTIC UNIVERSITY
M.S. in Financial Economics

2012 UNIVERSITY OF WASHINGTON
B.A. in Political Economy

2011 KOREA UNIVERSITY
Visiting Student in Economics

Community Involvement and Service

2024–Present Bible Teacher, Miracleland Baptist Church

2022–2023 Bible Study Cell Group, Santa Monica Onnuri Church

2013–2015 Volunteer Korean Teacher, South Florida Global Methodist Church

Honors, Awards, Grants, and Scholarships

2025 Excellence in Teaching Award for the 2023-2024 Academic Year

2024 Hero for Heroes Recognition from Military-Connected Students for Positive Community Impact

2021 The Bank of Korea Data Grant

2015–2020 Miami Herbert Business School Doctoral Student Fellowship with full tuition waiver and stipend

2013–2015 Florida Atlantic University Master's Student Fellowship with full tuition waiver and stipend

2008 Korean American Student of the Year, Seattle-Washington State Korean Association

Professional Service

2022–Present Academic Advisng Service, Point Loma Nazarene University (PLNU)

2025 Advisory Role for MBA Students' Economic Impact Study, San Diego Aquatic Center Council

2024–2025 Economic Impact Study Project, San Diego County Water Authority

2024–2025 Retention Committee, PLNU

2023–2024 International Task Force, Fermanian School of Business (FSB), PLNU

2022–2025 Graduate Curriculum Committee, FSB, PLNU

2022–2024 Academic Advising Service, FSB, PLNU

2024 Management Faculty Search Committee, FSB, PLNU

2023 News Article Interview, Global Finance Magazine

2017 Academic Advising Service & Economic Tutor, Hecht Athletic Center, University of Miami

References

Pastor Daniel Paik Senior Pastor, Miracleland Baptist Church, [redacted]

Dr. Youngmo Kang Dentist, Cypress Dental Implant Center, [redacted]

Dr. JC Hurtado-Prater Professor, Point Loma Nazarene University, [redacted]

Dr. Mary McCabe Professor, Point Loma Nazarene University, [redacted]

Dr. Charles Danso Professor, California State University LA, [redacted]

Personal Information

Citizenship: United States and South Korea
Hobbies: weightlifting, boxing, and anything outdoors

Christopher Paik, Ph.D.

Dear City Clerk and Members of the City Council,

I am writing to express my interest in serving on the Cypress City Council. As a long-time educator, economist, and active member of our local community, I am deeply committed to helping Cypress continue to be a safe, family-centered, and forward-looking city.

I currently serve as an Associate Professor of Economics at Point Loma Nazarene University, where I teach and mentor students from a wide range of backgrounds. Through my experience in higher education and my previous role as an economist at the Bank of Korea (Central Bank of South Korea), I have developed a strong foundation in data-driven decision-making, fiscal responsibility, and collaborative leadership. I believe these skills would serve our city well in addressing both present and future challenges.

Beyond my professional work, I am actively involved in community life as a Bible teacher at Miracleland Baptist Church, where I help lead programs that build connection, service, and family support. As a husband, father of two young children, and proud Cypress resident, I care deeply about maintaining the character of our neighborhoods and ensuring our city remains a welcoming place for all families.

If given the opportunity to serve, I would approach this responsibility with a willingness to listen. My focus would be on thoughtful planning, open communication with residents, and maintaining Cypress's long tradition of sound governance and community pride.

Thank you for considering my application. I would be honored to bring my experience, values, and commitment to service to the Cypress City Council.

Respectfully,

Christopher Paik, Ph.D.

Christopher Paik, Ph.D.

Description of Qualifications, Experience, Education, and Community Engagement

I have spent my career teaching, researching, and serving in ways that bring people together around practical solutions. I currently work as an Associate Professor of Economics at Point Loma Nazarene University, where I teach courses in public policy and economic development. In this role, I have had the privilege of working with students and colleagues from very diverse backgrounds. It has taught me how to listen, communicate clearly, and find common ground when opinions differ.

Before teaching, I served as an Economist at the Bank of Korea, where I worked on projects involving financial policy, trade, and economic stability. That experience gave me a strong foundation in understanding budgets, data, and long-term planning, skills that translate well to city governance.

I earned my Ph.D. in Economics from the University of Miami, along with master's degrees in economics and financial economics. My education has prepared me to look at issues from multiple angles and to support decisions with facts and fairness.

Outside of work, I'm active in our local church as a Bible teacher at Miracleland Baptist Church, where I help lead small groups and family programs. I also served in the Republic of Korea Marine Corps, an experience that shaped my sense of duty and teamwork. Altogether, my background blends academic training, community service, and practical leadership experience that I hope to bring to the City of Cypress.

Christopher Paik, Ph.D.

Statement of Interest in Serving on City Council

Cypress has been a wonderful home for my family, and I want to do my part to keep it a strong and welcoming place for others. As a father of two young children, I care deeply about keeping our neighborhoods safe, maintaining good schools, and ensuring families have spaces to gather and grow.

I'm interested in serving on the City Council because I believe thoughtful planning and collaboration make a real difference at the local level. My work as an economist has shown me how policy decisions affect people's daily lives, from housing and traffic to local business development. I want to use that background to help make well-balanced, responsible decisions for our city.

Most of all, I value listening. I want to hear what matters most to residents and to represent those voices fairly and respectfully. If appointed, my goal would be to work with others to keep Cypress financially sound, environmentally sustainable, and community-focused.

Christopher Paik, Ph.D.

Statement of Vision for Cypress

My vision for Cypress is simple: a safe, family-centered city that plans wisely for the future while staying true to its community spirit. I would like to see Cypress continue to be a place where families feel supported, where local businesses thrive, and where neighbors know one another.

I hope to encourage open communication between residents and city leadership, more opportunities for youth and families to be involved in local programs, and continued attention to fiscal responsibility and smart growth. I also believe in supporting sustainable projects that protect our environment and maintain the quality of life we all enjoy.

Cypress has a strong foundation built by people who care. My goal is to help build on that by serving with integrity, by listening first, and by making decisions that reflect the long-term well-being of our community.

CYPRESS CITY COUNCIL
APPOINTMENT APPLICATION

Candi Kern

[redacted]
Cypress, CA 90630
Cell [redacted]

REFERENCES

Anne Silavs
Cypress School District, Superintendent
[redacted]

Lydia Sondhi
Former Cypress Mayor and City Council Member, Cypress School District Trustee
[redacted]

Brittney Cook-Cannata
Cypress Council PTA President, Cypress Community Festival Board Vice President
[redacted]

Christen Jackson
Cypress Women's Conference Woman of the Year 2025, Community volunteer
[redacted]1048
[redacted]

Leah Winter
Long time Cypress community resident and volunteer
[redacted]1970
[redacted]

CANDI KERN

[redacted]. Cypress, CA 90630 | [redacted] | c[redacted]

PROFILE

Community leader with a distinguished record of service in governance and advocacy. Experienced collaborator skilled in stakeholder engagement and strategic leadership.

EDUCATION

- **University of California, Los Angeles**
  - Bachelor of Arts Linguistics and Spanish
  - Cum laude and Departmental Honors
- **California State University, Long Beach**
  - Clear teaching credential | Bilingual Education
- **Masters in Governance Certificate, California School Boards Association**
  - Comprehensive certification in governance, fiscal oversight, and policy making

WORK EXPERIENCE

- **Long Beach Unified School District**
  - Bilingual Educator | Grades 2 – 5
- **Orange County Department of Education**
  - Consultant for "One Billion Acts of Kindness" Campaign

LEADERSHIP & GOVERNANCE

- **Cypress School District Board of Trustees**
  - 12+ years
  - 2 time board president
- **California School Boards Association (CSBA)**
  - 2024 Statewide Annual Education Conference Chair
  - Regular participant of Legislative Action Week – advocating to state legislators on behalf of issues facing families
  - Represented Cypress School District as a member of the statewide Delegate Assembly for 8 years
- **Orange County School Boards Association (OCSBA)**
  - Board Member
  - Planned and executed networking and professional development opportunities for all Orange County Trustees
- **Parent Teacher Association (PTA)**
  - PTA President: Vessels • Lexington • Cypress High School • Cypress Council
  - Fourth District (Orange County) PTA
    - President – Overseeing 400+ school PTAs in Orange County
    - Legislative director – Leading countywide delegation in legislative trips to Sacramento. Providing county-wide advocacy training.
  - California State PTA (CAPTA)
    - Legislative Team Member – Reviewing legislation to be considered for CAPTA support. Planning and executing statewide conferences and training.

OTHER SCHOOL & COMMUNITY SERVICE

- Boy Scout Volunteer
- Church Volunteer and leader of moms' group
- Band Booster President – Cypress High School and Lexington Junior High
- Lexington Foundation Board Member
- School Site Council Member: Vessels • Lexington • Cypress

RECOGNITIONS

- **Marian Bergeson Award**
    - 2023 Outstanding Orange County School Board Member of the Year
- **Woman of Distinction 2018** - California State Assembly District 65
- **Above and Beyond Award -** Cypress School District
- **Golden Oak Honorary Service Award -** Highest award from California State PTA

QUALIFICATIONS, EXPERIENCE, EDUCATION, COMMUNITY ENGAGEMENT

My most relevant qualifications and experiences are those I acquired by serving for over 12 years as a member of the Cypress School District Board of Trustees. Overseeing a school district with a multi-million dollar budget and hundreds of employees is roughly analogous to the role of a city council. In my tenure, I served as board president twice. My first time as president, we were charged with hiring a new superintendent. That experience would serve me well in procuring a new city manager. I learned not only about the process itself, but also about the challenges of identifying a chief administrator and how to appropriately engage stakeholders in that search. My second term as board president was during the pandemic, where I had to lead through probably the darkest times the school district has faced. Beyond serving my local school district board, I was elected to the California School Boards Association Delegate Assembly, where I represented our school district to our statewide organization. I went on to chair the 2024 CSBA Annual Education Conference for our statewide multi-day event. I also served on the board of the Orange County School Boards Association. My involvement at the county and statewide levels have provided me with great perspective and enhanced my ability to lead more effectively at a local level.

My formal education is as a bilingual educator, with my B.A. in Linguistics and Spanish from UCLA, and my teaching credential from CSULB. I went on to teach in Long Beach Unified which spurred my desire to serve *all*, especially those who may be historically underserved. My learning did not end there. I hold a Masters in Governance certificate from the California School Boards Association – a lengthy course that provides community leaders the tools they need in order to become members of a strong governance team. I was also a regular attendee at workshops and conferences to keep myself aware of any and all issues that would assist me in my work, such as state and federal budgets and current legislation.

I have been a long-time leader for PTA. I served as PTA president for Vessels Elementary, Lexington Junior High, Cypress High School, and Cypress Council PTA. I went on to serve as President of the Fourth District PTA, which is the PTA that oversees 400+ schools throughout Orange County. I currently serve on the California State PTA Board, where I am a legislative advocate, working closely with legislators' offices as we consider our support of bills. We also plan and execute trainings and legislative visits for advocates throughout the state.

In addition to my school board and PTA leadership experiences, I have been an avid community volunteer for many years. Among others, these include leading a moms' group at my church, leading Scouts, team mom for many sports teams, band booster president at two schools, and classroom mom, to name a few. I am currently still a member of the Lexington Foundation Board.

STATEMENT OF INTEREST IN SERVING ON CITY COUNCIL

I am a proud three-decade resident of our exceptional city. I have spent much of those decades serving our community in schools, in churches, on fields, and beyond. I am eager to continue serving a city that has served me so well. Our city is a model not only for Orange County, but indeed throughout the state. I would be honored to further that legacy.

Until recently, becoming a member of the city council was not on my radar. I am not driven by political ambition. That said, as a lover of Cypress, I truly believe that my unique skills and experiences match the current needs of the city.

I care deeply about our city and its people. I want to help ensure safety, fiscal stability, and the quality of life that we so all deeply enjoy. Those things don't happen by accident and require strong, ethical, and collaborative leadership.

My genuine desire is to offer all of my traits and experiences to the betterment of our community for today and tomorrow.

VISION FOR CYPRESS

We are fortunate indeed to live in the City of Cypress. With due credit to our current and prior leadership, our community is safe, fiscally sound, business friendly, while still retaining its small-town charm. That unique charm is due in part to our excellent schools, our quality parks and recreation programs, the many service organizations, and so much more that uplift our daily lives. As a city council member, I would work dutifully to maintain all the things that make Cypress great.

One current issue our city faces is the need to appoint a new City Manager. As laypeople, council members are called to bring the vision and direction to city staff. In turn, we rely on our staff for the day-to-day operations of our city. Finding a City Manager with the executive skills to lead our staff, as well as one who shares our passion for our unique community, is of the utmost importance. My experience in hiring a school superintendent provides me a unique leg up in going through a similar process in identifying our next City Manager.

I want to serve as a bridge builder and welcome diversity of opinion while maintaining civil discourse. I will respect the rule of the majority while championing the rights of the minority voice to be heard. My vision for the city does not include a personal agenda nor pet project. My contribution will be steady, measured leadership where good governance leads to greater outcomes for all.

Michele Pourtemour
[redacted]
Cypress, Ca 90630
Phone:[redacted]
[redacted]

References

1. Todd Rogers [redacted]
2. Kimberly Torres Kebelbeck [redacted]
3. Greg Smith [redacted]
4. Shirley Bradley [redacted]
5. Ricardo Ceballos- [redacted]

MICHELE POURTEMOUR
[redacted] Cypress, California
[redacted]

Professional Experience

Realtor – Circle Real Estate

Long Beach, CA | 2020 – Present

- Provide residential real estate services, including sales, probate transactions, and investment properties.
- Recognized as a community-focused Realtor; 1/3 of team commissions donated to youth programs, arts, and families in need.

Vice President / Dean – Woman's Club of Cypress

Cypress, CA | 2020 – Present

- Lead committees and project teams overseeing philanthropic programs and community initiatives.
- Coordinate fundraising events, service projects, and partnerships supporting local families and schools, promote volunteerism, civic engagement, and women's leadership.

Executive Board Member – Place to Play

Long Beach, CA | 2025 – Present

- Provide strategic guidance for a nonprofit expanding youth athletics access in underserved communities.
- Partnering on a $5M basketball facility with the City of Long Beach.

CEO / Owner – Carson City Towing, Inc.

Carson, CA | 2000 – 2019

- Managed operations of a 20-employee towing business, including HR, payroll, contracts, and logistics.
- Partnered with LA County Sheriff's Department, California Highway Patrol, and local agencies.
- Negotiated contracts, ensured compliance, safety, and profitability.

Public Safety Commissioner – City of Carson

Carson, CA | 2003 – 2005

- Advised City Council on public safety, emergency protocols, and traffic improvements.

CEO / Owner – Gemini Consulting

Los Angeles, CA | 1998 – 2000

- Founded and managed a marketing/advertising firm for small and mid-sized businesses.
- Delivered brand development, marketing campaigns, and advertising strategies.

Coaching & Community Involvement

Youth Sports Coach – St. Cyprian Catholic School & BBallers Long Beach

Cypress & Long Beach, CA | 2014 – Present

- 10+ years coaching basketball, volleyball, and track & field.Develop team-building, leadership, and sportsmanship in youth athletes.Sponsor and mentor underserved athletes, ensuring all children have access to play.

Education- California State University, Fullerton | 1995 – 1999

Bachelor of Arts in Communications, Focus: Public Relations & Marketing

Letter of Intent to Run for Cypress City Council

To the Honorable Members of the Cypress City Council and the Residents of Cypress,

My name is Michele Pourtemour, and I am honored to submit my intent to serve on the Cypress City Council for the upcoming one-year term. As a longtime Cypress resident, mother, business leader, and active community volunteer, I am deeply invested in the future of our city and confident in my ability to help guide it forward.

For over 20 years, I served as the CEO of a successful family business, where I worked alongside the Los Angeles County Sheriff's Department, the California Highway Patrol, and multiple city and state agencies. Those years taught me the importance of communication, collaboration, and accountability in leadership. I understand how to work with diverse perspectives and bring people together to get things done—values I plan to bring to the City Council.

As the Vice President of the Woman's Club of Cypress, I am actively engaged in philanthropy and community service, helping coordinate initiatives that support families, education, and local programs. I believe that service is the heart of leadership, and our city thrives when we lift one another up through volunteerism and shared purpose.

I am also a mother of a beautiful blended family of six, with children in the Cypress school system and involved in local sports. This city is not just where I live—it's where I've built a life. I'm proud to be embedded in our schools, youth programs, and civic organizations that make Cypress the strong, connected community it is today.

I consider myself proudly bipartisan, believing there is always room for negotiation and common ground when the goal is to serve the people. I want to help ensure that Cypress continues to grow responsibly—protecting our small-town charm, public safety, and community values while encouraging thoughtful development and opportunity.

Cypress is a city where people feel safe walking their dogs at night, where families gather at the parks, and where neighbors still know each other by name. My goal is to preserve that spirit while preparing our city for a bright and balanced future.

I would be honored to serve the residents of Cypress with transparency, compassion, and dedication, ensuring every voice has a place at the table.

With respect and gratitude,

Michele Pourtemour
Candidate for Cypress City Council

Michele Pourtemour

Candidate for Cypress City Council

For over 20 years, I've dedicated my life to building stronger communities through service, leadership, and compassion. As a Realtor, I've helped families find homes, guided first-time buyers through complex processes, and supported neighbors facing difficult transitions like probate sales. My business success is rooted in giving back—I proudly donate one-third of my total compensation through our Griffin Group Team to support youth sports, fine arts, and local families in need.

My leadership extends far beyond real estate. As Vice President and Dean of the Woman's Club of Cypress, I've spent the past three years helping direct service projects that reflect our city's core values—family, generosity, and unity. Together, we organized the largest clothing drive in partnership with Laura's House to support survivors of domestic violence, created "Kindness Bags" for homebound seniors, and volunteered regularly at the Cypress Police Open House to strengthen trust between residents and law enforcement. I believe small acts of service build lasting change.

Before real estate, I spent nearly two decades as CEO of Carson City Towing, where I managed operations for a 20-person team and coordinated contracts with multiple city and government agencies, including the Los Angeles County Sheriff's Department and the California Highway Patrol. I also served as a Public Safety Commissioner for the City of Carson, working closely with city council members and law enforcement to improve community safety, traffic control, and public outreach. That experience gave me a deep respect for the balance between policy and people—the understanding that leadership must always serve the community first.

Today, I continue to serve on the Executive Board of **Place to Play**, a nonprofit working with the City of Long Beach to develop a $5 million youth sports facility to provide safe and inclusive spaces for children from all backgrounds. I also coach multiple youth sports teams at St. Cyprian Catholic School and BBallers Long Beach, helping kids develop leadership, teamwork, and confidence—often sponsoring players whose families cannot afford the program.

I studied Communications with a focus on Public Relations at **California State University, Fullerton**, which taught me the value of transparent communication and collaborative problem-solving—skills that guide how I serve both clients and community.

My vision for Cypress is one of **unity, inclusion, and family values**. I believe in a city where every voice is heard, where our seniors feel cared for, our children have safe spaces to play, and our neighborhoods thrive together. I've worked alongside city councils, senators, and local leaders who share my belief that leadership is about people, not politics. As a wife, mother, and long-time Cypress resident, I'm running for City Council to continue that work—protecting what makes Cypress special while ensuring that every resident, no matter their background, feels part of our shared future.

Michele Pourtemour - My Vision for Cypress

As a longtime resident, business leader, community volunteer and mother, I see Cypress as a city where every family—regardless of background or income—can thrive, feel safe, and belong. A city where we preserve our small-town charm while meeting the demands of a growing region with thoughtful leadership, first-class services, and strong neighborhoods.
In this vision:

- Our city government works hand-in-hand with the community, listening across viewpoints and building solutions together. I believe in bipartisanship and the power of negotiation to get things done.

- We honour family values—ensuring safe streets where children can walk to parks or school, where neighbors look out for each other, where sports fields, school gyms, and community centers are vibrant hubs of activity and connection.

- We foster inclusion—welcoming people of all ages, all income levels, and all cultural backgrounds to participate in, and benefit from, our city's future.

At the same time, we actively address the key issues facing Cypress today:

- Housing & Growth: The city's 2021-2029 Housing Element calls for accommodation of up to 3,936 new housing units, but only about 1,946 units are currently accounted for, leaving an unmet need of nearly 1,990 units. We must manage growth responsibly—making sure new housing is well-integrated with roads, schools, open space and the community fabric, not simply added in ways that strain our infrastructure or change the character of the neighborhoods we love.

- Traffic, Infrastructure & Neighborhood Quality: As new development comes, we must ensure our roads, sidewalks, public safety services, and utilities keep pace. Many residents are concerned with how increased density, busy corridors (like Lincoln Avenue) and changing land uses will affect their daily lives. I believe in smart planning that protects our residential areas, makes walking, biking and playing safe, not just driving.

- Balanced Development & Neighborhood Identity: The temptation of big projects is real. In one example, residents voiced concerns that housing proposals felt "too big and out of scale" with the neighborhood's character. Our aim should be to ensure new development enhances—not erodes—what makes Cypress homey and unique.

My Commitment if Elected

- I will listen first—going to neighborhoods, hearing residents of all backgrounds, ensuring every voice is included in decisionmaking.

- I will champion growth with heart—making sure development is responsible, infrastructure is planned, community character is respected, and families are prioritized.

- I will foster partnerships—between city government, local businesses, nonprofits, schools, and residents—because together we move faster, smarter and more inclusively.

- I will uphold transparency and trust—ensuring meetings are open, information is shared, and residents feel confident in their city's leadership.

Ryan Azie

Orange County, CA | [redacted] | [redacted] | LinkedIn: ryanazie

EXPERIENCE

Crown Castle

Business Development Manager **July 2025 – September 2025, Irvine, CA**

- Partnered with state commissioners and the Broadband Equity, Access, and Deployment (BEAD) program to expand reliable internet access in underserved neighborhoods and support digital inclusion across the community.
- Managed Boost Mobile in the West and South markets while expanding partnerships across key infrastructure verticals, including municipalities, energy, healthcare, fixed wireless, fiber, and emerging tech such as drone, IoT, and AI.
- Structured and secured approval for capital-intensive public projects, improving ROI while delivering essential connectivity infrastructure.
- Synthesized market insights and partner feedback into executive presentations that informed go-to-market strategy and guided corporate investment decisions.
- Orchestrated Sales Engineering and Project Delivery teams to deliver complex, multi-site infrastructure solutions, ensuring technical accuracy, customer satisfaction, and on-time project delivery.

Senior Regional Sales Manager **May 2024 – June 2025, Irvine, CA**

- Partnered with municipal leaders, schools, and public agencies to align infrastructure initiatives with community development priorities and sustainability goals.
- Coordinated with CalFire, CalOES, CHP, and multiple municipalities to deploy and upgrade emergency communications infrastructure, strengthening regional public safety and medical response capabilities.
- Directed territory management and pipeline expansion across 13 Western U.S. states, developing targeted sales strategies that delivered 137% regional revenue growth.
- Achieved 110% of annual sales quota in 2024, generating over $59M in total contract value and $500K in service revenue through strategic negotiations and long-term partner agreements.
- Presented quarterly business reviews with executive-ready reporting, influencing Directors, VPs, and C-level stakeholders.

Regional Sales Manager **March 2023 – April 2024, Irvine, CA**

- Drove partner acquisition and account management strategies that strengthened long-term customer relationships and expanded market presence across the Western U.S.
- Represented Crown Castle at regional conferences, advocating for smart city, IoT, and sustainability initiatives.
- Fostered partnerships with local governments, nonprofits, and private entities to advance regional infrastructure and connectivity projects.
- Designed scalable frameworks that streamlined workflows across departments, improving coordination, decision-making, and client outcomes.

Landmark Dividend

Vice President of Acquisitions **April 2019 – December 2022, El Segundo, CA**

- Expanded national asset portfolio by acquiring digital infrastructure assets across the U.S. and Canada such as telecom, advertising, solar and wind turbine farms
- Sourced, structured, and closed $10M+ in acquisitions and more than 25 individual assets, exceeding annual quota by 66% through pipeline management and relationship-based deal sourcing.
- Implemented data-driven acquisition and reporting frameworks utilizing key financial indicators (IRR, cap rate, ROI) to guide strategic investments and ensure fiscal accountability.

EDUCATION

Master of Business Administration | Arizona State University

Bachelor of Science, Business Administration, International Business | California State University, Long Beach

SKILLS

- **Community-Centered Leadership:** Executive communication, consensus building, and problem solving
- **Cross-Agency Collaboration:** Coordinated with finance and sales engineering to deliver complex infrastructure and community development
- **Strategic Decision-Making:** Data-informed planning and fiscal analysis to guide responsible investment and sustainable growth
- **Governance & Public Policy Collaboration:** Partnered with CHP, CalFire, Cal OES, EMS, and city commissioners on BEAD and public safety initiatives to advance community priorities and quality of life.

Interest in Serving on Cypress's City Council

I have always had a deep interest in making the city I grew up in a better place for all who call it home. Having lived in Cypress for over 30 years, I've seen our community thrive and evolve, and I want to contribute to shaping its next chapter.

As a proud graduate of Vessels Elementary, Lexington Junior High, and Cypress High School, I understand firsthand the value of our schools, our neighborhoods, and the sense of belonging that defines Cypress. I bring a forward looking perspective, one that recognizes the importance of creating opportunities for young adults and families to build their futures here.

My professional background in business development, strategic planning, and fiscal management has given me strong financial acumen and an appreciation for the importance of responsible budgeting. I am committed to ensuring Cypress's budget remains strong, sustainable, and transparent, so that every dollar serves the best interests of our residents.

Above all, I want to listen to our residents and make thoughtful, necessary changes that benefit both the community and the city as a whole. My goal is to provide transparent leadership, collaborative decision making, and fiscal accountability while keeping Cypress a safe, vibrant, and inclusive city for generations to come.

I bring a fresh, innovative approach that reflects the evolving needs of our residents and the next generation of homeowners and community members. I look forward to learning from experienced leaders while contributing new ideas and practical solutions that will have lasting, positive impacts on Cypress. While this appointment fills a vacated term expiring in November 2026, I view this as the start of a long-term commitment to serving our city and contributing meaningfully to its continued success and growth.

Sincerely,
Ryan Azie

Qualifications, Experience, Education and Community Engagement

I have more than seven years of experience in business development, infrastructure strategy, and public-private partnerships, working across telecommunications, real estate, and government sectors. In my previous role at Crown Castle, I collaborated with the State of California, federal agencies, municipalities, public schools (including universities), and emergency services organizations including CalFire, Cal OES, CHP, and private helicopter companies to enhance communications networks that support community safety and emergency response. My work focuses on aligning investment, technology, and policy to strengthen local infrastructure and ensure fiscal responsibility.

Prior to my current role, I served as Vice President of Acquisitions at Landmark Dividend, overseeing multimillion-dollar infrastructure portfolios and working cross functionally within Underwriting, Legal, and Closing while helping Landlords and municipalities with reinvestment strategies. Throughout my career, I have built trusted relationships with state and local officials, balancing financial discipline with public benefit to deliver sustainable, results-driven projects.

A lifelong Cypress resident, I attended Vessels Elementary, Lexington Junior High, and Cypress High School before earning my Bachelor of Science in International Business from California State University, Long Beach, and my Master of Business Administration from Arizona State University. I also hold a California real estate salesperson license.

Beyond my professional background, I am actively engaged in community service. I have volunteered with PATH (People Assisting The Homeless), the OC Food Bank, and participated in Los Angeles wildfire relief efforts, helping organize and distribute supplies to affected residents. These experiences reinforced my belief in community collaboration and the importance of supporting our neighbors through service and compassion.

Rooted in Cypress for over 30 years, I am committed to applying my experience in infrastructure, fiscal management, and public service toward advancing the city's goals of safety, sustainability, and responsible growth.

Sincerely,
Ryan Azie

Vision for Cypress

My vision for Cypress is to preserve the strong foundation that has made our city one of the most desirable communities in Orange County, while continuing to innovate and prepare for the future. I believe in encouraging smart city and digital technologies that modernize services, improve efficiency, and make it easier for residents and businesses to engage with local government.

Supporting small businesses remains central to my vision as they are the heart of our local economy and an essential part of our municipal. I want to ensure our business community has the tools, partnerships, and resources needed to thrive and continue contributing to our shared success.

I am also committed to maintaining the cleanliness, safety, and infrastructure of our city, ensuring our roads, parks, and neighborhoods reflect the pride we all share in Cypress. This includes continued support for our Police Department, with investments in modern technology, software, and communication systems that allow officers to operate efficiently and stay focused on protecting our residents.

Fiscal responsibility is another key priority. I want to ensure Cypress's budget remains strong, transparent, and sustainable, balancing smart investment in innovation with careful stewardship of public funds.

Equally important is strengthening community engagement and transparency. I want residents to have more ways to participate, whether through digital platforms, virtual input sessions, or online feedback tools, understanding that even those with busy schedules can share their ideas and have their voices heard.

Looking ahead, I envision a Cypress that continues to lead with sustainability, education, and inclusion. I want to expand partnerships with local schools, encourage environmental responsibility, and ensure our city remains a welcoming place where all residents can live, work, and grow.

As a lifelong Cypress resident, I'm committed to a vision that blends innovation with community values, keeping Cypress safe, connected, and sustainable for generations to come.

Sincerely,
Ryan Azie

Information, Certification, and References

Contact Info:

Mobile: [redacted]

E-mail: [redacted]

Address:

[redacted] Cypress, CA

Certification as Registered Voter:



CERTIFICATION

STATE OF CALIFORNIA } SS.
COUNTY OF ORANGE

I, Bob Page, Orange County Registrar of Voters, in the County and State aforesaid, and keeper of the records and files thereof, do hereby certify that the following is a true and correct certification of the registration record of:

Facsimile Signature of Voter

VOTER INFORMATION

Ryan Emad Azie
Address: [redacted]
Cypress, CA 90630
Mail Address:

Township:
Precinct: 10337
Birth Date: [redacted]
Party: Democratic
Voter Status: Active
Most Recent Date Registered: [redacted]
Original Date Registered:

ELECTION INFORMATION - Most recent displayed -

Total Elections Voted: 10

11/04/2025 Statewide Special Election
11/05/2024 Presidential General Election
11/08/2022 General Election
06/07/2022 Statewide Direct Primary Election
09/14/2021 California Gubernatorial Recall Election
11/03/2020 Presidential General Election
03/03/2020 Presidential Primary Election — Democratic
11/06/2018 General Election
06/05/2018 Statewide Direct Primary Election
11/08/2016 General Election

REGISTRAR OF VOTERS ORANGE COUNTY, CALIFORNIA

I do hereby certify the above to be a true and accurate copy of records on file in the office of the Orange County Registrar of Voters. Certification is not valid unless the seal of Orange County, California is affixed.

10-27-25 BR
Date

Bob Page
Orange County Registrar of Voters

References

1. Jessica Collins | Former Manager at Crown Castle | [redacted]
2. Will Longo | Friend and Commercial Realtor | [redacted]
3. Landon Wasem | Former colleague at Crown Castle | [redacted]
4. Ford Timberlake | Former colleague at Landmark Dividend | [redacted]
5. Kristina Moore | President at The Moore Group Brokerage | [redacted]

CITY OF CYPRESS

CITY COUNCIL REPORT

City Council Regular **12.**

DATE: 11/10/2025

SUBJECT: Discussion and Direction to Staff Regarding Changing the Day of City Council Meetings

---

RECOMMENDATION

Provide direction to staff regarding changing the day of regular City Council meetings.

DISCUSSION

This item was continued from the October 27, 2025, City Council meeting. Ordinance 774, adopted May 11, 1987, codified § 2-1 of Cypress Municipal Code establishing that the city council shall hold regular meetings on the second and fourth Mondays of each month.

On October 13, 2025, it was moved by Mayor Pro Tem Medrano and seconded by Mayor Burke to agendize an October 27, 2025 discussion of changing the day of City Council meetings to either Tuesday or Wednesday. If such a change were to be made, it would require adoption of an ordinance revising Cypress Municipal Code § 2-1.

If the City Council were to change meeting days from Monday to Tuesday, City staff would seamlessly transition to that new day. However, if the meeting day were to be changed from Monday to Tuesday, doing so would create a conflict for City Attorney Fred Galante that could not be accommodated without requiring two other agencies that Mr. Galante represents to make adjustments to its meeting days.

BUDGET IMPACT

None associated with discussing changing the days on which the City Council would hold its regular meetings.

LEGAL REVIEW

This item has been reviewed by the City Attorney.

APPROVED BY: Sean Joyce, Interim City Manager

CITY OF CYPRESS

CITY COUNCIL REPORT

City Council Regular **13.**

FROM: Lisa Berglund, Interim City Clerk

DATE: 11/10/2025

SUBJECT: **Consider a Discussion on Campaign Finance Reform**

RECOMMENDATION

Provide direction to staff regarding campaign finance reform.

SUMMARY

During the June 23, 2025, City Council meeting, Mayor Burke requested to agendize a presentation for the August 25, 2025, City Council Meeting regarding campaign finance reform. On August 25, 2025, Mayor Burke announced that he would like to postpone the discussion to a later date. On October 13, 2025, under the discussion of "Council Member Items for Future Agendas", Mayor Burke requested to agendize the discussion for November 10, 2025.

BUDGET IMPACT

There is no immediate costs associated with the discussion of this item.

LEGAL REVIEW

The City Attorney has reviewed this report.

APPROVED BY: Sean Joyce, Interim City Manager

Attachments

Campaign Finance Presentation

Campaign Finance Reform Options

Primary reasons for reform…

- To diminish the risk of pay-to-play politics
- To improve transparency and give voters more information

Reform #1

Stronger campaign contribution limits on individuals and PACs

Current Law: $5,900 limit

Proposed Reform: $500 limit

Comparisons

Orange County: 15 of 34 cities. Average limit of $1,043.

San Diego County: 13 of 18 cities. Average limit of $535.

Irvine $620
San Juan Capistrano $700
San Marcos $250
Seal Beach $500
San Diego $750
Encinitas $250

Reform #1

Questions or comments about proposed $500 campaign contribution limit?

Cypress History

Illegally laundered campaign contributions to two local candidates in 2012.

“Safe Neighborhoods PAC” spent $35,650.46 to support three city council candidates in 2022.

PAC was actually funded by local trash company and real estate developer.

Reform #2

Disclosure of top five contributors on advertisements paid for by independent committees.

Current Law: Required disclosure of committee name only.

Proposed Reform: Disclosure of top five contributors to the independent committee.

Reform #2

Questions or comments about disclosure of top five contributors on advertisements?

Publicly Financed Elections

Candidates who qualify receive public funds for their campaign

States: Maine, Connecticut, Arizona, New Mexico, and others.

Cities: Albuquerque, Seattle, Baltimore, Denver, and others.

Gold Standard to:

- Diminish influence of special interests
- Improve public trust
- Give hard-working candidates a chance to succeed

Publicly Financed Elections

Matching Funds System: Candidates receive between 3 and 6 times what they raise in matching funds, up to a certain dollar limit.

Lump Sum System: Candidates who raise a specified amount receive a lump sum to fund their campaign.

Must be voluntary, rather than mandatory.

Publicly Financed Elections

Questions or comments about publicly financed elections?